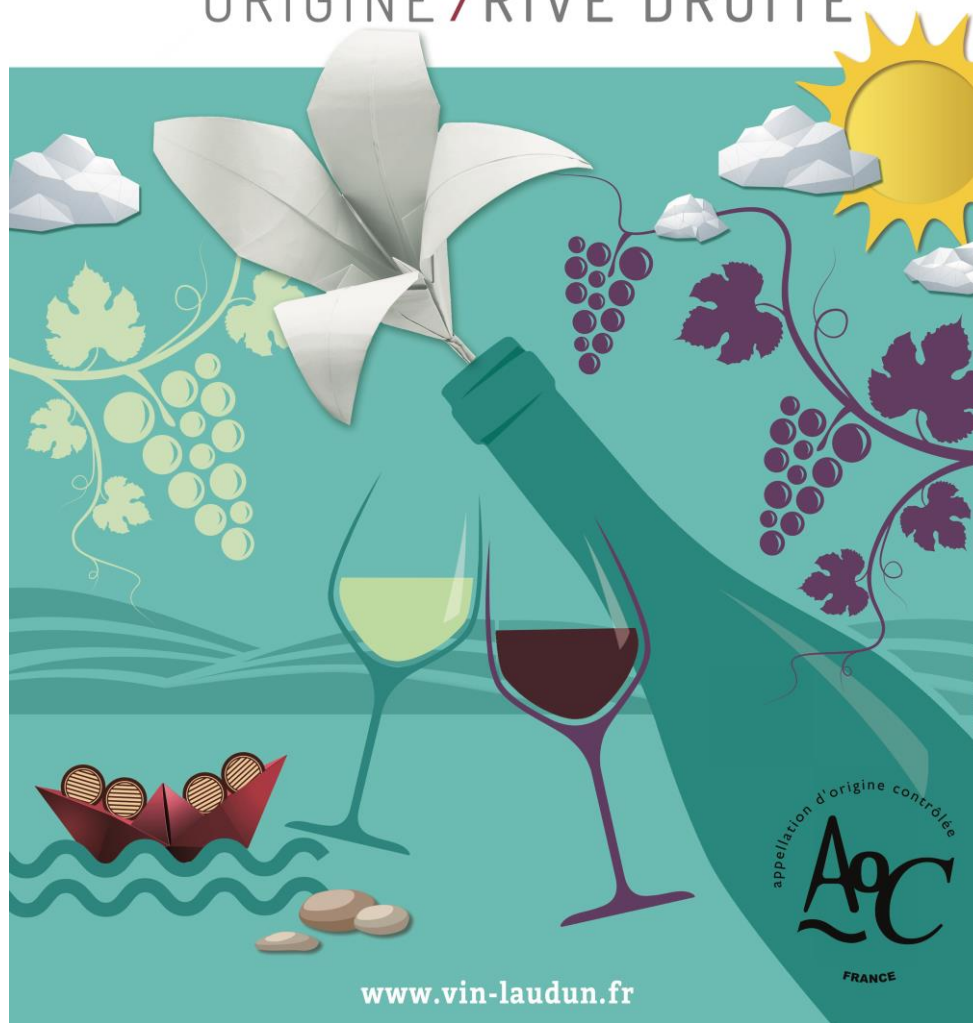


CÔTES DU RHÔNE VILLAGES

LAUDUN

ORIGINE / RIVE DROITE



L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION

The Côtes du Rhône Villages Laudun appellation lies on the right bank of the southern Rhône, across the three communes of Saint-Victor la Coste, Tresques and Laudun. The Laudun vineyards are tended with energy and dedication by some 90 local winegrowers, and the appellation is known for the extraordinary freshness of its white wines and the fruit-driven finesse of its reds.

Laudun

What You Need to Know

The AOC Côtes du Rhône Villages Laudun Appellation –
A few facts:

- The Côtes du Rhône Villages appellations' leading white wine vineyards
- 24 wineries
- 2019 harvest of 21 600 hl
- A future Côtes du Rhône Cru
- 2M bottles sold annually



Laudun

A Future Côtes du Rhône Cru

Laudun wines, both white and red, have a **unique personality**, linked closely to their terroir and **skilfully** drawn out by the Laudun winegrowers. Their success has inspired the appellation to apply for promotion to Cru status.

Just as a reminder, Rhône wines are divided up into AOC appellations, ranked as follows:

- 19 Côtes du Rhône Crus
- 22 Côtes du Rhône Villages (with geographic names) – including Laudun
- Côtes du Rhône Villages
- Côtes du Rhône
- 8 others AOC's of the Rhone Valley (like Costières de Nîmes, Luberon..)

Devoted winegrowers have scoured the Laudun archives, mapped the terroir and gathered the economic data needed to support their application; they are also redefining production and vinification regulations and incorporating them into a single set of specifications.

