

WHERE
FRANCE

WHAT
RED

WHEN
SELF REFLECTION

AIMÉ PIROUX BEAUJOLAIS-VILLAGES COTEAU DES PIERRES BLEUES

The genesis of a modern classic.

WINEMAKER Aimé Piroux

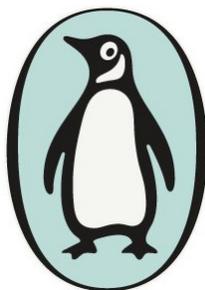
REGION Beaujolais-Villages

GRAPE VARIETY Gamay

SOIL Clay with a surface of blue stones

AGE OF VINES Planted in the 1980's

PRODUCTION 500 cases



CONCEPTUAL DOPPELGÄNGER

Penguin Classics, we all carried these around in high school and college. Sometimes they inspired our young minds with an exposure to true literary genius and sometimes they bored us to tears with outdated writing that is still revered for some unknown reason. These imprints have now become classics in their own right and have served as the inspiration for our label. The very first Penguin Classic published was a translation of *The Odyssey*, it's aim was to avoid "the archaic flavor and the foreign idiom that renders many existing translations repellent to modern taste." That is exactly the goal of Aimé

Piroux, a modern interpretation, still rooted in the classic Beaujolais, but avoiding the old tropes.

VITI/VINI

From a sustainably farmed 3 hectare plot on the slopes of Beaujeu, the commune which has lent it's name to the region of Beaujolais. The vines are planted densely (9000 vines per hectare) this practice ensures very small berries with great concentration. The Gamay is hand picked carefully, to ensure the clusters remain intact. The 100% whole clusters then undergo a 7 day semi-carbonic maceration. After this, the grapes are pressed very gently and slowly before beginning a natural fermentation. To retain the pure character of the fruit,

the wine is placed in cement tanks for 5 months before bottling. The result is a pure and seductive representation of why we love Beaujolais.

PRODUCER

Aimé Piroux is in fact a nom de plume, our heroine has chosen to remain anonymous and instead pay homage to her Grandfather with the name. She is a passionate winemaker, having taken over this project only recently in 2015, after almost two decades of working on the family estate. A former championship athlete, she has now channeled that same

energy and courage into driving her vineyards. Working alongside her son and their dog, they are devoted to the practices of sustainability in all aspects of production. This devotion sprouts from a reverence for the history and terroir of each of the special sites on which they farm, the identity of each parcel is respected, offering a diversity of character in every wine. Always with an eye to the traditions of Beaujolais, she keeps pedaling forward into the future, making her own mark on the herstory of the region.

