



LE GRAND *NEWS*

WELCOME TO OUR FIRST LE GRAND NOIR NEWSLETTER

IT'S OUR WAY OF SHARING NEWS OF THE BRAND WITH OUR PARTNERS ACROSS THE GLOBE. WE LOOK FORWARD TO HEARING FROM YOU, WHAT YOU THINK OF IT, AND ANY SUGGESTIONS YOU MAY HAVE FOR FUTURE EDITIONS.

LE GRAND NOIR ACROSS THE PLANET

We have always said **LE GRAND NOIR** is “*at home in France and welcome everywhere*”. This becomes more true with almost every month as new countries discover and fall in love with the wines.

Today, our sheep is to be found in **61** countries and is one of *France's* most widely distributed non-Champagne brands in terms of volume. While we are naturally proud of the quality of our wines and confident that this – and their consistency, accessibility, packaging and pricing – is what consumers appreciate, we know that none of our success would be possible without our brilliant distributors. You are the people who have helped to turn **LE GRAND NOIR** into what it is today, and you are going to be the ones who work with us to go even further.

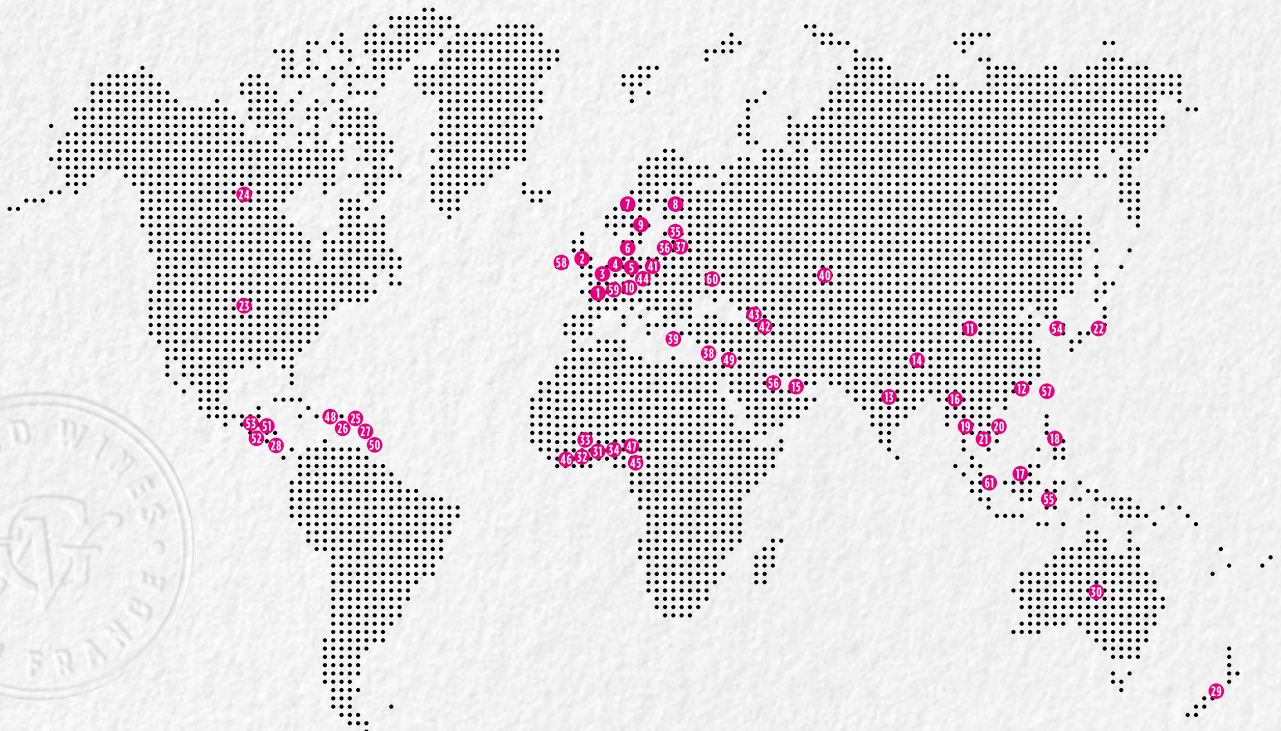
From the beginning, we have been a lot more reactive than the majority of wine producers, benefitting from the unique range of

grape varieties, microclimates and soils to create characterful wines that strike the right note with wine drinkers across the world.

We do not only rely on you to get our bottles onto the shelves and restaurant cellars from which consumers can buy them. We live on input from you: news of trends in your market and among your customers; challenges and opportunities.

We'd be very grateful if you could tell us any stories you may have about **LE GRAND NOIR** in your market: *interesting customers, events, media coverage, anecdotes...* If you have pictures, please let us have them too. You'll find a Google Form here: <https://forms.gle/kzt2XjNXkE184vww5>

To encourage you to take the time to respond to this, we will give a prize for the best stories and images we receive.



