

CHÂTEAU
ROQUEFORT
FAMILLE BELLANGER

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CHÂTEAU ROQUEFORT LAUNCHES
ITS "GRANDES CUVÉES"
TO CELEBRATE
ITS FORTIETH HARVEST.

CHATEAU ROQUEFORT's *Grandes Cuvées*, a new sustainably-designed collection, inspired by the family coat of arms "Arma de Pietro", embodying the ultimate expression of the Entre-deux-Mers terroirs.

The family estate located on Roquefort's limestone plateau in the Entre-deux-Mers region is celebrating its fortieth harvest this year and launching "Grandes Cuvées" in red and white, its new premium collection that reflects **Château Roquefort's roots as well as its commitments.**

The family roots, first and foremost, with **a tribute to the "Arma de Pietro" coat of arms** on the label. Followed by the roots of the Entre-deux-Mers region and its limestone terroirs. And including their commitments too, since this **collection was designed** in collaboration with all the stakeholders, in line with the estate's sustainable development strategy, and the **Bordeaux Cultivons Demain collective approach.**

GRAND BLANC
THE HIGHEST EXPRESSION OF OUR VINEYARDS

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A LABEL BEARING THE FAMILY COAT OF ARMS
« ARMA DE PIETRO »

As with all the estate's cuvées, each label depicts a different aspect of Roquefort. For the "Grandes Cuvées", the **family coat of arms was revisited** to lend it elegance and modernity. The eagle at the top, the tree with a snake on the left and the lion on the right display the Bellanger Family armorial achievements.

This coat of arms was handed down to Château Roquefort by one of the family's ancestors, Joseph Dépierre, born in 1838 in the commune of Cernay in Alsace.

“GRANDES CUVÉES” : A PREMIUM COLLECTION
THE ULTIMATE EXPRESSION OF THE ESTATE’S VINEYARDS.

Château Roquefort's *Grandes Cuvées* are produced in red and white.
The grapes come from plots transitioning to organic viticulture.

“GRAND BLANC”

For **“Grand Blanc”**, we selected plots of **Sauvignon Blanc** and **Sémillon** on the clayey limestone terroirs of Castelveil, one of the most elevated points in Gironde. Grapes from these plots are vinified in new 225-litre barrels. During the first 6 months of ageing, the wine is stirred on lees, then blended with Sauvignon Blanc aged on lees in stainless steel and concrete vats. The blending provides a sensation of minerality, characteristic of our limestone terroirs.

“Grand Blanc” will capture the ultimate expression of the **AOC Entre-deux-Mers terroirs**, an appellation enjoying a real comeback.

“Grand Blanc”, launched with the 2020 vintage, was recently rated 91/100 by RVF (Revue des Vins de France). It is a 90% Sauvignon Blanc and 10% Sémillon blend.



“GRANDE CUVÉE”

For **“Grande Cuvée”** red, two terroirs characteristic of the estate enhance each other. The **Merlot** grapes come from the south-facing clayey limestone terroir of Castelveil, which gives the wine a remarkable mouthfeel and a bouquet of intense black fruit. The mineral structure and freshness characteristic of our terroirs originate from the **Cabernet Sauvignon** and **Merlot** vines planted on the cool terroirs of the Roquefort limestone plateau. It is asteriated limestone whose geological origin dates back 30 million years. Each terroir is vinified separately, matured in barrels, and blended after 12 months of ageing. The cuvée features subtle, well-balanced woody notes and offers great cellaring potential.

“Grande Cuvée” red is available for the 2019 vintage. It is an 85% Merlot & 15% Cabernet Sauvignon blend.



A SUSTAINABLY-DESIGNED COLLECTION

Château Roquefort's Grandes Cuvées have been developed with all the stakeholders, to offer a collection in line with the estate's CSR (Corporate Social Responsibility) commitments and its label awarded in November 2022 within the framework of the **Bordeaux Cultivons Demain** collective approach.

- The bottle is made of **lightweight glass**.
- The label was designed to optimise the width of the paper when printing. It is printed on **100% cotton-fibre paper**.
- **The foil, or capsule, is optional.** When a capsule is used, we have opted to use one already available in our product range and not create a new one.
- Two-ply paperboard is our shipping material of choice **to optimise packaging on pallets**, our goal being to avoid the use of wooden crates.
- The stopper is made of cork. **We strongly recommend recycling it.**
- The promotional items used to present the wines are made in **natural, recyclable materials** (wood, paper).
- Our **suppliers are based less than 200 kilometres** from the estate.

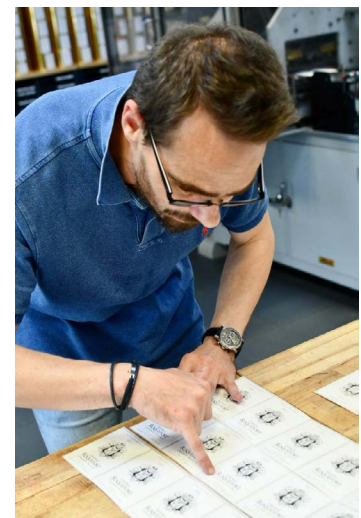


INTERVIEW WITH A STAKEHOLDER THE PRINTER : JÉRÉMY BELLOC

How did you collaborate with Château Roquefort to design this eco-friendly label ?

*"We worked hand in hand with the Château Roquefort teams to create these labels. For this project, choosing "Cotton Extra White" as a printing paper was a rational choice since it is made from cotton fibres not used to manufacture textiles, rather than choosing to use paper from the traditional wood industry. In the creative phase of "Grandes Cuvées", we gave a lot of thought to all the production stages **to save on resources** and ensure a **high-end result**: label format, print run volume to avoid multiple calibrations that lead to waste, choice of the paper. We are really satisfied with the final outcome."*

Jérémy Belloc . Imprimerie Belloc - Cadillac (Gironde)



CHÂTEAU ROQUEFORT: SUSTAINABLE BY NATURE

Château Roquefort, in the heart of the Entre-deux-Mers region, is a leading winegrowing estate that has belonged to the **Bellanger Family since 1976**. The unique venue has been inhabited for over 5000 years and the covered walkway (a funerary memorial site) dating back to the Neolithic period is a living vestige.

The estate stretches over 240 hectares, 55% of which are forests, meadows and pastures.

Anne and Frédéric Bellanger are committed to **passing this natural, historical heritage on to future generations**.

They have committed the company to a CSR (Corporate Social Responsibility) strategy in line with its stakeholders' expectations, and naturally consistent with the *Bordeaux Cultivons Demain* collective approach.

The estate's CSR strategy stands on four pillars :

- Sustaining our economic activities
- Preserving the environment
- Placing people at the heart of our concerns
- Contributing to our region's renown



« We are merely purveyors of Roquefort's history. Our raison d'être is to create wines that will be the ambassadors of this unspoilt venue in an era of ecological and societal transition. »

Anne & Frédéric Bellanger



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