



TOURRAINE

LOIRE VALLEY

TOURAINEWINE.COM



TOURAINNE

LOIRE VALLEY

AOC TOURAINE: FRUITY WINES



"The Garden of France", the Touraine area was favored by kings, and also by scholars and writers over the centuries. *"Shame on those who don't admire my joyful beautiful and courageous Touraine whose seven valleys flow with water and wine!"* (translation from the French text) wrote Honoré de Balzac in *Les deux Amis*. This is one of the oldest regions in France, listed as a World Heritage UNESCO site, where strong ancestral ties exist between men and the land, and inevitably between winemakers and their terroir.



Shame on those who don't admire my joyful beautiful and courageous Touraine whose seven valleys flow with water and wine!

- Honoré de Balzac -

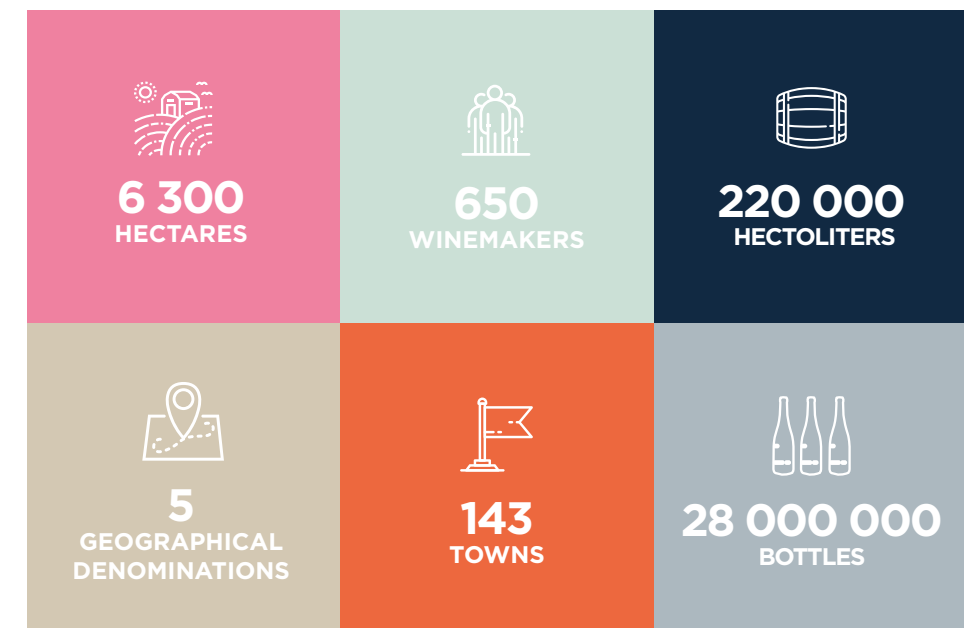


And so was born the Appellation of Origin (AOC) Touraine in 1939, which stretches today from the edges of Anjou to the beginning of the Sologne region. In the heart of this wine producing region, the wines that are produced are incredibly voluptuous, characterized by their wide variety, and are appreciated for their freshness and conviviality. Blended using several grape varieties, the AOC Touraine wines are not formatted. They reflect the personality of the 650 wine-growers who make them, the women and men who work with passion and sincerity.

With an average annual production of 220 000 hectoliters, the AOC Touraine is one of the biggest appellations in the Loire Valley. The vines stretch out over 6 000 hectares, on both sides of the Cher and the Loire, in the Indre-et-Loire (37) and Loir-et-Cher (41) departments. The AOC Touraine includes five geographical denominations, each bringing personality to the wines and highlighting the specificities of the terroirs: Touraine-Amboise, Touraine Azay-le-Rideau, Touraine-Chenonceaux, Touraine-Mesland, and Touraine-Oisly. The AOC Touraine, whose specifications changed in 2011, has produced wines in 4 different colors since the beginning: white wines that are aromatic and floral, fine and fruity reds, light and delicate rosés, and lively white and rosé sparkling wines.

They all symbolize the good life and the richness of a diverse and generous terroir.

