GEORGES VIGOUROUX

CRÉATEUR DE GRANDS MALBECS

Famille | Heritage | Terroir | Agritourisme

The Terroirs of Cahors !
Betting on Malbec

I. History of Cahors

II. Malbec & Cahors Nowadays

III. The Georges Vigouroux Epic Story

IV. Terroirs

V. Wines tasted today

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I. History of Cahors

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I. HISTORY OF CAHORS

Vineyards were planted in Cahors when the Romans conquered the Gaulle
-------- CAHORS Is one of the biggest wine Story from France ------

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I. HISTORY OF CAHORS

13TH CENTURY

"THE BLACK WINE" AND "GOLD AGE"

Aliénor d'Aquitaine and Henri II were protected the wines of Cahors.
In England, people named Cahors wines "The Black Wine" in the 13th century.
Cahors was one of the strongest city of France, the 5th. Cahors wines were exported all over Europe and in Russia.

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I. HISTORY OF CAHORS

"THE BLACK WINE" AND "GOLD AGE" SYMBOLS

13th century Bridge, Pont Valentré, Unesco monumen

I. HISTORY OF CAHORS

"THE BLACK WINE" AND "GOLD AGE" SYMBOLS

13th century Chateau de Mercues

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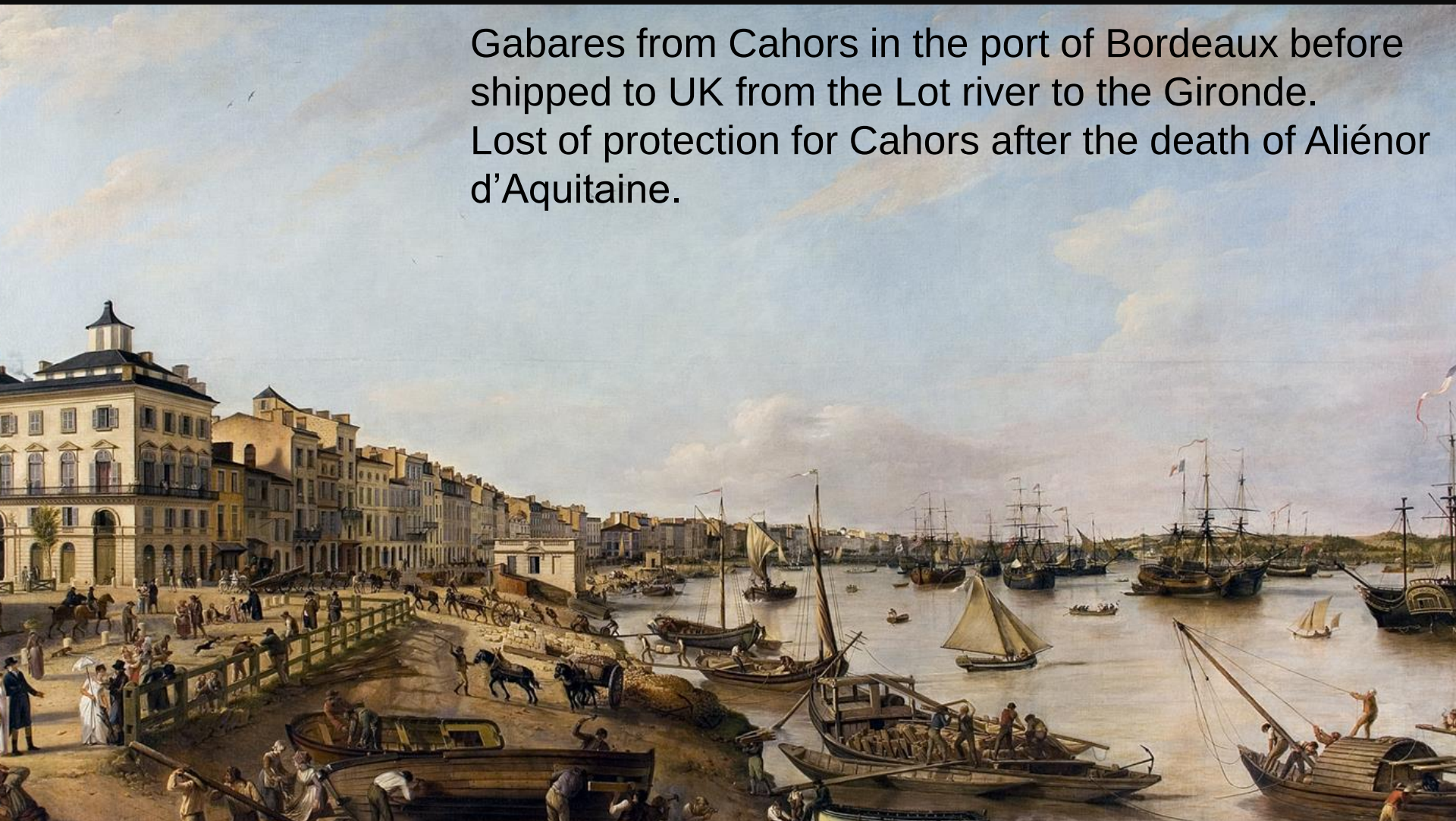
I. HISTORY OF CAHORS

"MIDDLE AGE" AND THE MAJOR ROLE OF THE RIVERS



Gabares from Cahors in the port of Bordeaux before shipped to UK from the Lot river to the Gironde.
Lost of protection for Cahors after the death of Aliénor d'Aquitaine.

I. HISTORY OF CAHORS

"CAHORS USED IN ORTHODOX CEREMONY"

Jean XXII, born in Cahors. Second Pope in Avignon, brought the winemaker of Cahors with him to plant Chateauneuf du Pape and build the Palace of Avignon

Palace of the Popes.

