



LA ROSE DU PIN

BORDEAUX ROUGE

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 : Pre-fermentation cold maceration of 24 to 48 hours

Fermentation : Alcoholic fermentation in thermo-regulated stainless steel vats at around 26°C then a gentle vatting for 3 weeks at 30°C. Running off and pressing, separation of the press and free-run juice. Malolactic fermentation in thermo-regulated stainless steel vats at around 18°C.

Ageing : Ageing in stainless steel vats

Annual production : 45 000 Bag-in-Box

Oenologist : Jérémy Ducourt

TASTING NOTES

Colour : Bright red with purple tints

Nose : Pleasant aromas of ripe fruits with spicy notes

Mouth : Robust and well-rounded with supple tannins

Food pairings : Charcuterie, tapas, red meat, white meat, cheeses