

GEORGES VIGOUROUX CAHORS 'GOULEYANT' MALBEC



Malbec and Merlot. Its color is dark cherry red. Its nose is typical of the Malbec variety with notes of ripe cherry, blackberry, and raspberry. Its flavors are also very fruity, and it finishes with soft and elegant tannins. Wonderful with food, it goes well with all kinds of dishes from the aperitif to the cheese. Especially recommended with soft, ripe cheeses.

Le Gouleyant (easy to drink) is a selection of the best Malbecs grown on the highest gravelly and clay terraces of the Cahors Appellation, situated between the large loops of the Lot River, in the Southwest of France. Its taste is typical of the Malbec variety whose birthplace was Cahors, more than 2000 years ago. This wine is made according to the method called *Ni Ni* (neither too hot, neither too cold, neither too long, neither too short). It means that the temperature or fermentation is kept between 77°F and 82°F (lower than usual). The time of fermentation is about 14 days (longer than it would be for a light red, but shorter than what is done for a traditional Cahors). This is the way to get a red wine with very fruity aromatic characters and soft tannins—an *un vin gouleyant* (easy to drink wine).

For four generations, the “black wine” has been flowing through the Vigouroux family’s veins. Owners of 360 acres of vineyards in Southwestern France, the Vigouroux family are the specialists in France when it comes to producing Malbec wines. Georges Vigouroux was the third generation to head up the Vigouroux wine brokerage firm, originally started in 1887. Georges was the first to develop sales of bottled wine in the 1960s, but his heart was in the vineyards. In 1971 he planted his first vines in Cahors. Since then he has worked ceaselessly to promote the Malbec wines of Cahors, and eventually came to oversee four different domaines. Since 1989 Georges’ son, Bertrand-Gabriel, has worked alongside his father. With training in oenology and management, he brought a new level of attention and refinement to the vineyard and to cellar techniques. In 2000, he took over the daily running of the firm from his father. Now Bertrand-Gabriel manages the estates with the same passion as his father, maintaining tradition while introducing innovative methods.

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Tasting Note:

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CAHORS MALBEC
'GOULEYANT'

Malbec & Merlot. Aromas of ripe cherry, blackberry & raspberry; fruity flavors; finishes on soft & elegant tannins.

Shelf Talker:

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