- 1 France | 2 UK | 3 Belgium | 4 Holland | 5 Germany | 6 Denmark | 7 Norway
- 8 Finland | 9 Sweden | 10 Luxembourg | 11 China | 12 Hong Kong | 13 India
- 14 Tibet | 15 Dubai | 16 Myanmar | 17 Malaysia | 18 Philippines | 19 Thailand
- 20 Vietnam | 21 Cambodia | 22 Japan | 23 USA | 24 Canada | 25 St Barth
- 26 St Martin | 27 St Kitts & Nevis | 28 Costa Rica | 29 New Zealand | 30 Australia

- 31 Togo | 32 Ghana | 33 Burkina Faso | 34 Benin | 35 Estonia | 36 Lithuania
- 37 Lettonia | 38 Cyprus | 39 Greece | 40 Kazakstan | 41 Poland | 42 Armenia
- 43 Georgia | 44 Czech Republic | 45 Cameroon | 46 Ivory Coast | 47 Nigeria
- 48 Puerto Rico | 49 Israel | 50 Barbados | 51 Honduras | 52 El Salvador
- 53 Guatemala | 54 Korea | 55 Indonesia | 56 Bahrain | 57 Taiwan | 58 Ireland
- 59 Switzerland | 60 Ukraine | 61 Singapore

VIN DES TERROIRS

FROM THE BEGINNING, LE GRAND NOIR HAS UNASHAMEDLY ALWAYS BEEN 'CONSUMER-DRIVEN' – IN CONTRAST TO THE TRADITIONAL FRENCH MODEL OF 'PRODUCER-DRIVEN' THAT EXPECTS WINE DRINKERS TO EDUCATE THEMSELVES ABOUT HOW A WINE IS LIKELY TO TASTE AND HOW AND WHEN TO SERVE IT. EVERY BOTTLE OF LE GRAND NOIR SHOULD GO A LONG WAY TOWARDS SELLING ITSELF – ESPECIALLY TO SOMEONE WHO HAS PREVIOUSLY TASTED IT.

But that absolutely doesn't mean that our wines lack character or a sense of the place where they are made – what the French like to call the *terroir*. Thanks to our unique range of vineyards covering over 6,000 ha (15,000 acres) rather than rely on a single piece of soil, we create blends – *Vin des Terroirs* – from several complimentary vineyards each of which has its own story to tell. It is like the difference between a tune played on a single instrument and an orchestral symphony.

Blending wines from different soils, altitudes and microclimates gives our wines more complex flavours, but it also enables us to avoid dramatic variations in style and quality between vintages. These may fascinate passionate enthusiasts but often frustrate and confuse wine drinkers who simply want to repeat a pleasurable experience in much the same way that they do when returning to a restaurant and ordering a favourite dish.



Le Grand Noir comes from ancient Southern French landscapes with a huge diversity of soils, altitudes and microclimates.

Close to our *Caunes Minervois vineyards*, we have similar quarries whose distinctive, white-veined red marble can be seen in the Palace of Versailles and the Paris Opera. This soil – the oldest in the region – is also where we grow wonderful, perfumed *Syrah*.

'ROLLED PEBBLES' AND TERRACES

Visitors to our vineyards are often struck by the series of terraces, and pebbles reminiscent of the ones associated with Châteauneuf du Pape. These are the result of ancient floods during the middle to late quaternary era. Again, this soil allows vines to root deeply, while the pebbles accumulate heat during the day and release it overnight. La Livinière, home to some of our best *Grenache* and *Mourvedre* has these kinds of terraces, while some of our finest *Syrah* is grown in these kinds of conditions in Caunes Minervois at 100-200m, Pépieux at 50-150m and Homps at 0-100m.

THE SOILS

Gardeners know that every flower and plant has a preference for the soil in which it will flourish. Vines are no different, which is why some regions have become associated with one grape variety rather than another. We are unusually lucky in having a range of soils that allows us to grow a lot of different grapes in conditions that suit them perfectly.

LIMESTONE

We have plenty of the kind of chalky soil that is famous for its role in Champagne and Burgundy. It holds water well and fractures easily allowing vines to put down deep roots. Its characteristic white plateaux to the north are perfectly suited to *Pinot Noir* and *Chardonnay*. *Viognier* and *Sauvignon* also appreciate it, and some of our best *Syrah* and *Grenache* comes from chalky soil around the village of Aigues-Vives.

MARBLE

Limestone is a sedimentary rock, usually made up of calcium carbonate fossils. When limestone is subjected to extreme heat and compression, marble is formed. People who have driven from Beaune to Nuits St Georges in Burgundy pass companies producing and selling slabs of marble from nearby quarries.

SCHIST

The flaky brown layers of rocks and minerals known as schist are quite rare. Like marble, they were baked at high pressure. And, like the rolled pebbles, they hold heat well and allow vines to root deeply. Wine enthusiasts often associate schist with Priorat, one of the top red wine regions of Spain. We have it in many of our vineyards but it is particularly important to the *Grenache* we grow at higher altitudes close to Caunes Minervois.

