



WHERE
FRANCE

WHAT
PINK

WHEN
SUNSHINE
DAYDREAMS

DOMAINE JACKY MARTEAU "LULU" ROSE

Could she have gotten any more mischievous?



CONCEPTUAL DOPPELGÄNGER

I was once lost and simply wasn't seeing the positive side of things. My clothing was carefully chosen to express my point of view - perhaps this was a mistake. I had a friend who seemed to have fun all the time and lived for each and every moment. This friend was always inviting me out and I often said no. On my birthday this friend gave me a gift - a pink suede fringed purse. With this gift was this note, "Put your basics in this bag and use it everyday for at least one week!" So I did. My skepticism was quickly trounced by the joy this bag brought me. Everywhere I went, people told me how much they liked it and this made me and them smile. Once I was smiling, boy did that swinging fringe

start to match my gait as I swung around town with a bounce in my step and a light note singing in my heart. Some things are just so simple and effective.

WINEMAKER Rodolphe Marteau

REGION Loire/Touraine

GRAPE VARIETY Mainly Pineau d'Aunis + a small percentage of Cabernet Franc

SOIL Flinty, clay base

AGE OF VINES Planted in 1996

PRODUCTION 1,500 bottles

VITI/VINI

The vines are planted on some of the finest wine growing land in Touraine, on the south bank of the Cher River. Rodolphe's main focus is getting the best quality of grapes through various techniques such as spring de-budding, de-leafing, grassing through the vineyard, and green harvest for lowering yields. Skin maceration for 2 hours, gentle pneumatic pressing. Fermentation at about 17 degrees Celcius and kept on fine lees until bottling.

PRODUCER

In 2010, after spending four years learning alongside their parents at the family estate,

brother and sister Ludivine and Rodolphe Marteau bought the property. They were both in their late 20's. Although they came from a fourth generation wine making family, the young duo sought education and experience before taking over completely. They have now hit their stride, with Rodolphe caring for the vineyard and the winery while Ludivine takes care of sales and marketing. They use the wisdom of their ancestors without rejecting modern technology and innovation. Lulu is Ludivine's nickname and also seemed like the perfect reference for a French wine for every day of the week.