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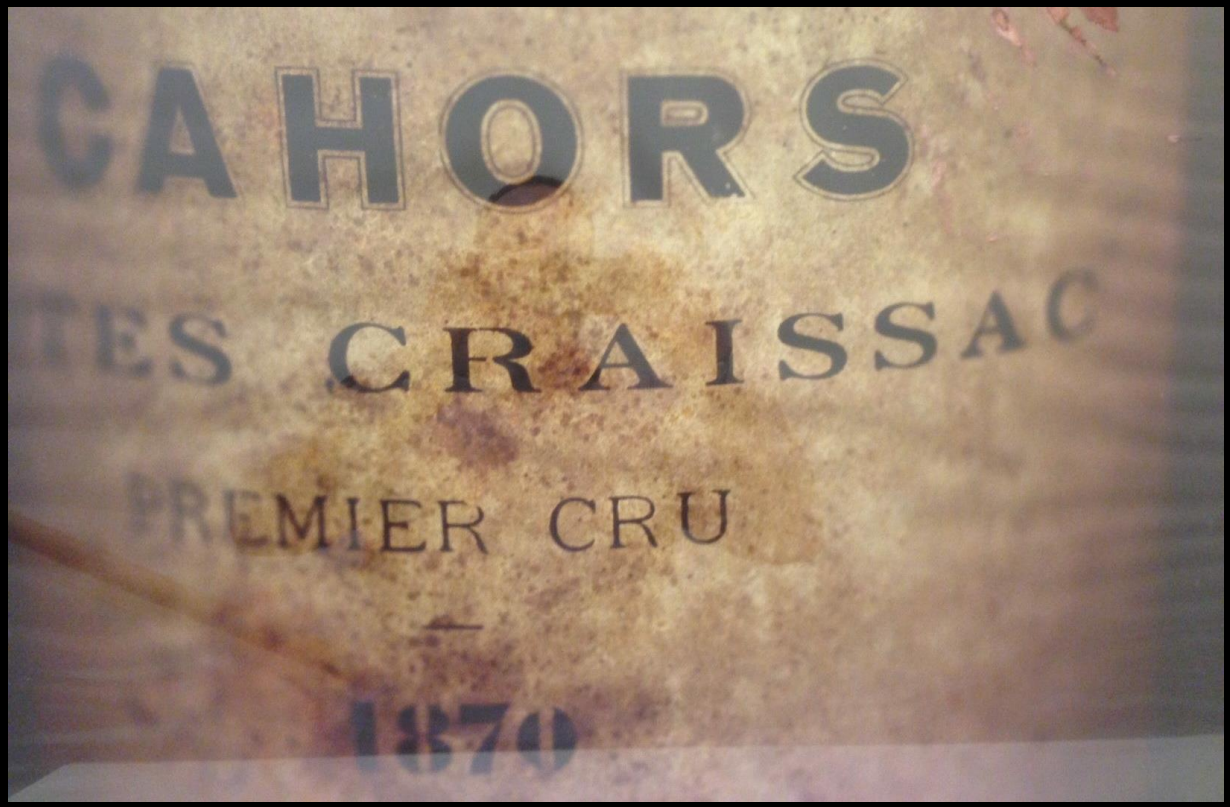
I. HISTORY OF CAHORS

"1855 TO PHYLLOXERA"

- Malbec was the main grape of the first 1855 ranking in Bordeaux Grand Cru.
- Cahors had also **Premier Cru**



I. HISTORY OF CAHORS

"1855 TO PHYLLOXERA"

- Phylloxera wiped the Cahors region around 1865, meanwhile, Michel A. Pouget, brought the Malbec grape to Argentina.
- In 1956, vineyards was started to be replanted in Cahors when a frost wiped out the vineyard again

II. Malbec & Cahors Nowadays

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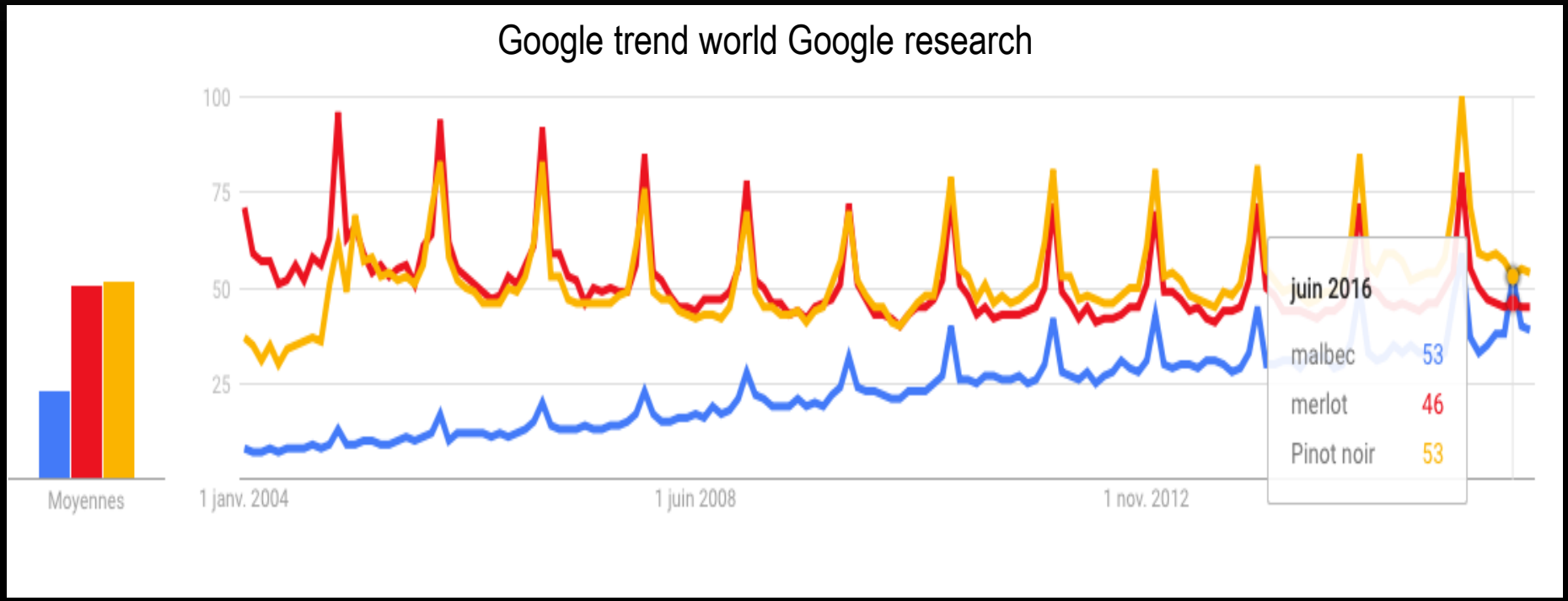
III. MALBEC & CAHORS NOWADAYS

"SOME NUMBERS"

- 40 000 ha in Argentina
- 4 400 ha in Cahors in 45 miles long and 15 miles large
- 300 producers in Cahors
- 15% growth in the USA for Cahors in 2015
- One of the French best seller on the domestic market and Canada (Quebec)

I. HISTORY OF CAHORS

“RENAISSANCE”