The process is backed by support from INAO (the Institut National de l'Origine et de la Qualité) in Avignon.

End of the procedure estimated in 2022

Laudun

Location

The Laudun vineyards lie in the Gard *département* and are part of the Côtes du Rhône region; they form one of the Côtes du Rhône's earliest known winegrowing areas. The Laudun denomination encompasses three *communes*: Tresques, Saint-Victor La Coste and Laudun.

The production area stretches along the right bank of the Rhône. Vines are planted on the slopes of the Plateau de Lacau to the north, the hillsides of Saint-Victor La Coste to the south and the plateau of Tresques to the west.



Laudun

Key Figures

Reference to Laudun as a geographical entity was first made in 1947. (The appellation was registered by INAO in 1953 following a sitting of the Tribunal d'Uzès)

Area under vine: 580 hectares

Geographical area: the 3 *communes* of Tresques, Saint-Victor La Coste and Laudun)

Number of producers: 88

Number of private wineries: 19

Number of cooperative wineries: 5

Number of Negociants : 16

Production volume : 20 300 hectolitres
(Average 2017-2019)

Average yield: 37,30 hectolitres per hectare

Breakdown by colour: 80% red, 20% white

Sales: 78% of total production is sold as bottled product.

Laudun

Varietals and Tasting Notes

Red Wines:

Grenache and Syrah mainly and other authorised varietals (Carignan, Cinsault, Mourvèdre, Counoise, Muscardin, Picpoul Noir, Terret Noir).



Grenache Noir

Appearance: Purple to garnet colour, bright and intense.

On the nose: Rich and expressive with jammy, well-ripened red and black berry fruit, lifted by a note of spice and liquorice.

On the palate: Complex and balanced, thanks to a blend of wines from stony soils (which bring amplitude and structure) with wines from sandy soils (which bring finesse and fruit)

Laudun

Varietals and Tasting Notes (continued)

White wines:

4 main white grape varieties: Grenache Blanc, Clairette, Roussane and Viognier, and other authorised varieties (Marsanne, bourboulenc, Picpoul and Ugni Blanc)



Clairette

Appearance: Pale yellow colour with clear, gleaming straw yellow highlights.

On the nose: Fine, aromatic and complex, with notes of tropical fruit, white peach, apricot and white flowers.

On the palate: Fresh on the attack with a rich, rounded feel. The finish is persistent and molten.

Laudun

Wine Tourism

Sunday Tastings

July/August 2020

Every Sunday morning in summer: visit the Syndicat des Vins de Laudun stall at the weekly market, for tastings and sales of Laudun AOC and other Côtes du Rhône Villages wines and to meet local winegrowers.



Laudun

A Historic Vineyard Dating Back to Roman Times

The occupying Roman forces gave the region a significant boost. They settled on the south-facing terraces, and there is no doubt that the area's first vines were planted at this time on the slopes of Camp de César. Archaeologists have found large dolia – earthenware jars used for storing wine – on the site; these are currently in the Maison Carrée in Nîmes.

In the Middle Ages, vines were grown on the slopes of the Castella – the fortified castle – to make wines of a quality deemed suitable for the *Seigneurie*.

Laudun wines are also known to have graced the Cardinal's table – at one time the Episcopal Seat of Toulouse was occupied by a cardinal from a Laudun family.

In his agricultural work *Théâtre de l'Agriculture et Mesnage des Champs* published in 1600, Olivier de Serres describes and astonishing discovery made in the cellar of the château, of a barrel thought at the time to be over a century old. When the hardened layer of lees was pierced, he describes how an exquisite wine flowed out, full of fragrance and flavour. Olivier de Serres went on to praise Laudun as one of the best white wines in France.

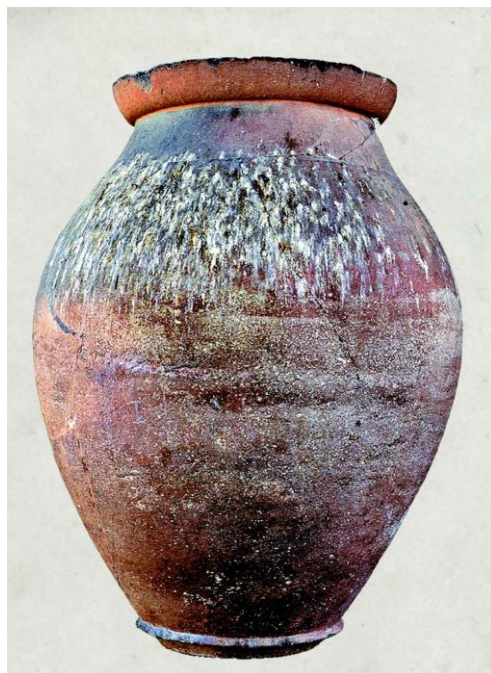
In 1616, the King's Privy Council authorised a syndicate of property owners in Bagnols, Roquemaure, