



WHERE
FRANCE

WHAT
RED

WHEN
DAILY

ROCHE NOIRE

On your toes red, that lightens
the body, sip by sip.



WINEMAKER Armelle Dieval

REGION Cotes Du Rhone

GRAPE VARIETY Grenache/Syrah

AGE OF VINES Planted in the
early 1960's

PRODUCTION 10,000 bottles

SOIL Clay and limestone mixed
with gravel and pebbles,
and of course, the black rock
subsoil.

VITI/VINI

The global production for Roche Noire is a small 5 hectares of vines, which are registered agriculture raisonnee. The vines are planted on a stoney hillside, with close proximity to the Rhone River, and this soil type yields a freshness and elegance to the blend. The wines also benefit from good structure due to the age of the vines. Traditional winemaking practices, with only indigenous yeasts and cement tanks for fermentation, at about 24 degrees Celsius. Maturation for the Grenache is in cement, and Syrah is matured for one year in cask and one year old barrels, light filtration.



CONCEPTUAL DOPPELGANGER

The ultimate statement of style is confidence. You define yourself by the quality and value of your possessions to you, not others. You fall not for the latest trends - in fact you fall for nothing. That said, you are not averse to a little flash of pizzazz. Tradition, excellence and style to boot: not easy unless you make the right choices: Vintage New Balance running shoes, in red. Oh yeah, genius!

PRODUCER

Roche Noir is produced by Les Vignerons des Roquemaure or Rocca Maura, as the local reference, and is a cooperative of 50 different growers established in 1922. Their mission is to keep things small and focus on quality. The name translates to 'black rock', a defining aspect of the soil in the vineyard. The label depicts a ballerina perching the eponymous black rock on her hand. The image represents grace, balance and power, key characteristics of any good Cotes du Rhone. Don't let the modern, punk rock style throw you. This is as traditional an example of a Cotes du Rhone as it gets. With so many CDR out there, we wanted you to pay attention and remember.