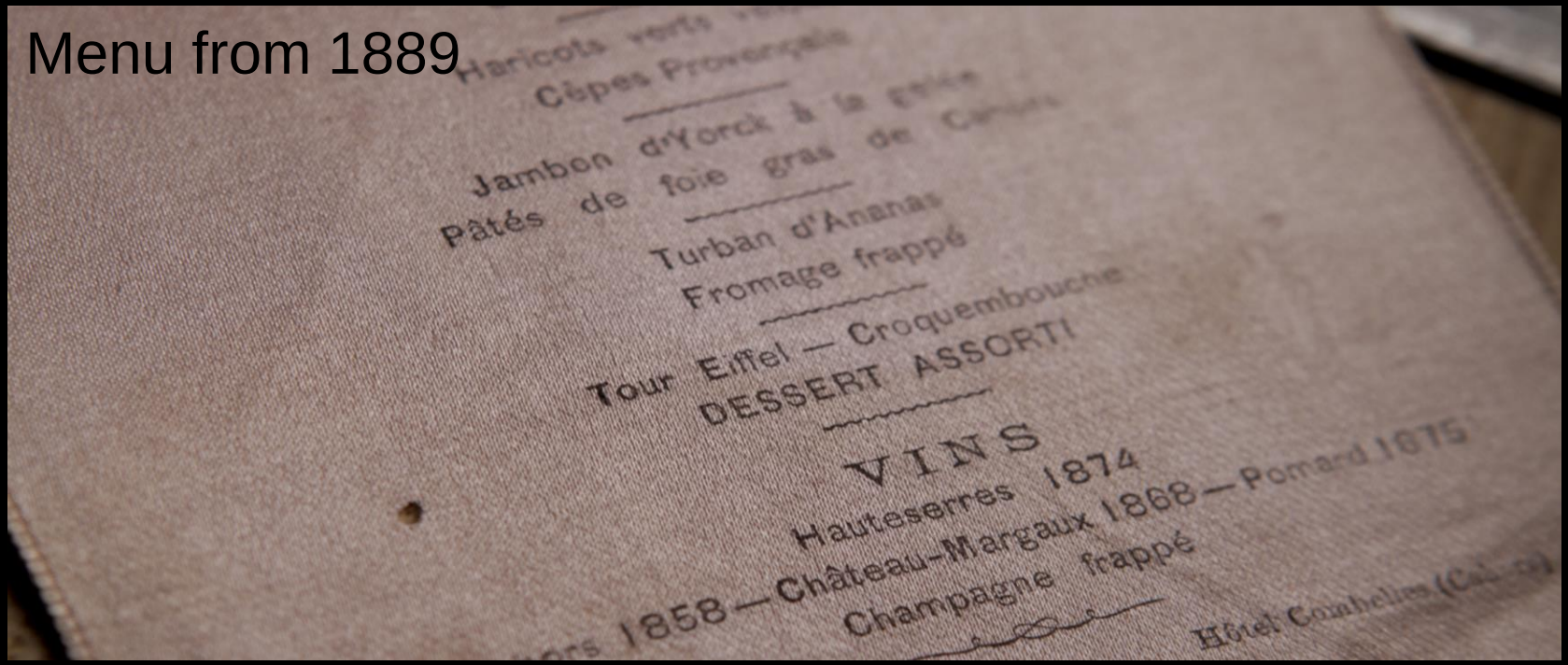
“RENAISSANCE”

- AOC in 1971 with 400 Ha of Malbec, mostly polyculture production
- 4500 Ha today with families and wineries focused only in the wine production
- Cahors looking to Grand Vin et Premium wines
- Second generation of winemakers with experience of the terroirs

II. HISTORY OF GEORGES VIGOUROUX

"PIONNER IN CAHORS" CHATEAU DE HAUTE-SERRE

Chateau de Haute-Serre, First major vineyard to be replanted, 40 ha in 1971



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II. HISTORY OF GEORGES VIGOUROUX

"PIONNER IN CAHORS" CHATEAU DE HAUTE-SERRE

Next to Chateau Margaux in the 19th Century

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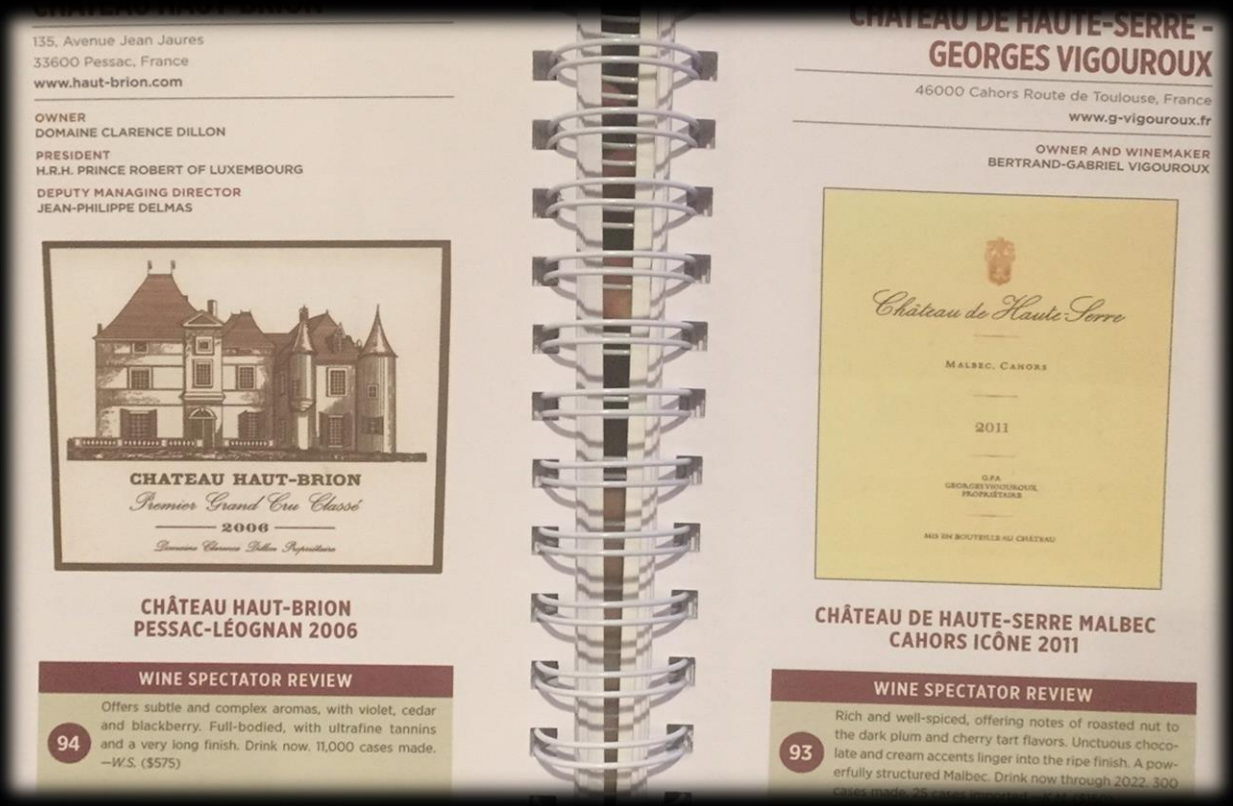
I. HISTORY OF CAHORS

