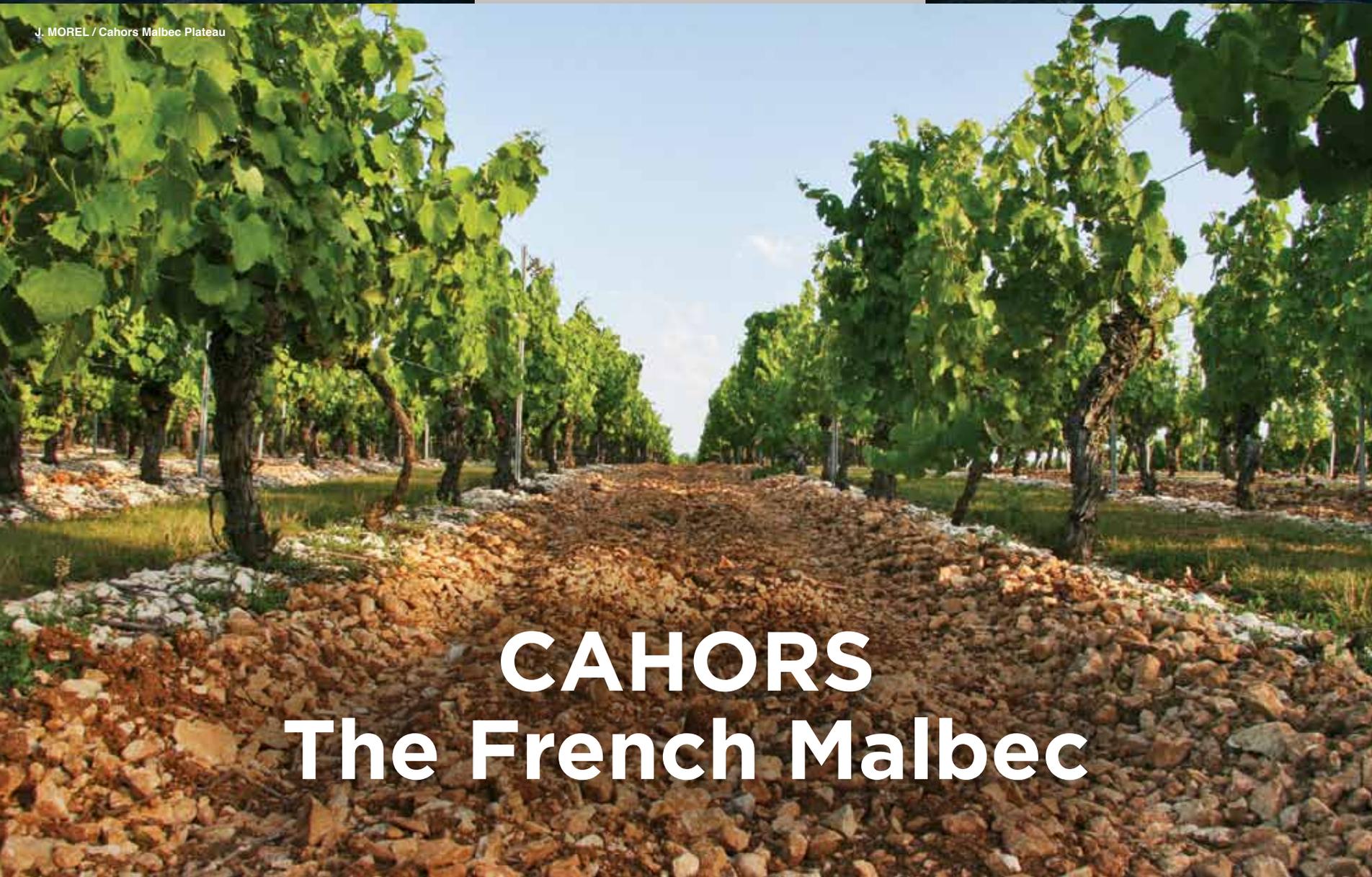
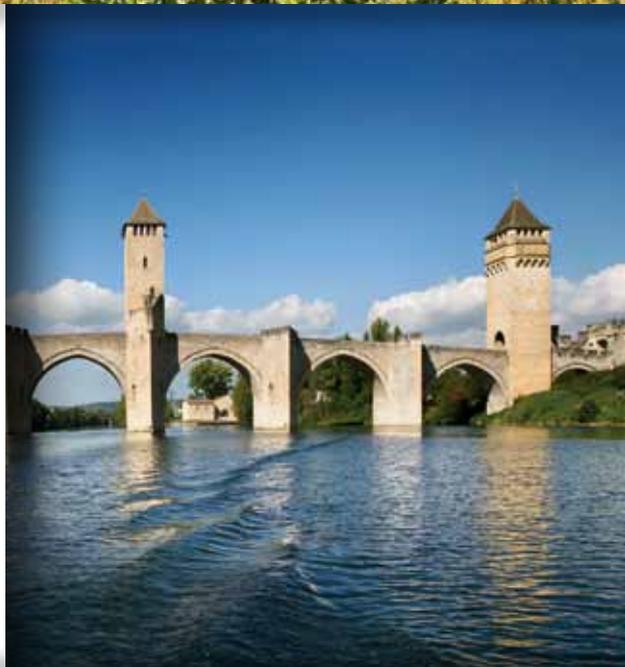




