



Winemaker: Olivier Bourdet-Pées  
Generation: 2nd



**PLAIMONT**  
VIGNERONS EN GASCOGNE  
& PIÉMONT PYRÉNÉEN

## Chateau de Crouseilles Madiran AOC

With its huge tannins tempered both by ripe forest fruits and deftly managed time in barrel, this bold offering from SW France should both intrigue and satisfy fans of Bordeaux - while remaining utterly distinct and unique. (Testifying to the grape's raw power, Tannat in this area is actually "tamed" by the addition of Cabernet Sauvignon!) Grown on slopes surrounding the hilltop chateau, these old vines enjoy calcareous clay soils and a bit of extra altitude, all less than an hour away from the Pyrenees towering in the distance. 93 points from Decanter for the 2019 vintage.

### WINEMAKER BIOGRAPHY

With the majestic Pyrénées towering in the distance, the Plaimont Cooperative of SW France sits tucked some 50 miles from both snow-capped mountain and Atlantic sea. Over the past few decades, they have single-handedly revived a host of historic grape varieties - from Manseng Noir to Arrufiac - putting their region back on the enological map and making them one of France's most exciting "new" producers.

### ENOLOGIST

Olivier Bourdet-Pé

es

### TASTING NOTES

**Color** Dark ruby

**Nose** Dark plum and forest berry with hints of vanilla and spice

**Palate** Bold tannic architecture encased by ripe fruit

**Finish** Long and generous



### VINEYARD & VINIFICATION

**Vineyard Location** South-West France

**Vineyard Size** 16 ha

**Varietals List**  
70% Tannat  
20% Cabernet Franc  
10 % Cabernet Sauvignon

**Farming Practices** Organic (non-certified); grapes dry-farmed and picked by hand

**Soils** Calcareous clay and gravel

**Maturation Summary** In French barrels for 12-18 months and bottled for 12 months

**Alcohol** 14.5 %



**AUGUSTIMPORTS**

WINES • SPIRITS • INNOVATIONS



## REGION

### SOUTH-WEST FRANCE

Known locally as the Sud-Ouest, this lush, hilly, and historic region is the least populated corner of France but is home to some 47,000 hectares of vineyards along with a vast array of vigneron - with influences ranging from Bordeaux to Basque – with over 2000 years of winemaking behind them. In addition, this large geographic swath contains an enticing list of indigenous grape varieties (roughly 120 of the 300 cultivated there) including Malbec (aka Cot) and the rustic, big-boned Tannat. Located south and east of Bordeaux, in whose shadow the region has lingered for over 600 years, South-West France has more recently emerged as a global wine destination in its own right. It borders the Atlantic Ocean to the west and the Pyrénées Mountains to the south, with Toulouse serving as cultural center.

The Sud-Ouest has four distinct sub-divisions, each with its own distinct voice. The most northernmost of these is Dordogne, named after the river which it shares with Bordeaux. Beginning 50 km upriver and to the east, the Bergerac AOC largely shares in Bordeaux's grape varieties and wine styles, as does Monbazillac. Moving further south and inland, one finds the Garonne & Tarn sub-region, along with the Lot River (notably Cahors, where Malbec reigns supreme), and finally the wild and wind-blown Pyrénées sub-region, which includes the Madiran AOC (known for its brazen, Tannat-based reds), the sweet wines of Jurançon, the tangy whites of the Côtes de Gascogne IGP, and also the Basque AOC of Irouléguay, whose steep mountain foothills tantalize the senses. In all, South-West France has 29 AOCs and a short but growing list of IGPs.

## PLAIMONT

In the mid-1970s, winemaker Andre Dubosc set out to revive the "lost" appellations of South West France - lost in terms of quality and also, due to the eclipsing effect of nearby Bordeaux, lost to the commercial ages. For decades, the region had simply been equated with Armagnac and inexpensive, Tannat-based wines, which in turn had quashed the enthusiasm of local producers. With an eye on reviving historic grape varieties along with the region's sense of pride, he helped create the Plaimont Cooperative in 1979, which joined the wineries of Plaisance (PL), Aignan (AI), and Saint Mont (MONT), incorporating virtually all of the region's most important estates and chateaux. Today, Plaimont has an impressive 600 growers and 5300 hectares under vine, and accounts for 98% of the Saint Mont appellation, including the gorgeous monastery of Saint Mont, whose own vineyards can be traced back over 1000 years. In addition, 55% of the Madiran AOC, 65% of the Pacherenc de Vic-Bilh AOC and 30% of the Cotes-de-Gascogne IGP are produced at Plaimont. Now with decades of experience and a palpable wind in their sails, this forward-thinking coop has attracted the attention of critics on both sides of the Atlantic, and the region has been flagged as one of the most exciting new frontiers in French wine.

Like so many European producers, Plaimont is wholly devoted to sustainable farming, and their goal is to have 100% of their farmers under HVE certification by 2025. Adding to its appeal, Plaimont has also been credited with leading the fight against climate change in SW France - in part through the revival of pre-phylloxera grape varieties more resistant to big swings in temperature. Serving as prime example is Manseng Noir, a low alcohol red grape related to Tannat. Nearly extinct in the 1970s, it has now been fully restored to the region, along with a handful of other autochthonous red varieties such as Tardif. The white grape Arrufiac - with its floral nose and supple mouth feel - is another local success story. This rare variety now has 17 hectares under vine, growing alongside Gros Manseng and Petit Courbu. Overall, the estate has been using grapes like these to create wines which display a high degree of freshness despite the ascent of regional temperatures. Lead winemaker, Olivier Bourdet-Péès, has also chosen to downplay the use of new oak: steel is used to age most whites and for reds, barrels from Burgundy and Beaujolais (versus Bordeaux) are often used to keep the focus on the fruit.