AOC TOURAINE QUICK FACTS



AN ANCESTRAL TERROIR

From Chambord to Azay le Rideau, passing by Chenonceaux and Chaumont sur Loire, the AOC Touraine vineyards stretch themselves out lazily along the Loire and its tributaries. At the very heart of the Garden of France, 6 300 hectares of vines fan out as far as your eyes can see, overlooking the Loire here, growing along the Cher river over there.

Even though the "Coteaux de Touraine" appellation appeared in 1939, the traces of the very first vines in the Loire Valley go back several centuries. The vine was an integral part of the Touraine identity as proven by the remains of an old press dating from the 12th century found at Cheillé close to Azay-le-Rideau.

The founding of the Marmoutier Monastery by Saint Martin in 372 marks the beginning of the extension of the Touraine wine producing area. Being close to water sources plays an important role, rivers were of course a means to transport the wine, making export possible.

Even if between the 8th and the 12th century, viticulture really thrived under the influence of the Church, in the Loire Valley this dynamic was amplified by the presence of the Royal court in the 16th century. Production of quality wines considerably developed at that time. Even more so in 1577, as the production of wines around Paris was forbidden by the "Edit des vingt lieues". Bar owners and wine merchants came down to the Loire Valley to get their supplies of wine.

“ *The vine was an integral part of the Touraine identity* ”



* The Parisian parliament passed a law forbidding wine merchants and bar owners from buying wine in a 20-mile (88 km) perimeter around Paris. The objective being to slow down the planting of vines in the capital.

Selling the wine was made easier by the natural circulation routes, the Loire and the Cher rivers. The best wines were sold in The Netherlands and in England, via the customs barrier at Ingrandes-sur-Loire in Maine-et-Loire. The 18th century was the period when the vineyards of the lower Cher valley developed, specifically around Bléré, Thésée, Montrichard and Chenonceaux. At that time, gamay, côt and cabernet franc were the most widespread grape varieties in Touraine.

At the beginning of the 19th century, the ravages of phylloxera halted the development of the Loire valley vines, just like all the other wine producing areas in France. From 1864 onwards, practically all the vines were affected.

The Touraine geographical area grew little by little, thanks to the inclusion of parcels with potential for making good quality wine. The AOC "Coteaux de Touraine" was recognized in 1939.

The AOC "Touraine" was adopted for good in 1953, with the possibility of adding on the "Azay -le-Rideau" denomination for a small part of the Indre valley.

The geographical denominations "Amboise" and "Mesland" appeared in 1955. In these two areas, the vine planting has remained traditional, in particular with the chenin grape variety.

In 2011, the geographical denominations "Chenonceaux" and "Oisly" were a reward for the quality of the work done by the winemakers in the Cher valley and in Sologne, since the end of the 1970's. In the Cher valley, they planted côt and sauvignon on the parcels of the first "slopes", while in Sologne they planted sauvignon grapes on the parcels with sandy soil. In the same year, the AOC Touraine area was changed, the new profile is the one we can see today.

In 2019, the AOC Touraine will celebrate 80 years of existence.

“ **AT THE VERY HEART OF OF FRANCE, 6 300 HECTARES OF VINES FAN OUT AS FAR AS YOUR EYES CAN SEE** ”

THE AOC TOURAINE AREA

Straddling the Indre-et-Loire and Loir-et-Cher departments, the AOC Touraine geographical area covers more than 6 300 hectares, spreading out over 143 towns. Situated in the south west of the Parisian basin, the vine growing area is a slightly rolling plateau with a maximum altitude of 120 meters.

Between Sologne and Anjou, from east to west, and between the Cher and the Loire, from south to north, this vast stretch of land corresponds to the convergence area of the Cher, Indre and Vienne towards the Loire.

Over a distance of one hundred kilometers, the vines grow peacefully along the valleys with the exception of the Sologne vineyards, to the east, where the vines grow on a plateau, between the Cher and the Loire.