J. MOREL / Cahors Malbec Valley



J. MOREL



J. MOREL / Cahors Malbec Plateau

# CAHORS The French Malbec



Château de Mercuès



Georges &amp; Bertrand-Gabriel Vigouroux

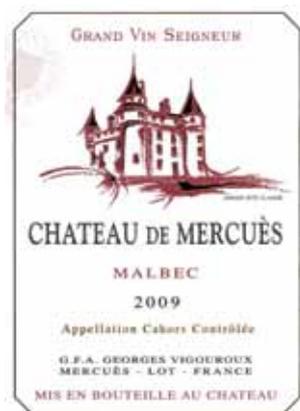
## Vigouroux Family: A Fabulous Tale Since 1887



At the beginning of the 1970s, the visionary Georges Vigouroux lent new impetus to the rebirth of the Cahors vineyard by replanting Château de Haute-Serre, today the oldest and highest vineyard in the appellation. It is located on a historic site in the Cahors hills, 60 hectares of French Malbec on a clay-limestone soil formed during

the Kimmeridgian era, conducive to the expression of great Malbec wines which are both powerful and refined.

**Château de Haute-Serre, Wine Spectator Top 100, December 2013; [www.hauteserre.fr](http://www.hauteserre.fr)**



In the 1980s, Vigouroux started wine tourism in the Lot by purchasing Château de Mercuès. This exceptional location, steeped in 800 years of history, has become one of the finest French hotel-wineries, a member of the prestigious Relais & Châteaux chain and a flagship vineyard of the Cahors appellation. For the past 30 years, here,

at Château de Mercuès, great French gastronomy and great wines are paired for the pleasure of those who venture off the beaten path of French tourism, with a focus on beauty and refinement. [www.chateaudemercues.com](http://www.chateaudemercues.com)

George Vigouroux recreated the family vineyards in majestic locations rich in history. His son, Bertrand-Gabriel Vigouroux, who took over the family business at the beginning of the new millennium, focuses on

cultivating the “family business gene,” seeking to do as well or even better than the previous generations and defending the cultural values of the region. He has worked unflaggingly to enhance the reputation of Cahors beyond the French market. [www.g-vigouroux.fr](http://www.g-vigouroux.fr), [www.facebook.com/AtriumVigouroux](https://www.facebook.com/AtriumVigouroux)



Thanks to its family expertise in the Malbec vintage, Maison Georges Vigouroux is today the Cahors leader on the U.S. market with its premium brands: Gouleyant, the historic brand; Pigmentum, the eclectic brand; and Antisto, the globetrotter. With 16 cuvées achieving scores of over 90/100

internationally over the past two years, five gold medals and seven silver medals in 2014, the track record of the family firm paces it among the greatest names. In 2014, the cooperation between Malbec pioneers Bertrand-Gabriel Vigouroux and Paul Hobbs gave rise to an exceptional new cuvée, Crocus. [www.paulhobbs.com](http://www.paulhobbs.com)

**Pigmentum,  
Wine Spectator Top 100,  
December 2012**



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## Vinovalie: The First Malbec Producer in France

Vinovalie is an organization of cooperative cellars in the southwest of France, including Côtes d'Olt vineyards in Cahors.

In 1947, the wine producers of Côtes d'Olt were the incubators of the Malbec in the region—without their passionate efforts nothing would have been possible. The vineyard owes these visionaries the search to identify new rootstocks favorable to Malbec, which had been destroyed by phylloxera at the end of the 19th century. These producers also gave rise to the first replanting and to the selection of the best clones for the benefit of all winemakers. After the terrible frost of 1956, the vineyards were replanted, again thanks to them!

