



WHERE
FRANCE

WHAT
WHITE

WHEN
DAILY

PERDU PICPOUL

Once bitten, twice shy.

WINEMAKER Caroline Morin

REGION Picpoul de Pinet

GRAPE VARIETY 100% Picpoul

SOIL Calcareous clay & sandy loam

AGE OF VINES Planted in the 1960's through 1980's

PRODUCTION 180 cases

VITI/VINI

From sustainably farmed vineyards near the Bassin de Thau, the vines face the morning sun. Dry and cold wind blows away the clouds and dries out the soils. This lack of water is partially balanced by the sea sprays coming from the Bassin de Thau, the region's oyster capital. This terroir gives birth to elegant and aromatic white wines. Picpoul de Pinet is a late ripening grape and harvest takes place end September, into October. Night harvested in order to preserve aromas and freshness. Immediate pressing and cold settling at a very low temperature. Once fermentation is complete, the wine is aged on the fine lees with occasional batonnage



CONCEPTUAL DOPPELGÄNGER

Ever get stung by a bee or wasp on the lips? I have... I thought my lips would pop they got so swollen. This happened when I was a kid, before giant puffy lips became all the rage in fashion. Props must be given to Kylie for taking this trend and turning it into a veritable empire.

Dragged into the spotlight at age 10

by her family, Kylie capitalized on her fame becoming the youngest "self-made" billionaire by age 21. They call Picpoul "lip stinger" thanks to some rough translation into English (disputed by some.) While Perdu Picpoul might not give you full on Kylie lips, it will make you feel like you're relaxing on the beach in Turks and Caicos with the Jenners.

in order to bring richness and roundness. Great attention is paid to protecting the wine with a high level of CO2 throughout until bottling, allowing a lower level of sulphites to be used.

PRODUCER

Near the Bassin de Thau and running along the Via Domitia, Domaine Morin Langaran has existed since 1330. Then, it belonged to the Order of the Knights of the Holy Spirit. During the religious wars, monks abandoned their possession and families to ensure its upkeep. François Engarran acquired and gave it its current name in 1595. The estate stayed in the Engarran family until 1652. At the end of

the First French Empire and with the rise in popularity of Picpoul, the life and wines of the estate expanded rapidly. In 1896 and 1897, the Despetis family represented Domaine de Langaran for Picpoul and Clairette. Legend has it that the Empress Eugénie (Napoleon's wife) tried to buy this property as a secondary home. The Morin family, who have been a winemaking family since the early 1800's, acquired it in 1966. Caroline Morin has taken over as winemaker for the family from her father Albert. Caroline, a young and dynamic winemaker, brings out the best of this excellent terroir in wines with much finesse and a lovely minerality.

communal brands



CLASSIC WINE FOR MODERN PEOPLE