THE SOILS

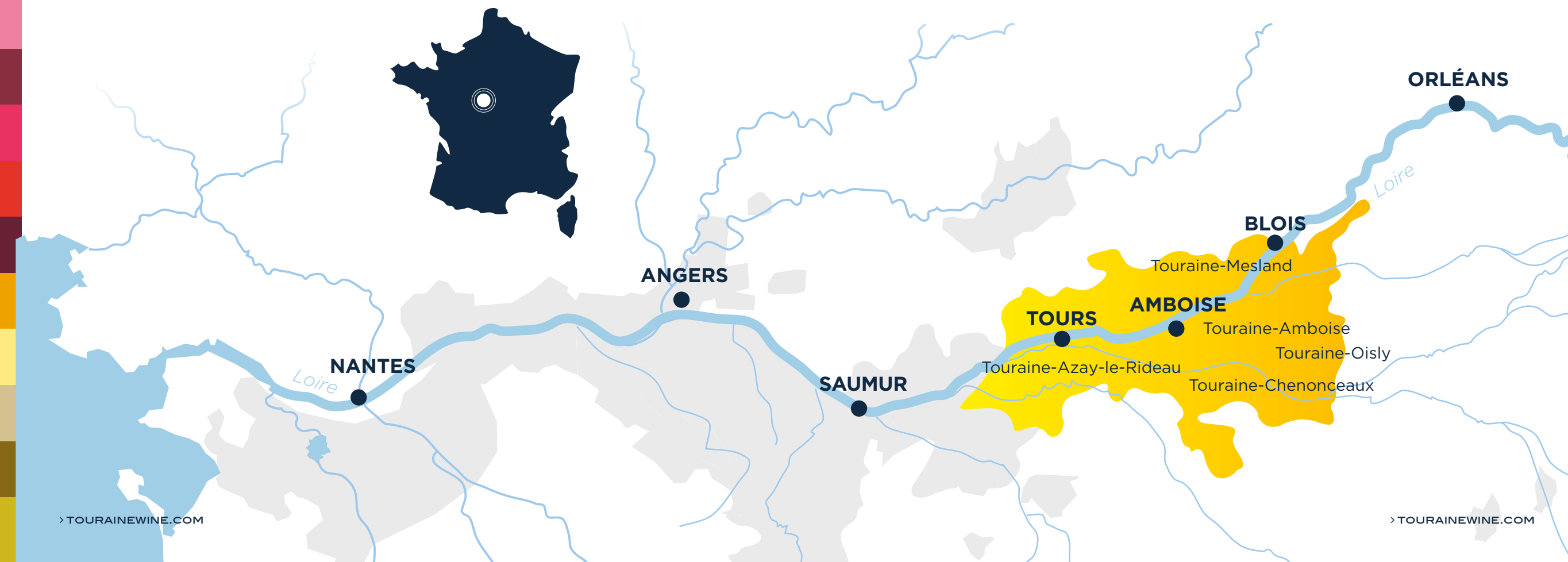
Given its span, the geographical area of the AOC Touraine includes a variety of different soils and terroirs, as a result the wines produced have specific hues:

- ▶ The « bournaisperrucheux »: clay with flint soils, mixed with miocene sands
- ▶ The « perruches »: flinty clay soils
- ▶ The « aubuis »: clayey-limestone soils, stony, calcareous derivatives. These soils are warm and permeable, they lie on the first slopes or "côtes" (hills) in the valleys.
- ▶ The « graviers »: or gravel, the soil of the valleys, lying on terraces made from old alluvial sediment

THE CLIMATE

The AOC Touraine enjoys an oceanic climate whose influence diminishes as you go towards the east, once you reach the Tours meridian, there is a much wider temperature variation between day and night.

Annual rainfall of approximately 550 millimeters (22 inches) in the west, can reach up to 650 millimeters (26 inches) in the east.



THE DIVERSITY OF THE GRAPE VARIETIES

The AOC Touraine includes a wide range of grape varieties, even if some of them are quite dominant like sauvignon (43% of vines planted) for white wines, and gamay (21%), cabernet franc (10%) and côt (8%) for red wines.

With the exception of the Touraine whites, made exclusively from sauvignon grapes, the other AOC Touraine wines are the result of artful blending, and they are crafted by each winemaker. This results in wines with a very unique final color.

SAUVIGNON

Native to the Loire valley, sauvignon is a white grape variety known for its crispness and liveliness. An early ripening grape, with character, sauvignon produces dry wines with a range of fruity aromas, notes of citrus, exotic fruit and a hint of white flowers.