SANDSTONE AND MARL

The floods in our region's ancient past have bequeathed us lots of sandstone and marl – a complex mixture of clay, silt and minerals. The sandstone in La Livinière contributes to the *Grenache* and *Mourvedre* we grow there, while similar soil performs the same role for *Syrah* in Caunes Minervois.



Constant sunshine and cooling breezes from the Mediterranean and the 'Black Mountains' create wines with ripe flavours but moderate alcohol.

Apart from these different soils, and altitudes that range from 50m above sea level close to the Mediterranean to 350m in the hilly, more northerly vineyards, another gift is the combination of southern winds – from the sea – and northern winds – from the hills – that keep the grapes cool while they ripen under the sun. It is these winds that help us to make wines with 13.5% alcohol or less, rather than the 14.5% or more strengths that are increasingly common.





LE GRAND NOIR ONLINE

WEBSITES – LIKE WINE LABELS - NEED UPDATING EVERY NOW AND THEN. SO, WE'RE PROUD TO BE LAUNCHING AN ENTIRELY NEW SITE THAT MAKES A BIT MORE OF THE LIFESTYLE QUALITIES OF LE GRAND NOIR.

www.legrandnoir.com

LINKEDIN IS INCREASINGLY IMPORTANT TODAY, SO WE HAVE A NEW PAGE THERE TOO, AND WE'LL BE USING IT TO POST NEWS AS IT HAPPENS THROUGHOUT THE YEAR. AND THEN, OF COURSE, THERE'S INSTAGRAM WHERE WE ARE GOING TO BE A LOT MORE ACTIVE AND WE'RE WORKING ON A TIKTOK STRATEGY.



MUSIC

Our sheep loves music. Since 2016, with Schenk, our Benelux distributor, **LE GRAND NOIR** has been an active sponsor of the Antwerp and Gent Jazz Festivals. We have served wine from our own truck and in the VIP area, and life-size black sheep strategically placed around the venue.

Last year we were also closely involved in the very different Fête de la musique in the old village of Caunes Minervois, close to some of the best **LE GRAND NOIR** vineyards. In the inaugural event, the audience heard Richard Galliano and the New York Tango Trio and the local guitarist and singer Bernardo Sandoval.



THE STORY OF THE GSM 'LES TROIS JAMMEURS'

WHEN WE MADE OUR FIRST BLEND OF GRENACHE, SYRAH AND MOURVEDRE, WE WERE PIONEERS. THIS COMBINATION OF ONE FRENCH GRAPE VARIETY – THE SYRAH – WITH TWO– GRENACHE AND MOURVEDRE – THAT HAVE THEIR ORIGINAL ROOTS IN SPAIN, IS PART OF A LONG TRADITION IN THE RHÔNE VALLEY, BUT NOT IN LANGUEDOC.

In a similar spirit of innovation, we unashamedly borrowed the 'GSM' name from Australia where it was first used for this blend.

What we loved was the combination of red fruit – strawberry and cherry and black pepper from the Grenache; blackberry and white pepper from the Syrah and a note of perfume from the Mourvedre. It is an extraordinarily versatile wine that can be enjoyed by itself or with a wide range of food. You can serve it slightly chilled on a hot day or at room temperature in the winter. And, as a recent tasting proved, after five years it develops even more complexity.

Creating it was like making a perfume. It took a long time and is perhaps the clearest example of our



Vin des Terroirs concept, bringing together grapes from five different villages. The Grenache came from higher altitude vines in la Livinière and Aigues Vives while the Syrah was from range of villages and soils in Aigues Vives, Caunes Minervois, Homps and Pépieux. We selected the Mourvedre from a special plot in la Livinière.

AND WHY THE NAME? WHY 'LES TROIS JAMMEURS'?

All of our wines have their own names, reflecting what they mean to us – and the fact that they are not simply expressions of particular grape varieties. And when we tasted the GSM, it put us in mind of three jazz musicians jamming together – expressing their own personalities, but in perfect harmony.

OF COURSE, WE ARE VEGAN AND CERTIFIED AS SUSTAINABLE

ALL LE GRAND NOIR WINES ARE CERTIFIED AS BEING OF 'HIGH ENVIRONMENTAL VALUE' – HVE IN FRENCH. THIS MEANS THAT THEY HAVE BEEN PRODUCED SUSTAINABLY IN WAYS THAT ARE CONSIDERATE TO THE FLORA AND FAUNA THAT LIVE IN OUR VINEYARDS. THINKING ABOUT THE ANIMALS SPECIFICALLY, THEY ARE ALSO SUITABLE FOR VEGANS.



LE GRAND ROUGE/BLANC LAUNCHED AT WINE PARIS/PROWEIN

ALMOST EVERY YEAR, THE SHEEP HAS AT LEAST ONE BABY: A WINE WE'VE NEVER PRODUCED BEFORE. THIS TIME, THERE ARE THREE: A TRIO OF EXCITING NEW BLENDS.

CONTACT

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