

Le Pinot Noir



PUY DE DÔME
INDICATION GÉOGRAPHIQUE PROTÉGÉE

WHERE
FRANCE

WHAT
RED

WHEN
DAILY DRIVER

SAINT-VERNY LES CERISES

Fringe appellation means way more wine for the money

WINEMAKER Olivier Mignard/
Etienne Rachez

REGION Puy-de-Dome

GRAPE VARIETY Pinot Noir

SOIL Volcanic, chalk, clay

AGE OF VINES Planted around 2006

PRODUCTION 15,000 bottles



CONCEPTUAL DOPPELGANGER

Forget convention and the easy path to eyeball magnetism. Casting Brad Pitt for a casting director is like offering sunshine as an asset of living in California - big fat duh. I am way more interested in the outliers. Always more interesting to be surprised and enchanted by a thing that on its superficial merits shouldn't. When the performance exceeds the expectation, based, as previously mentioned on one's short-sightedness, a tingly aha moment produces euphoria. There is pretty much nothing that Steve Buscemi has done that I don't love.

His perspective an process is born out of proving he deserves the deep respect he has earned. Take a stroll through your un-comfort zone - it's were the real magic happens.

VITI VINI Sustainably farmed and gentle machine harvest to maximize efficiencies. Fermentation occurs in stainless steel with indigenous yeast. 3-6 months on fine lees. Fined without animal products and filtered before bottling.

PRODUCER Auvergne has a long wine growing tradition that dates back to Roman and Gallic times. Saint-Verny is a small, highly dedicated, 65-grower cooperative that worked diligently to establish AOC status for Cotes d'Auvergne in 2011. Prior to recognizing its

independent AOC status, the area was considered an extension of the Loire Valley, and its unique soil and topographical attributes had not been formally recognized. The vineyards stretch across 170 hectares from Riom in the north to Issoire in the south. The vines grow on volcanic soils, which contribute a real mineral driven character to the wines. The focus is on the vineyards with a minimalist approach in the cellar. A cooperative structure allows these passionate growers to

realize the benefits of their efforts in their vineyards, as it would not make economic sense for them to bottle fruit from their small plots independently.

communal brands



CLASSIC WINE FOR MODERN PEOPLE