



# *Louis Latour launches its* *Bourgogne* **GAMAY**



**Bourgogne Gamay becomes a new regional AOC as of the 2011 vintage.**

This new AOC is made from Gamay and up to 15% Pinot Noir from Burgundy. The Gamay must come from one of the 10 Beaujolais Cru vineyards: Brouilly, Chénas, Chiroubles, Côte de Brouilly, Fleurie, Juliéas, Morgon, Moulin-à-Vent, Régnié and Saint Amour. Gamay from Beaujolais and Beaujolais Villages is not permitted. This freedom of sourcing allows us to adapt to each vintage's unique characteristics by varying the proportions of Gamay from each Beaujolais cru. Our philosophy is to produce a wine that focuses on fruit and freshness with consistent style and quality in every vintage.

The 2011 vintage is made up of 85% of Fleurie, Chénas and Régnié and completed with 15% of Pinot Noir from Burgundy. Whilst still possessing the attractive aromatic characteristics of Burgundy, this wine is more fruit-forward than a 100% Pinot Noir would be.

The aromas reveal notes of red fruit and pepper all lifted by a light oakiness. In the mouth, the wine's youthfulness accentuates its freshness along with pleasant taste of raspberries and blackcurrants.

In an increasingly competitive environment, and with Bourgogne Pinot Noir prices going up regularly, the AOC Bourgogne Gamay represents an interesting proposition and offers excellent value.

A wine which makes a pleasurable moment even more enjoyable. The smooth silky tannins and jammy fruit with zesty freshness make this the perfect bottle for entertaining or when you want to relax!



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