"RENAISSANCE"

- **Back next to Chateau Haut Brion in 2016**



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III. The Georges Vigouroux Epic Story

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II. HISTORY OF GEORGES VIGOUROUX

NEGOCIANT SINCE 1887

II. HISTORY OF GEORGES VIGOUROUX

“PIONNER IN CAHORS, PASSION ON MALBEC”

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CHÂTEAU DE HAUTE SERRE

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II. HISTORY OF GEORGES VIGOUROUX

"PIONEER IN CAHORS" CHATEAU DE MERCUES

- Bought and restored the Vineyard and Winery of the oldest Chateau in Cahors in 1983. Oenotourisme was launched in Cahors.
- Now part of the Relais&Châteaux chain, was awarded 2nd Chateau hotel of France by the Times in 2016.

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II. HISTORY OF GEORGES VIGOUROUX

"PIONEER IN CAHORS, PASSION IN MALBEC"

- Architectural Cellar built in 1986 under the Chateau

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II. HISTORY OF GEORGES VIGOUROUX

"EXPERIENCE THE TEROIRS AND OPORTUNITIES"

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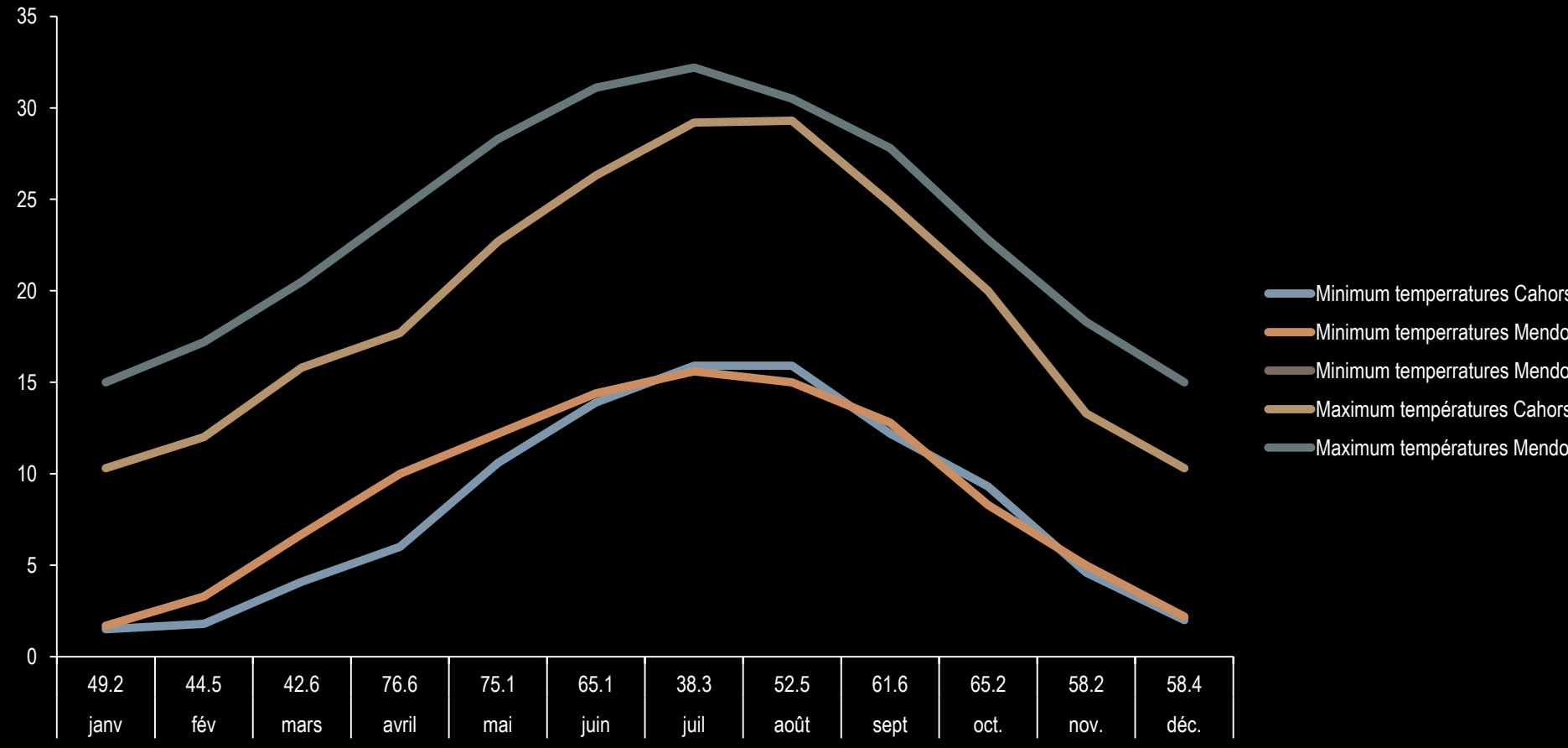
IV. TERROIRS OF CAHORS

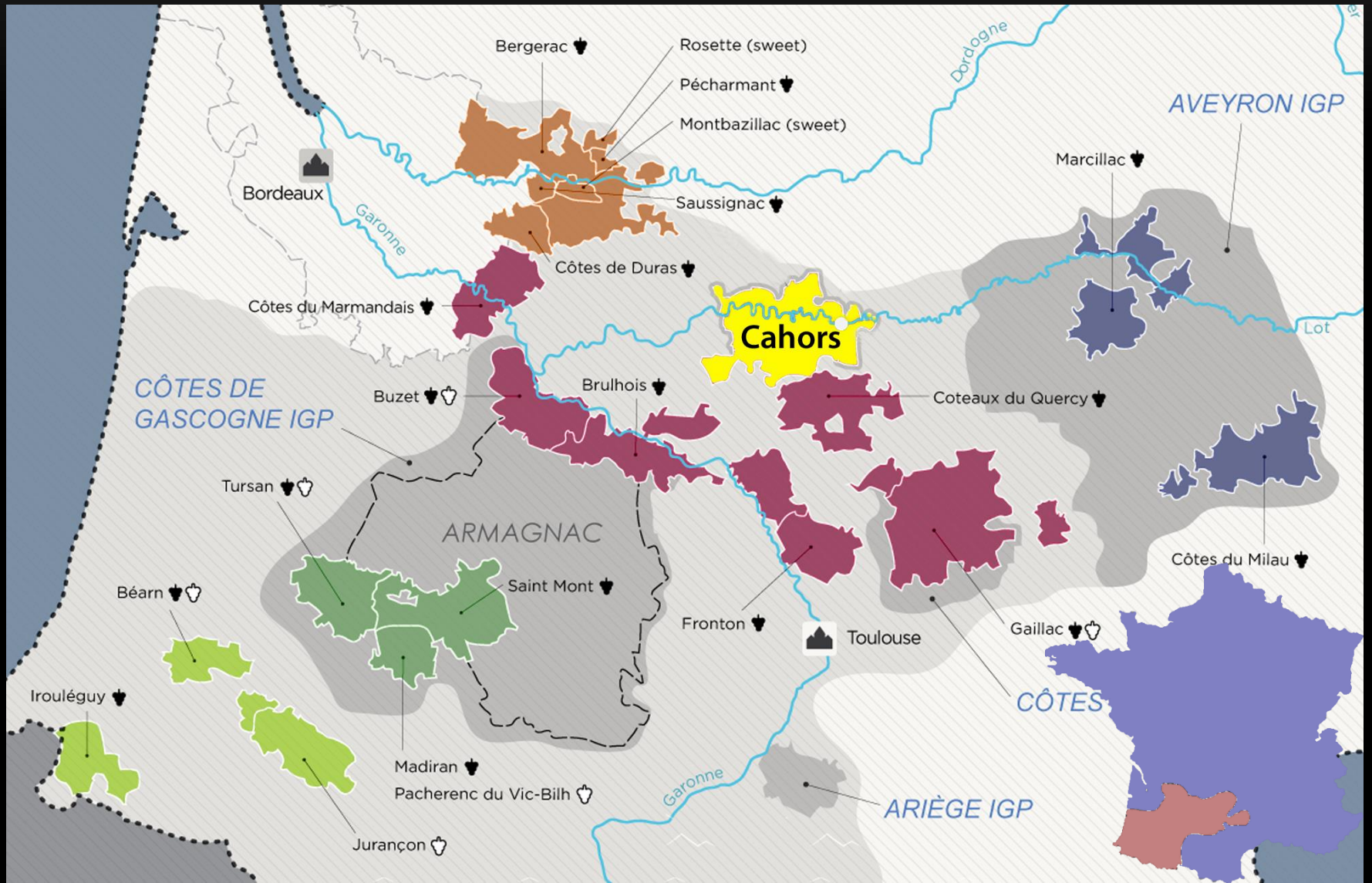
"FACTS AND CLIMATE"

Nights are 2-4°F cooler than Bordeaux, with similar daytime temperatures
Receives 28% less rain than Bordeaux
Mendoza is warmer than Cahors



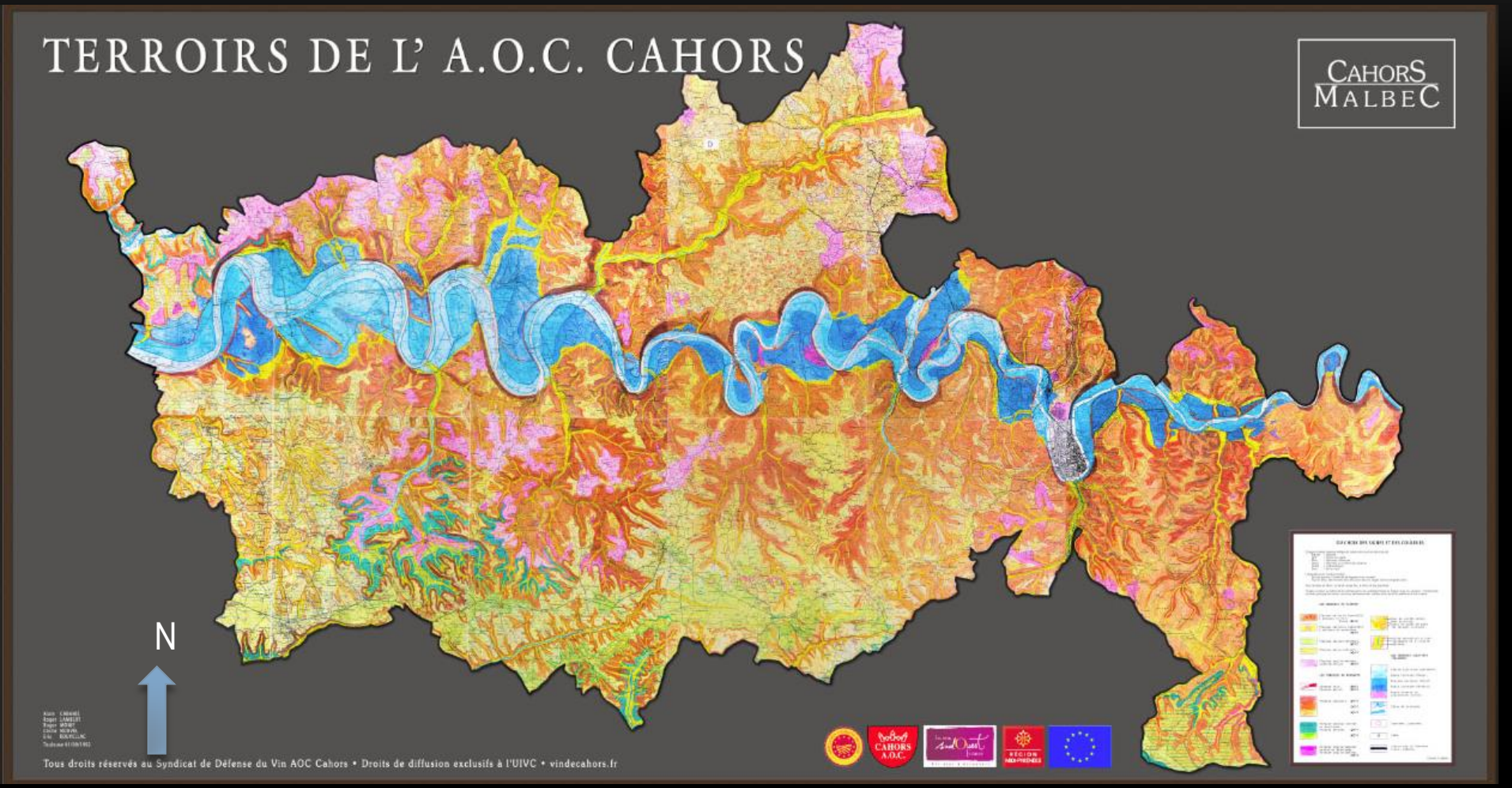
IV. TERROIRS OF CAHORS

"CONTINENTAL CLIMATE"



IV. TERROIRS

"SOILS"



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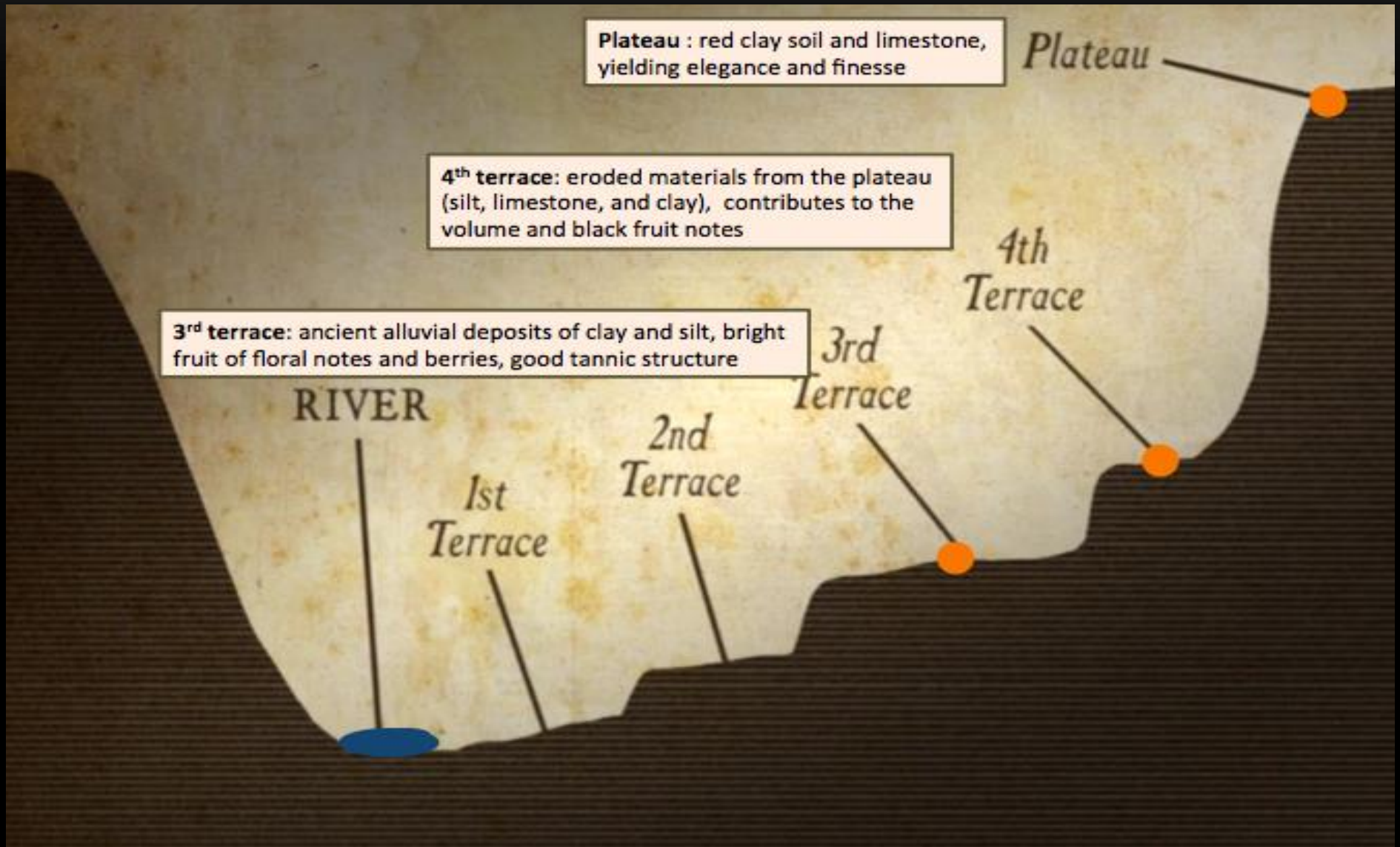
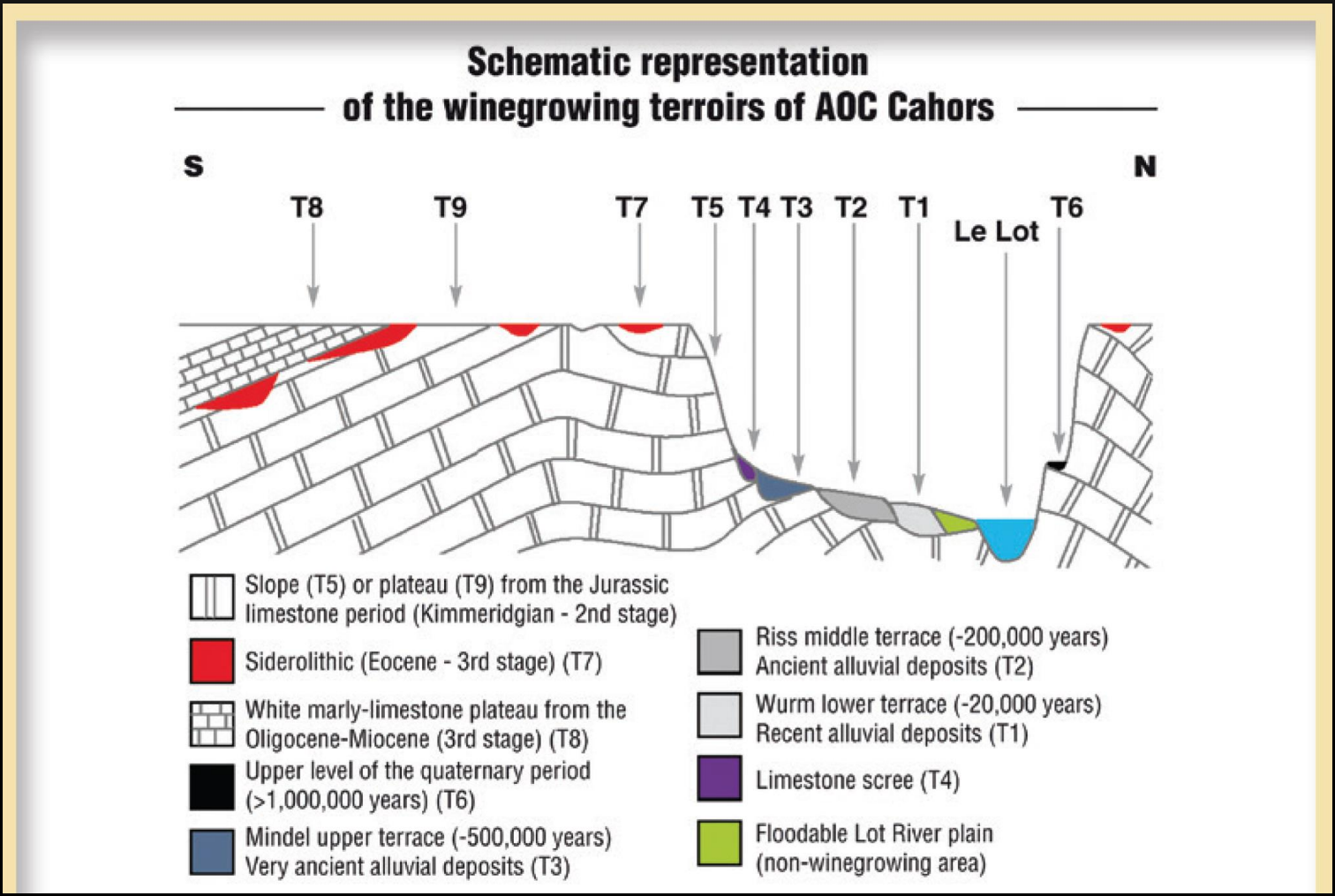
IV. TERROIRS

"TOPOGRAPHY & SOILS"



IV. TERROIRS

"TOPOGRAPHY & SOILS"



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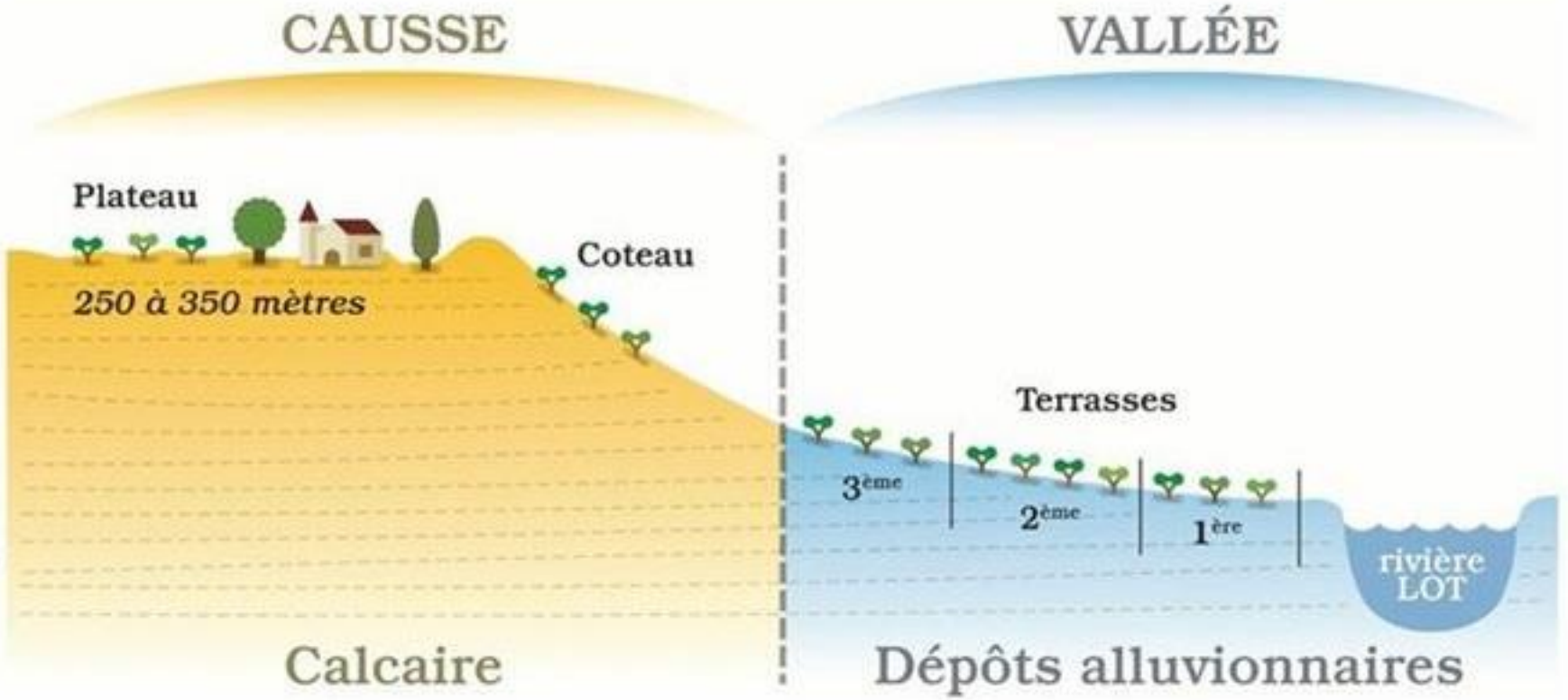
"TOPOGRAPHY & SOILS"



