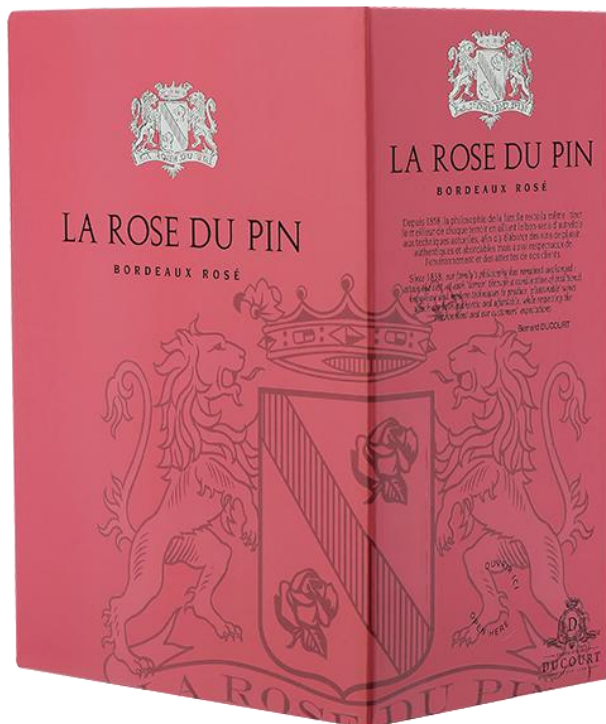




LA ROSE DU PIN

BORDEAUX ROSÉ

When we took the gamble in 1977 to package our first wine using the Bag-in-Box (BIB) system to send to Germany, everyone in Bordeaux thought we were mad. Today, BIB is very popular and we have gained a lot of experience in using this kind of packaging.



THE MAIN ADVANTAGES OF THE BIB

Better preservation : BIB allows people to store the wine in a vacuum, and without contact with the light. The wine can therefore be kept for several months after opening.

Good value : BIB is more economical than bottling, so the price is lower and the quality remains the same.

Practicality : Easy to transport, the BIB is also stronger than bottles and easier to store.

Ecological : Transport costs are reduced. With the same volume, a BIB produces much less waste than bottles and is 100% recyclable.

VINEYARD

Region :
Bordeaux, Entre-Deux-Mers,
France

Soil type : Loamy-clay

Grape varieties :
Merlot, Cabernet Sauvignon

Vineyard management :
Guyot pruning, de-budding,
thinning out leaves, green
harvest, sustainable
agriculture

Vineyard manager : Philippe
Ducourt

THE WINE

Harvest : Machine harvesting in the cool, early
morning

Maceration : Skin-contact maceration for several
hours and pressing

Fermentation : Beginning of the cold alcoholic
fermentation (12°C) then an increase in
temperature to finish the fermentation at 20°C

Ageing : on lees in thermo-regulated stainless steel
vats

Annual production : 10 000 Bag-in-Box

Oenologist : Jérémy Ducourt

TASTING NOTES

Colour: Bright pink cherry hue

Nose : Intense fruit aromas and
delicate floral notes

Mouth : A firm attack, with good
roundness and a harmonious
finish

Food pairings :
Aperitif, charcuterie, fish, pizza,
poultry