



# La Vieille Ferme



## *La Vieille Ferme Ventoux Rouge - 2017*

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*

This 2017 vintage will be remembered as the year of all records: the driest year in 30 years, non-interventionist vineyard work, optimal harvest conditions, a very small yield due to climatic hazards, and wines with very rich potential.

### *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*

Each grape variety is harvested and vinified separately in order to respect the maturity of each varietal. The harvest date is determined by analysis and tasting the berries. Upon arrival in the cellar, the grapes are destemmed and crushed. The extraction is done during fermentation in cement tanks with pumping over. After fermentation, the wines are racked and then blended before aging for 10 months.

### *VARIETALS*

Carignan, Cinsault, Grenache, Syrah

### *SERVING*

17 °C with a spontaneous meal and for enjoyment.

### *TASTING*

Pretty deep red dress, with purple undertones. Authentic, sincere and easy-going, this 2017 vintage is a true wine of pleasure. Opulent on the nose, it develops notes of red and black fruit (blackberry, blackcurrant) and spices. On the palate, it is fruity and velvety. Balanced, crunchy, with silky tannins, and finishes with a beautiful aromatic persistence.

### *REVIEWS AND AWARDS*

"Majestic's own ace red, this blend offers superb value for lamb chops."  
Olly smith Event, dailymail.co.uk, 13/04/2019



## Le Monde

"Le vin français le plus vendu aux Etats-Unis, et ce n'est pas par hasard: ce petit vin de négoce made in Perrin (Château de Beaucastel), tout rond, tout gourmand, a tout bon."

Le Monde, 07/10/2019