Touraine Sauvignon is considered as one of the best in the world, and it wins numerous awards and distinctions every year.

CÔT

Originally from the South West, côt (also known as Malbec) is a grape variety known for its strength.

While it may ripen early, côt produces rich and robust wines, with a very deep colored robe, it has a wide range of aromas in particular black fruits, tobacco, sometimes plum or licorice. It makes wine that can be aged.

GAMAY

Originally from the south of the Burgundy region, gamay is a red grape variety that is known for its delicacy. An early and delicate varietal, gamay produces supple and likeable wines, the robe is bright red with purple tints, notes are usually fruity and sometimes spicy.

CABERNET FRANC

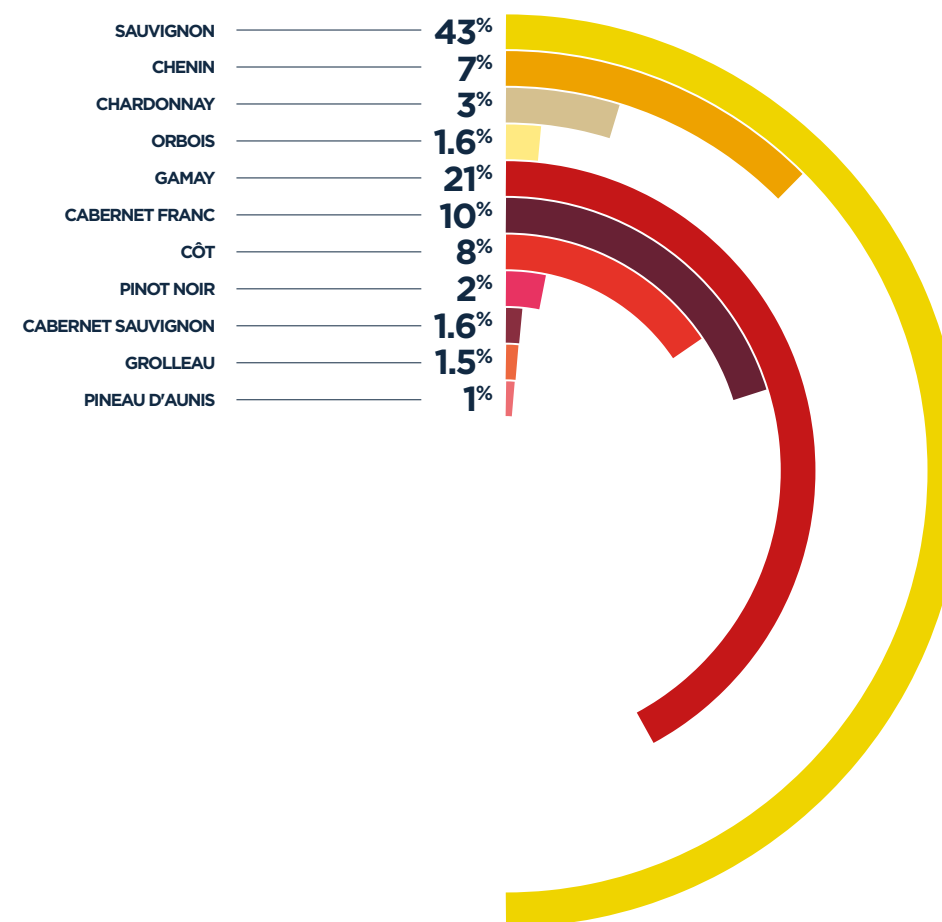
Originally from the South West, cabernet franc is a grape variety known for its vitality. A variety that ripens late, cabernet franc produces supple and fruity wines, with raspberry, red berry and blackcurrant notes.

“

WINES WITH
A VERY UNIQUE FINAL COLOR”

AOC TOURAINE VINE PLANTING

SURFACE PRODUCTION PER GRAPE VARIETY



“

TOURAINES WHITE,
A FRESH AND
AROMATIC WINE

”

AOC TOURAINE WINES: POWERFUL AROMAS

The AOC Touraine produces a wide range of still and sparkling wines: Touraine white, the best known one, is a fresh and aromatic wine, made from sauvignon grapes, Touraine reds and rosés, without forgetting the sparkling Touraine wines.

