



La Vieille Ferme



La Vieille Ferme Ventoux Rouge

Since 1970, La Vieille Ferme has been producing authentic, honest and tasty wines vintage after vintage. In some of the world's best restaurants and bars, La Vieille Ferme has been acknowledged as one of the best value for money wines in the world.

PRESENTATION

The Perrin family, also owners of the famous Château de Beaucastel, search for the most suitable terroirs to produce a fresh and fruity wine. Unpretentious, this is the archetypal pleasure wine – authentic, genuine and tasty.

THE VINTAGE

2012 is a vintage of contrasts with a very mild start of the year and a freezing month of February.

A fresh and humid spring, followed by a windy and dry month of July and a very hot month of August.

The harvesting conditions were ideal. All these conditions make a great vintage.

LOCATION

The vineyards are located on the slopes of Mont Ventoux. The altitude offers freshness, which provides a good acidity level to the grapes. The wine is therefore fresh, fruity and well balanced.

TERROIR

This varies according to altitude but consists for the most part of deposits left around the base of the chalky Mont Ventoux by the seas of the Tertiary period. Red Mediterranean soils blend with chalk debris and round stones.

AGEING

This is adapted to suit each wine, grape variety and producer. Nearly all the grapes are lightly crushed and fermented in cement vats of 150 and 300 hectolitres. The fermentation is classic and extended. The wine is kept in both vats and large oak barrels for ten months, then bottled in July.

VARIETALS

Carignan, Cinsault, Grenache, Syrah

SERVING

17°C with a spontaneous meal and for enjoyment.

TASTING

Colour: deep cherry red.

Nose: ripe fruit, rich and spicy.

Palate: red fruit (blackcurrant and blackberry), spice with a fresh finish.

REVIEWS AND AWARDS

"Basically, this is an under \$10 wine in both white and red that is exceptionally well made and the ideal introduction to the viticulture of southern France"

Wine Advocate, 09/02/2012



"This ultra-ripe, grenache-based Rhône blend delivers masses of juicy, pepper-infused black-cherry fruit."
The Independent, 13/07/2013



15,5/20

"Sweet and rich. Spicy and intact somehow – not too much industrialisation. Very lively. But a tad tough on the end."

Jancis Robinson, Jancis Robinson, 01/05/2013

"Here's a classic, very nicely priced southern Rhône red from the ever-reliable Perrin Brothers and the Côtes du Ventoux. You'll find all of the spicy, savoury, garrigue-tinged mixed red and black fruit you could want at this price, along with pleasant floral-violet and scorched earth notes. Supple tannins, fullish body and solid length round out the picture. A great 'house' wine to pour just about anytime."

John Szabo, National Post, 08/11/2013

87/100

"The supple, fleshy plum sauce and cherry fruit flavors are gently lined with hints of lavender and singed vanilla, offering an easy, lingering finish."

James Molesworth, WineSpectators Advance, 31/01/2014



88/100

"Bright, fresh and juicy with blackberry, plum and spice – tangy, lively and quite attractive with good balance and length – a terrific value. Grenache, Carignan, Cinsault, Syrah."

The Tasting Panel

"Finally, the 2012 La Vieille Ferme Rouge, Ventoux, France (6618 – on sale: \$7.99) embodies all the best traits of a late-August red at a terrific price. The Perrin family of the famed Château Beaucastel buys fruit from growers for a classic blend of grenache, syrah, carignan and cinsault. In this case, the vines toil on the rocky, sun-splashed slopes and rolling hills near Mont Ventoux's picturesque peak.

The hot days and cool nights allow the fruit to ripen slowly and evenly while retaining fresh acidity. Fermentation and subsequent aging in tanks and large oak barrels known as foudres frames the wine's classic southern blend of power and fresh fruitiness.

The light-purple color offers intensely ripe black-raspberry aromas with pleasant spiciness. Delicious black-fruit flavors with black-pepper and earthy herbal hints roll seamlessly into bright acidity and soft tannins through the warm, fruity finish. The screw cap makes for easy opening, and the wine complements burgers or grilled flank steak perfectly. Highly recommended."

Dave De Simon, Trib Live, 19/08/2014

