

**WHERE**  
FRANCE

**WHAT**  
RED

**WHEN**  
LOGIC DICTATES  
(OFTEN)

## JE DETESTE MERLOT

Hatred is drummed up, broadcast, distributed and sold for pennies on the dollar—don't be a sheep, unless you enjoy it ;-).



**WINEMAKER** Armelle Dieval

**REGION** IGP Gard (villages of Roquemaure and Saint Genies de Comolas)

**GRAPE VARIETY** Merlot

**SOIL** Clay & limestone

**AGE OF VINES** Average 30 years old

**PRODUCTION** 24,000 bottles



### CONCEPTUAL DOPPELGÄNGER

There's no getting around it—if you say you hate Merlot, you will be accused of having recently seen Sideways. One might ask you why you hate Merlot? And chances are, you've got not one cogent argument outside of a pithy aside that gained momentum with a speed no one saw coming. Chalk it up to everyone wanting to sound like a wine snob, which was fashionable in the early aughts. So screw up your self-loathing and stick your beak in a bowl of this detestable quaffer - ready to guzzle till yer purple in the muzzle and you scream uncontrollably for all to hear, "J'aime le merlot!" "Fuck me Sideways!"

**VITI VINI** Grapes are harvested off 8 sustainably farmed hectares located in the villages of Roquemaure and Saint Genies de Colomas, with close proximity to the Rhone river, leading to a fresher fruit style and softer tannin structure. All cuvees are made with sever plot selection and low yields at 50hl/ha. Crushed and fermented in concrete tanks with regular pumpovers, twice daily at the peak of fermentation, to extract color, flavor and tannin. After 3 weeks on skins, drained and pressed off. Blended before MLF. Matured for 8 months in concrete tanks.

**PRODUCER** Je Deteste Merlot is produced by Les Vignerons des Roquemaure, a small, local cooperative of 50 growers, established in 1922. We love this coop for its history, character and intimate size. This is a true example of how a cooperative structure allows for access to top quality, micro-growers that would never have the ability to scale themselves to a sustainable level independently. Working cooperatively, they are able to focus on their strengths in the vineyard and collaborate with a winemaker that shares their production philosophy and

sensibility. The end result is market access to top quality producers that would not otherwise have a route to market at reasonable prices.