Touraine white is very popular today among sauvignon lovers, because of the quality of the wine making process which has been constantly improving over the years.

Touraine reds' specifications changed in 2011 to include, from now on, two types of wine, one called "Touraine gamay", the other "Touraine rouge" made from a blend of various Touraine red grape varieties with a minimum of 80% of côtes and cabernet franc.

Touraine rosé can be made with a minimum of two grape varieties among the following: gamay, meunier, pinot noir, grolleau gris, côtes, grolleau, cabernet franc, cabernet sauvignon, and pineau d'Aunis. None of these grape varieties can exceed a limit of 70% in the blend.

Lastly, Touraine sparkling wine made using the traditional method, exists in white and rosé versions. These wines typical of the Loire area are ideal for sharing and enjoying with friends, their freshness and balance are appreciated by all.



WHITE WINES

100% SAUVIGNON

These wines often have a pale robe and an aromatic offering ranging from fruity notes similar to citrus fruits or exotic fruit, to floral notes, similar to white flowers.

The finish has a fresh feeling.



RED WINES

TWO TYPES OF WINE:

► **Fruity and light: Touraine Gamay:** 85% minimum + cabernet franc, cabernet sauvignon, pinot noir or côt.

These wines often have a cherry colored robe and generally reveal warm red berry notes with silky tannins. They are well balanced wines, light and delicate at the same time.

► **Fruity and structured: Touraine Rouge:** 80% Côt or cabernet franc (must contain 15% côt minimum) + cabernet sauvignon, pinot noir or gamay. By 2030, this type of wine will have to include a minimum of 50% côt with no maximum limit.

Strong and elegant wines, with a very good tannic structure. Notes of both red and black fruits, the robe goes from dark ruby to dark garnet.

ROSÉ WINES

Wines made from two grape varieties, among the following: cabernet franc, cabernet sauvignon, côt, gamay, grolleau, grolleau gris, meunier, pineau d'Aunis, pinot gris and pinot noir. The main grape variety must not exceed 70%.

The rosé wines, with a pale and bright color, have a panel of aromas including small red fruits and citrus.

WHITE SPARKLING WINE

TRADITIONAL METHOD

Wines produced from the following grape varieties: chardonnay, chenin, cabernet franc, grolleau, grolleau gris, orbois, pineau d'Aunis, pinot noir.

Chenin or orbois represent at least 60%. Chardonnay can count for up to 40%.

This sparkling wine has a dominantly acidic structure which makes it delicate and fresh at the same time. The acidity comes with fruity notes. Hints of brioche can develop over time.

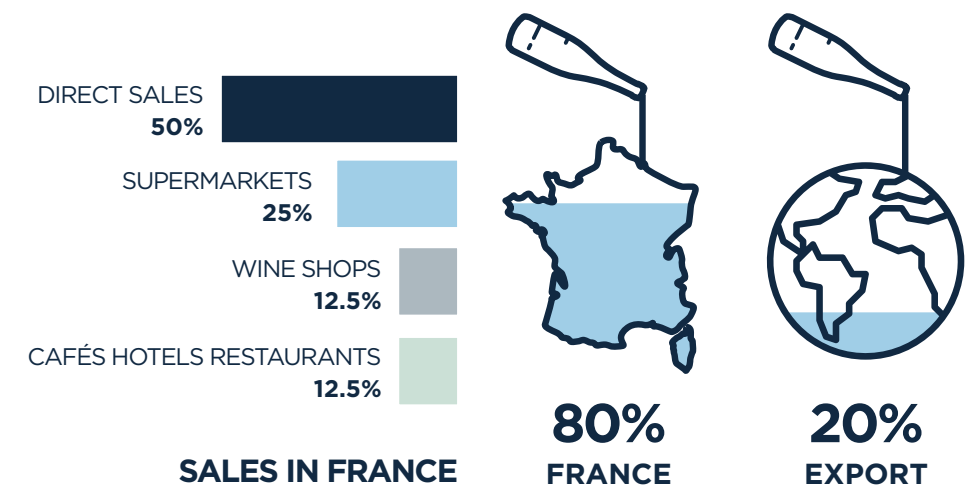
SPARKLING ROSÉ

TRADITIONAL METHOD

Wines made from two grape varieties, among the following: cabernet franc, cabernet sauvignon, côt, gamay, grolleau, grolleau gris, meunier, pineau d'Aunis, pinot gris and pinot noir. The main grape variety must not exceed 70%.

