Winemaker: Olivier Bourdet-Pées
Generation: 2nd

PAPA ROC*
FRANCE SUD-OUEST

# Vin Rouge

From the land of black berets and "les bons vivants" comes this light, chillable, totally crushable red - loaded with tangy berry flavors and smooth, smooth, smooth on the palate. Made from a blend of Tannat and Cabernet Sauvignon, this delicious everyday wine is deliberately light in style, with just enough dusty tannins on the finish to let you know you've been someplace. Best Buy - WIne Enthusiast

**WINEMAKER BIOGRAPHY**

Born in response to what young French wine drinkers want today - fresh, easy-going, chillable wine perfect for relaxed, everyday use - Papa Roc is already a huge seller in Europe. These wines are all sustainable, affordable... and incredibly drinkable. Alors... roll up your sleeves, flash your tats, and let the good times roll. Vive le Papa!

**ENOLOGIST**

Olivier Bourdet-Pées

**TASTING NOTES**

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|---|---|
| **Color** | Bright ruby |
| **Nose** | Fresh and friendly, with lots of dusty, crunchy red fruit |
| **Palate** | Juicy and delicious, with medium-light body and smooth, supple fruit |
| **Finish** | Clean, with dark forest berries and light, dry tannins |

**VINEYARD & VINIFICATION**

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| | 12 |
| **Vineyard Location** | Côtes de Gascogne, South-West France |
| **Varietals List** | 60% Tannat<br>40% Cabernet Sauvignon |
| **Farming Practices** | Organic (non-certified); grapes dry-farmed and picked by hand |
| **Elevation** | 150-200 m |
| **Soils** | Tawny sand and clay-limestone |
| **Maturation Summary** | In Steel for 3 months and Bottled for 1 month |
| **In Steel** | 3 months |
| **Alcohol** | 12.0 % |
| **Residual Sugar** | 4 g/liter |

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## PAPA ROC

Alongside his mentor, André Dubosc, visionary winemaker Olivier Bourdet-Pées has taken Plaimont - their community's forward-thinking co-operative in SW France - in an energized, new direction with the creation of Papa Roc. Famous for leading the fight against climate change, Plaimont is 100% devoted to sustainable farming, and also has a scientific laboratory devoted to the rescue and re-planting of nearly 40 lost grape varieties. Across the board, Plaimont is devoted to honest, local wines focused on the vine, not the barrel. In the case of Papa Roc, two classics of southern France (Cabernet Sauvignon and Tannat) are joined together in a smooth, harmonious red. This wine stays the skins for just 12-24 hours, resulting in its bright ruby color and loads of crunchy red fruit up front. After that, think wild forest berries, a balanced, supple palate, and some light, floral tannins. In the end, it's is all about freshness, juicy fruit - and enjoying the good life. As they would say at Papa Roc: "Ce sont des vins du bon moment!".

Also! We know, we know: reviews aren't everything... but it's still pretty cool Papa Roc got a Best Buy nod from Wine Enthusiast right out of the gate. Here's what their European editor had to say in Oct 2025: « A light, fruity wine, young and vibrant, this is full of energetic red fruit flavors. The red-berry aroma and juicy aftertaste are all part of this summer drinking package.»

## 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 vignerons - 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 Irouléiguy, whose steep mountain foothills tantalize the senses. In all, South-West France has 29 AOCs and a short but growing list of IGPs.

### CÔTES DE GASCOGNE

Best known for its viscous yet fresh, often quite affordable white wines (which represent 75% of all production) the Côtes de Gascogne IGP is located in the Gers department of SW France, shares the same boundaries as the Armagnac production zone, and also overlays the Madiran and Saint Mont AOCs. Located between Bordeaux and the mountainous border with Spain, this sub-region was historically part of the Midi-Pyrénées but was absorbed into l'Occitanie in 2016. With a long history and some 12,000 total hectares currently planted, it is both one of the oldest and largest wine-growing districts in France. Pastoral, timeless, and in many ways untouched, Côtes de Gascogne centers around the town of Auch and a great swathe of hills rolling west toward the Atlantic. In between, you can find plenty of stunning Medeival villages, Mediterranean pines and Cyprus trees but no major cities (the closest being Toulouse to the east).

Founded in 1979, then elevated from Vin de Pays in 2009, Côtes de Gascogne is today enjoying a brisk renaissance, with an increasing number of vines devoted to white wines over Armagnac, and the resuscitation of ancient local varieties such as Arrufiac and Courbu. Three grapes go into a typical white blend: Colombard, Ugni Blanc, and Gros Manseng, which combine to create light-to-medium bodied whites with good structure, fresh acidity, and crowd-pleasing citrus and/or tropical components. Sweet wines are also popular (roughly 10% of production), while rosés are less common (8%) and reds are in the clear minority (7%). That said, the IGP has some notable wines crafted from the brazen Tannat, as well as Cot (Malbec), Cabernet Sauvignon, and Merlot.

The expansive size of this growing zone guarantees an equally large variation in soil, climate, and elevation from one end to the other, but the broader terroir can be divided into 2 categories: vineyards in the west are heavily influenced by the Atlantic Ocean, with relatively mild summers and high annual rainfall – especially in the spring. Soils here tend to be sandy and alluvial, with good drainage, meaning early-to-mid-ripening white varieties tend to fare better in this area. In