

WHERE
FRANCE

WHAT
WHITE
(CUMULOUS)

WHEN
PONDEROUS

Qu'est-ce que c'est
Aligoté?



QU'EST-CE QUE C'EST ALIGOTE

The new and obscure—two staples of independent
radio and wine geeks alike.

WINEMAKER Benoit & Francois Moutard

REGION Burgundy (Tonnerre, North of
Chablis)

GRAPE VARIETY Aligote

SOIL Kimmeridgian clay and lime-
stone

AGE OF VINES Planted in the 1980's

PRODUCTION 5,000 bottles



CONCEPTUAL DOPPELGÄNGER

If you know who this is, you will love this wine. She is quirky and smart and viciously stylish. I'd call her clever, but I don't want to insult her as naturally, I too, have a crush on St. Vincent. It's the transitive laws of Bill Murray—doesn't ever really matter if you know what I'm talking about though. Just listen, then look and then watch a video. Delightfully anti-mainstream, yet making the scene like a pop-star. It's like the old saw: 'if it was easy, everyone would be doing it.' You didn't hear it here first, but you may drink it here first and for that, you're welcome.

VITI/VINI

From a single plot located in the village of Molosmes. A good farmer, Francois' practices in the vineyard are sustainable. They make their own compost and use a hands off approach, allowing their carefully selected vineyard sites do most of the work. All the fruit is harvested by hand. Gentle pressing into stainless steel tanks. No additions, with the fermentation occurring naturally. Lees aging for 8 months prior to bottling. Bottled unfiltered with minimal fining without animal products(vegan.) The slight cloudiness to the wine is intentional, with such little intervention the true character of the Aligote is preserved.

PRODUCER

Qu'est-ce que c'est is a new concept that we're launching with this Aligote. "Qu'est-ce que c'est?" Translated means: What is it? What is that? What's going on? Those are the questions we're answering with this wine. Introducing consumers to grape varieties they may be unfamiliar with. Removing any possible trepidation by presenting the wine in a whimsical bottle designed to invite discovery. And what better partner for this quest than the venerable Moutard-Diligent? The Moutard family has been making Champagne for the past 4 centuries. Francois Moutard and his two sisters,

Agnes and Veronique, are fervent defenders of the family heritage. Never resting on their laurels, the family has ventured into Burgundy, a logical avenue for expansion given its proximity to Champagne and grape varietal mix. Moutard-Diligent is the result of a union in 1960 between Lucien Moutard and Josette Diligent, Francois' parents. The Domaine Moutard-Diligent extends over 25 ha in Chablis and Tonnerre. History, tradition and a commitment to unsurpassable quality define the domaine. Qu'est-ce que c'est Aligote? This is what it is!

communal brands



CLASSIC WINE FOR MODERN PEOPLE