The sparkling rosés are fruity and aromatic wines, with a very elegant nose.

AOC TOURAINE WINES SALES BREAKDOWN PER VOLUME

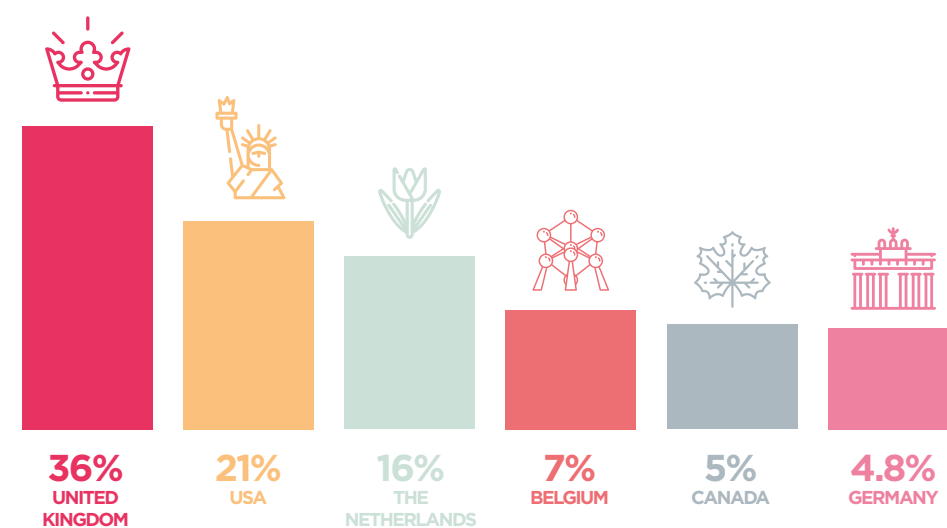


AOC TOURAINE EXPORT

Just like the Loire Valley Châteaux, the wines from the AOC Touraine generate considerable enthusiasm among foreigners. The proof being that AOC Touraine wines international reputation is constantly growing.

Exports account for 20% of volume, mostly to Anglo-Saxon countries. Wine connoisseurs in the United Kingdom have been enjoying AOC Touraine wines for several years now. Sales in the USA - number one wine market in the world - are also showing a very positive dynamic which is proof that our wines are very popular. In total, white wines represent 90% of the exported volume.

EXPORT VOLUME PER COUNTRY



“
AOC TOURAINE WINES
INTERNATIONAL REPUTATION IS
CONSTANTLY GROWING
”

GEOGRAPHICAL DENOMINATIONS

“The AOC Touraine and its five denominations produce an average of 220 000 hectoliters of wine per year, i.e. more than 28 million bottles.”

TOURNAINE-AMBOISE

Beginning in the east of Chaumont-sur-Loire and Rilly-sur-Loire in the Loir-et-Cher department, the first slopes stretch out elegantly on both sides of the Loire valley. Going downriver, we arrive in Indre-et-Loire on the eastern slopes from Cangey to Nazelles-Négron, going through Limeray, Pocé-sur-Cisse, and Saint-Ouen lesVignes. On the western slopes, we go from Mosnes to Amboise, passing through Chargé and Saint-Règle. The terroir is strongly influenced by the flinty clay soils or “perruches” soils, which give these Touraine Amboise wines their unique personality.

WHITE WINES: CHENIN

The Chenin grape variety has the particular characteristic of being able to produce dry, medium dry, sweet and even liqueur like wines. An elegant and lively wine, it can develop a wide range of aromas, while still benefitting from an excellent ageing potential.

