

PURE BLANC 2020

Quintessence of a grape varietal

*Imagine a unique plot of sandy clay soil named “Les Pialons” 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.*

*Featuring superb aromatic complexity, it is the epitome of finesse and demonstrates
elegance and vivacity in perfect harmony.*

BLEND

100% Clairette

from les Pialons area, 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 freshness.

VITICULTURE

The viticulture is made with great respect of the vine in its environment.

Rigorous bud pruning.

We harvest the fruits by hand, and meticulously select our grapes.

WINEMAKING & AGEING

The wine ages for 15 months in demi-muids barrels on its lee.

This unique cuvee is produced in very limited quantities.

2020 Vintage : 1410 bottles

TASTING

Pure Blanc 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 flavour with excellent crispness and a great energy.

Round, but not rich, this graceful wine reveals all its fullness and personality if decanted beforehand.

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...

