



The winery, passed from generation to generation since the 14th century, extends over 37 acres of sand and large pebbles, nearly half of which is planted with one-hundred-year-old Grenache.

"We put our heart and soul into winemaking and are deeply-rooted in Châteauneuf du Pape. We are proud of our heritage, down-to-earth, and hard working, and aim to offer you the best possible wine, while continually striving for excellence."

pure

Pure = pure pleasure

Pure Blanc from Domaine La Barroche is extremely elegant and delicate. This cuvée has fresh, floral, and spicy overtones as well as subtle nuances of fennel and star anise. It features a pure, mineral favour with excellent crispness and a great deal of energy. Round, but not rich, this graceful wine reveals all its fullness and personality if decanted beforehand.



"Good things come to those who wait"

Domaine La Barroche is a perfect illustration of this French saying. Since he arrived at the domaine in 2002, Julien Barrot looks after the 15 hectares of vines inherited from previous generations with the greatest of care and respect.

His Holy Grail? A white wine.

Producing a great white wine required 15 years to have a better understanding of the terroir and for the vines to be old enough for Pure Blanc to express absolute finesse and reflect the synergy between elegance and vivacity.



Conter Clairette in Châteauneuf du Pape

This 100% Clairette is a shining example of one of the oldest grape varieties in Provence, first planted in the 14th century – which is also when the family domaine was founded.



Red and white: a highly symbolic label

Devoid of artifice, and as symbolic as it is flamboyant, Pure Blanc's blood-red label is intentionally very different from Pure Rouge's immaculate white label. In an allusion to the poster painted by Ronan Barrot for the 2017 Avignon Festival, Pure Blanc also celebrates the first meeting that same year of Laetitia & Julien Barrot and their cousin, the artist – proof, if need be, that textures, aromas, and colours are part of the family's DNA...

Les Pialons, an emblematic terroir of Châteauneuf-du-Pape

Consisting of very fine sand of marine origin, the iron-rich terroir that produces Pure Blanc has an outstanding subsoil supplying the vines with water and nutrients.

The vineyard's unique geology is conducive to a range of extremely refined aromas in the wine, as well as an elegant, silky mouth feel accompanied by a great deal of freshness.



Precision winemaking

This cuvée was made with the greatest of care with respect for the environment and in keeping with the lunar calendar.

We use only natural fertilisers in the vineyard, pick by hand, and sort the grapes extremely rigorously. The wine ages for 15 months in demi-muids barrels on its lees.