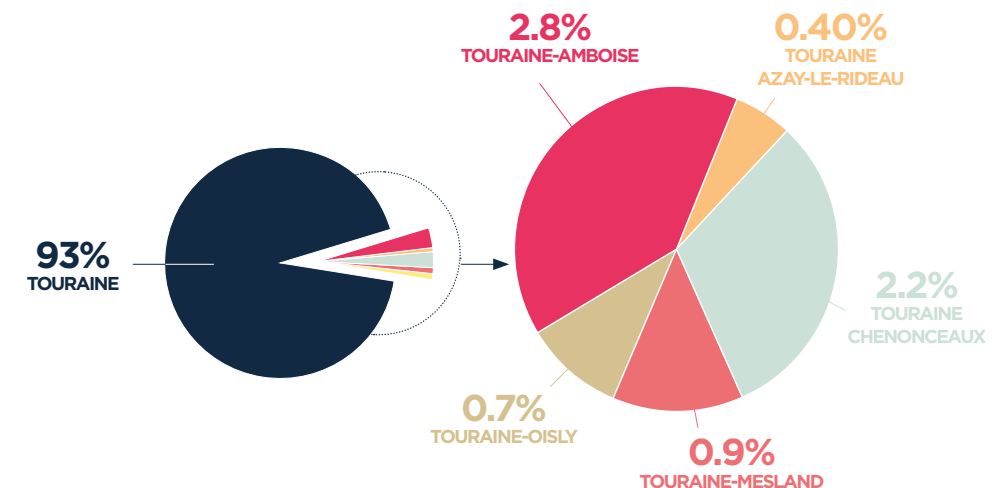
RED WINES: CÔT

The Côt is the grape variety that is part of the historical fabric of this appellation, as the winemakers were able to preserve it thanks to strict massal selections. The terroir where it grows gives it its atypical character. From supple to powerful, depending on how long it has been aged in barrels, it manages to keep its fine and silky tannins nevertheless, and a long-lasting taste on the palate.

ROSÉ WINES

The blending of Côt and Gamay gives a lovely fruity note to the nose and a wonderful freshness on the palate.

WINE PRODUCTION IN AOC TOURAINE



TOURNAINE AZAY-LE-RIDEAU

In the vine growing area of Azay-le-Rideau several AOCs coexist. Touraine wine (red, white and rosé) is produced, Touraine Méthode Traditionnelle and Crémant de Loire sparkling wines are also made here. About sixty hectares are dedicated to the Touraine Azay-le-Rideau white appellation (White Chenin) since 1953, and rosé (planted with Grolleau) since 1976.

Between the Loire and the Indre valleys, the vines grow on hills and coarse sand level areas and cover 6 towns in Indre-et-Loire: Azay-le-Rideau, Cheillé, Lignières-de-Touraine, Rivarennnes, Saché and Vallères.

There are currently nine wine producers who strive to highlight the originality and specificity of the Azay-le-Rideau wines, by creating a strong and dynamic image, almost a relaunch, with for example a partnership with the Château national in Azay-le-Rideau, where winemakers organize two events called 18/22 in July and August each year.

WHITE WINES: CHENIN

Wines that can be fruity, dry, light or sweet. Harmonious wines featuring a fine bouquet of acacia flowers and wild rose with a hint of minerality.

ROSÉ WINES: MAIN GRAPE VARIETY: GROLLEAU (can be blended with: cabernet franc, côt, gamay)

Light, elegant and delicate wines, they have a pale robe with purplish hints. Cherry, raspberry and pear notes are present, which mingle with rose and lilac fragrances on a peppery background.

TOURNAINE-CHENONCEAUX : ELEGANCE AND TERROIR

The Touraine-Chenonceaux vineyards have a very distinct homogeneity and can be found on both banks of the Cher river, mostly on the higher slopes. The Touraine-Chenonceaux vines stretch over about twenty towns situated in the two departments, Loir-et-Cher and Indre-et-Loire. About fifty winemakers are passionate about producing top of the range wines, which have to meet very precise and restrictive specifications, and the authorization to sell is subject to rigorous quality control. The Touraine-Chenonceaux denomination is obviously inseparable from the Château of the same name, where every July an event called « Wine tasting under the stars » is organized.

