



**WHERE**  
FRANCE

**WHAT**  
SPARKLING

**WHEN**  
GOOD TIMES

## DOMAINE JACKY MARTEAU "LULU" CREMANT DE LOIRE

A bubbly, mischievous companion

**WINEMAKER** Rodolphe Marteau

**REGION** Loire/Touraine

**GRAPE VARIETY** Chenin Blanc,  
Cabernet Franc, Chardonnay

**SOIL** Flinty, clay base

**AGE OF VINES** Planted 1980's

**PRODUCTION** 18,000 bottles



### CONCEPTUAL DOPPELGÄNGER

Bubbling with high levels of energy and enthusiasm. Can you handle it? She will either weary you or make you stronger. Take a whirl with Lulu and see! You won't be disappointed.

### VITI/VINI

Rodolphe Marteau's main focus is getting the best quality of grapes through various techniques such as spring de-budding, de-leafing, grassing through the vineyard, and green harvest for lowering yields. The winemaking then becomes simple. Hand harvest. Very gentle pressing of whole bunches. Primary fermentation in stainless steel at about 18 C to retain freshness. Secondary fermentation in bottle with a minimum of 20 months on lees. Around 3g/l dosage to balance.

### PRODUCER

In 2010, after spending four years learning alongside their parents at the family estate, brother and sister Ludivine and Rodolphe Marteau bought the property. They were both in their late 20's. Although they came from a fourth generation wine making family, the young duo sought education and experience before taking over completely. They have now hit their stride, with Rodolphe caring for the vineyard and the winery while Ludivine takes care of sales and marketing. They use the wisdom

of their ancestors without rejecting modern technology and innovation. The delicate, mineral driven freshness of the wine also gave us an idea for the label, which is bright, light and inviting. Lulu seemed like the perfect name, and it seemed all the more perfect when we realized that Lulu was Ludivine's nickname as well!

**communal brands**



CLASSIC WINE FOR MODERN PEOPLE