IV. TERROIRS

"TOPOGRAPHY & SOILS" **PLATEAU** TERROIR

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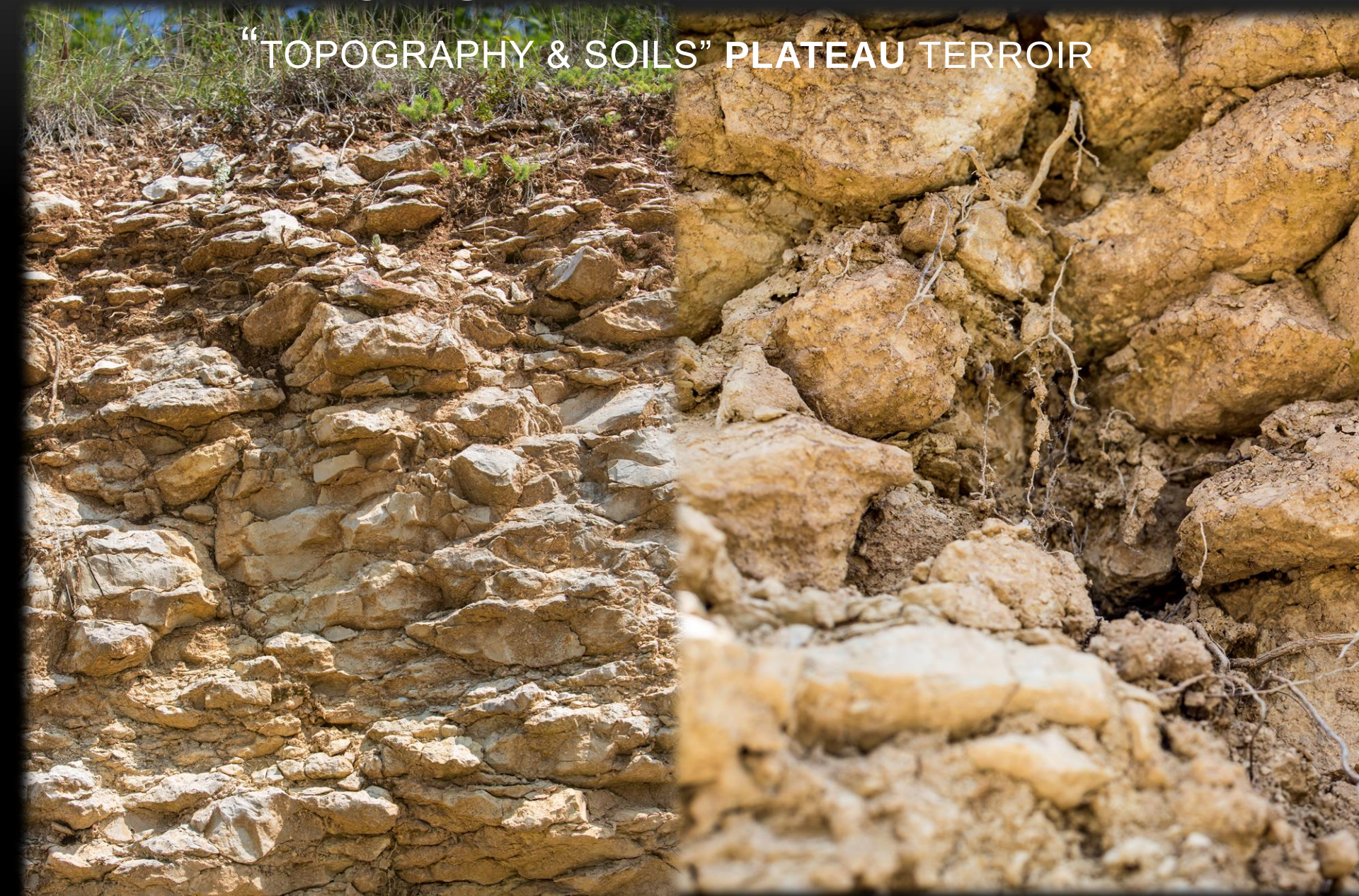
"TOPOGRAPHY & SOILS" **PLATEAU** TERROIR



IV. TERROIRS

"TOPOGRAPHY & SOILS" **PLATEAU** TERROIR

IV. TERROIRS

"TOPOGRAPHY & SOILS" **TERRASSES TERROIR**

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IV. TERROIRS

"TOPOGRAPHY & SOILS" **TERRASSES TERROIR**

- Former quaternary, alluviums type/graves

V. WINES TASTED TODAY

“PHILOSOPHY”

- 34 vintages in Cahors
- Vineyards management is the key
- Elegance before power
- Drinkability
- Research of balance in the wines
- Respect of the Terroir
- Innovations and experimentations

Winemaker: Bertrand Gabriel Vigouroux

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V. WINES TASTED TODAY

CHATEAU LERET MONPEZAT GRAND VIN 2012 TERRASSES

- Altitude 400 feets
- Quaternary with Graves with a mix of limestone from the plateau
- 4th Terrasses
- Density of 5000 in average
- 85% malbec & 15% merlot with a year in french barrels 1/3 new, 1/3 1 wine and 1/3 2 wines. Center France for the wood and from Taransaud and Baron barrel markers.
- Cold pre-fermentation and 22 days fermentation
- Sustainable culture with low sulfites and no tartar acid added
-

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V. WINES TASTED TODAY

CROCUS ATELIER 2012 MIX OF TERROIRS

- Highest vineyard on the region 1 000 feet elevation
- Mix of 3 different terroirs from Cahors (plateau, “3rd and 4th terrasses
- Paul Hobbs & Betrand Vigouroux partnership
- 100 % malbec with a year in french barrels 1/3 new, 1/3 1 wine and 1/3 2 wines. Center France for the wood and from Taransaud, Baron & Darnajou barrel markers.
- Sustainable culture with low sulfites and no tartar acid added
-

CREATEUR DE GRANDS MALBECS

V. WINES TASTED TODAY

CHATEAU DE HAUTE-SERRE GRAND VIN 2014

PLATEAU

- Highest vineyard on the region 1 000 feet elevation
- Kimmeridgien plateau with Red Clays and Limestone
- South-west exposure high diurnal temperature variations
- Iron concretions and blue clays
- Density of 5000 in average
- 85% malbec & 15% merlot with a year in french barrels 1/3 new, 1/3 1 wine and 1/3 2 wines. Center France for the wood and from Taransaud and Baron barrel markers.
- Cold pre-fermentation and 22 days fermentation
- Sustainable culture with low sulfites and no tartar acid

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V. WINES TASTED TODAY

CHATEAU DE MERCUES GRAND VIN 2014 TERRASSES

- Altitude 400 feets
- Mindel Graves with alluvions only, no limestone
- 3rd Terrasses
- important diurnal temperature variations
- Grass between rows
- 85% malbec & 15% merlot with a year in french barrels 1/3 new, 1/3 1 wine and 1/3 2 wines. Center France for the wood and from Taransaud and Baron barrel markers.
- Cold pre-fermentation and 22 days fermentation
- Sustainable culture with low sulfites and no tartar acid added
-

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V. WINES TASTED TODAY

CHATEAU DE HAUTE-SERRE GÉROND DADINE 2014 PLATEAU

- Highest vineyard on the region 1 000 feet elevation
- Kimmeridgien plateau with Red Clays and Limestone
- Iron concretions and **blue clays,** convexes parts of the vineyards
- High density vineyard, 6666 vines per ha
- 100% malbec with 18 months in new barrels
- Small tanks fermentation 16hl
- Cold pre-fermentation and 25 days fermentation
- Sustainable culture with low sulfites and no tartar acid

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V. WINES TASTED TODAY

CHATEAU DE MERCUES CUVÉE 6666 2011 TERRASSES

- Altitude 400 feets
- Mindel Graves with alluvions only, no limestone
- 3rd Terrasses
- important diurnal temperature variations
- High density of 6666 vines per Ha
- 100% malbec with 18 months in new barrels
- Center France for the wood and from Taransaud and Baron barrel markers.
- Cold pre-fermentation and 25 days fermentation
- Sustainable culture with low sulfites and no tartar acid added
-

DESTINATION VINEYARD

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LE VIN EST UNE INVITATION AU VOYAGE

WINE IS AN INVITATION TO TRAVEL

Bertrand Gabriel Vigouroux

Thank you !

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