WHITE WINES: 100% SAUVIGNON

They have an intense range of aromas, including white flower, ripe fruits with white flesh, (peaches, pears), but also apricots, citrus and exotic fruits. Being matured on fine lees, at least until March 30th following the harvest, brings roundness, delicacy and complexity to the wines.

RED WINES:

Blend Côt (Malbec) and Cabernet Franc: 65% maximum of Côt (with a minimum of 50%), and 35% minimum of Cabernet Franc.

Their distinctive traits are both their mellow tannins and great aromatic character. Stewed black fruit notes, as well as retro-nasal licorice and mint. The maturing until August 31st following the harvest enables complex aromas to develop as well as round and silky tannins.

TOURNAINE-MESLAND

Located north east of the AOC Touraine, the « Touraine Mesland » denomination corresponds to a rim of a plateau faced towards the Loire in the south. The soils are all similar in that they are flinty with miocene sands. Approximately ten winemakers make white wine mostly from Chenin (60 to 70 %), rosé from Gamay grapes and red wines blended from Gamay, often the main grape, with Cabernet franc and Côt. The Touraine-Mesland wine producing area covers about 105 hectares in the Loir-et-Cher, and includes six towns located on the right bank of the Loire, opposite the Château de Chaumont-sur-Loire : Chambon-sur-Cisse, Chouzy-sur-Cisse, Mesland, Molineuf, Monteaux and Onzain.

WHITE WINES:

Chenin is the main grape variety. Sauvignon grape variety must be limited to a maximum of 30 %. Chardonnay is included in a proportion less than or equal to sauvignon, and must not exceed a maximum of 15% of the grapes.

Wines featuring a complex aromatic personality, with floral notes (hawthorn, linden blossom, verbenas) as well as more fruity notes (citrus, pear).

ROSÉ WINES:

Black gamay with white juice must represents no less than 80% of the grapes ; côt and cabernet franc can also be included in the blend.

Fresh, spontaneous wines, with subtle hints, they have a very characteristic bouquet mainly due to the terroir where they are made and the original wine making method used to produce them.

RED WINES:

Black gamay with white juice can be used to a level of between 40% and 60%, both côt and cabernet franc must represent between 20 and 30%.

These subtle wines are characterized by a griotte cherry fragrance and delicate tannins.

TOURNAINE-OISLY : THE BEST KEPT SECRET OF THE LOIRE VALLEY

Between the Loire and the Cher, the Touraine-Oisly denomination englobes ten towns in the heart of the Sologne wine producing area: Oisly, Chémery, Choussy, Contres, Couddes, Méhers, Sassay, Soings-en-Sologne, Saint-Romain-sur-Cher and Thenay.

On the best parcels of this sand and clay terroir, twelve winemakers produce exceptional white wines, made from 100% sauvignon grapes. Matured on fine lees for six months, the Touraine-Oisly wines undergo a rigorous qualitative selection process before being sold.

WHITE WINES: 100% SAUVIGNON

Truly elegant and fine wines, distinguished and subtle, they boast a wide range of aromas: citrus notes, exotic fruits and white flowers. Thanks to the maturing on fine lees for several months, they are full-bodied, with complexity and a long finish.

KEY FIGURES



AOC SURFACE
+ 6 000
HECTARES



5

**GEOGRAPHICAL
DENOMINATIONS**

TOURAINE - AMBOISE
TOURAINE - AZAY-LE-RIDEAU
TOURAINE - CHENONCEAUX
TOURAINE - MESLAND
TOURAINE - OISLY

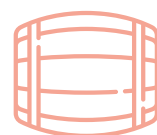


NUMBER OF
WINEMAKERS
+ 650



**5 MAIN
GRAPE VARIETIES**

**SAUVIGNON • CHENIN
GAMAY • CÔT • CABERNET FRANC**



ANNUAL
PRODUCTION
220 000
HECTOLITERS

SALES

80%
FRANCE



20%
EXPORT

4

COLORS
WHITE, RED, ROSÉ AND
SPARKLING WINES



59%
WHITE WINES



22%
RED WINES



8%
ROSÉ WINES



11%
SPARKLING WINES

TOURAINE

LOIRE VALLEY



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