



# 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

The 2011 vintage is a vintage of contrasts. That is to say an unusually hot, dry spring followed by a wet and rainy beginning of July and then an Indian summer lasting until the end of October. Carefully sorting and destemming the harvest allowed for a great vintage, particularly for the late harvest varieties.

### 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

89/100

"Plum, perfume, blueberry, raspberry and a hint of bubble gum are among the aromatic components of this French red blend. It doesn't bring big mouth-drying tannin -- rather, its strength is in its expression of juicy red berries, fresh grapes and ripe cherries. This red was among a dozen tasted in the Red Blends -- Best of Competition category, which says something about the quality level. Note: the current vintage on shelves in Manitoba may be 2010."

Winnipeg Free Press, 23/06/2012



86/100

"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.

The 2011 La Vieille Ferme red is usually about 50% Grenache and the rest Syrah, Carignan and Cinsault. Considering they make 4 million bottles, the consistency is remarkable. The wine exhibits a deep color and loads of berry fruit as well as hints of Provençal herbs and spice. This is anthers delicious, fruit-forward wine that the world needs and gets from the perils. Drink it in the first several years of its life."

Robert Parker, Wine Advocate

"This big red blend is Grenache, Syrah, Carignan, and Cinsault. It shows lots of spice and ripe red fruit. It's very good—mellow and bright"

Georgia Straight

"It is scary what you can get from the Rhone for less than \$13 in British Columbia. Perrin offers up a peppery version of its latest La Vieille Ferme with hints of ripe black cherries. You can drink this now or hold it for a year or two. Super value."

Anthony Gismondi, Vancouver Sun, 12/10/2013

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"The Perrin family produces a stunning array of wine in the Rhône Valley, including this tasty and affordable red. A dry, flavourful red that offers an appealing soft and round texture and a pleasing mix of pepper and ripe cherry flavours. It's easy-drinking appeal makes it a great option for pizza or burgers."

Christopher Waters, Edmonton Sun, 07/11/2013



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"Supple and full bodied. A wine with spicy, fruity aromas/flavors (cherry, plum, violet), with peppery overtones. It is well balanced and displays a hint of tannin on the finish. Grenache, Syrah, Carignan, and Cinsault."

Restaurant Wine