Today, Vinovalie produces a broad range of wines, some of which rank among the best-sellers (Tarani) or the elite (Astrolabe) of the Cahors appellation, which have received medals and mentions in the world press and international competitions, including Citadelle d'Or 2014 for the Astrolabe 2012.

Côtes d'Olt opted for plot selection at the beginning of the new millennium in order to vinify each *terroir* specifically and to create special cuvées. “Our appellation is very close to Burgundy, particularly Gevrey-Chambertin, in terms of *terroirs*. It could benefit from the same type of hierarchy on a village basis,” explains David Girard, president of Côtes d'Olt.

In anticipation of this official recognition of the great *terroir* wines of the appellation, Côtes d'Olt has created a new cuvée with specifications of blending the best Malbec wines of the high terraces overlooking the Lot Valley. A harvest committee visits members and examines the Malbec grapes in the vineyard to select those that will be included in Astrolabe, the new jewel of Vinovalie. This “upmarket fruit” brand gives pride of place to the Malbec in its homeland.

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Jean Galland, export manager





Arnaud, Francis and Didier Pelvillain

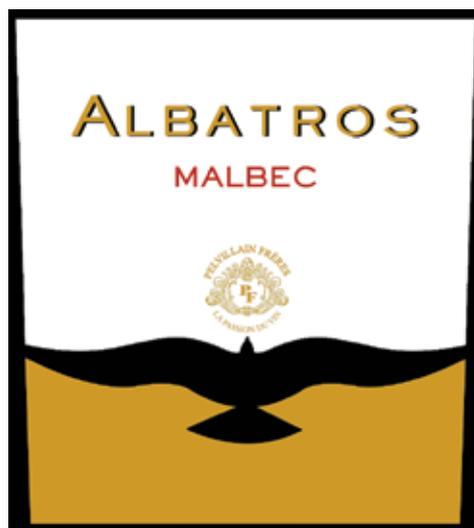
## Vignobles Pelvillain Frères: The New Old World of Cahors

The winemaking history of this family dates to the 19th century, and today three Pelvillain brothers—Arnaud, Didier and Francis— jointly run one of the most exciting domaines in the area, just beginning to export their locally popular wines in the past decade.

Today, Pelvillain Frères combines a family-owned private winery, including Château de Cénac, Château du Port, Domaine du Théron, and a négociant house, named Albas Distribution.

Their own châteaux and domaines comprise nearly 52 hectares in the valley (terraces) and on the plateau alongside the Lot river, where soils are chalky-clay and gravelly, covered in some parts with ferruginous pebbles. Each label offers signature cuvées, notably Cénac's old-vine Eulalie and Port's Prestige, while the Albas Distribution line represents AOC Cahors with wines such as Albatros, a supple, aromatic Malbec that's ready to drink. "The perception [in export markets] has helped us to redefine our product line," says Didier Pelvillain. "Today, our strength is that we are close to our clients and that we make wines in pace with modern expectations."

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# CAHORS MALBEC

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Antonio Morescalchi, founder of Altos las Hormigas, based in Argentina, and Pedro Parra, a *terroir* specialist from Chile, came to Cahors in June 2013 to get to know the place of origin of Malbec. They fell in love with the area and shortly became partisans for the cause of this *terroir*.

"Cahors has an amazing history, and has fought against an incredible array of odds through its recent past. We believe that a strictly *terroir*-driven approach to Cahors can lead to extraordinary results, because this is the place of origin of Malbec, and its limestone soil are amazing and unique. A fresh look on the potential of those hills can be the yeast of a renaissance of this glorious appellation.

"Cahors is not just a big black wine, it can have tension, minerality and great pleasure all packed together. We will see shortly what the market thinks of it. Our first three wines will be released by the end of the year. They are all vigneron wines, giving a first glimpse into the diversity and purity that Cahors can deliver. This is an exciting challenge for all the group, both on the site selection side and on the winemaking side, and we have found extraordinary vigneron wines that are giving us all the support and help. We are very confident in the outcome. Cahors rocks!"

**Key figures:**  
AOC Cahors covers over 21,000 hectares and only 4,000 have been planted.

Price of a hectare planted:  
from \$20,000.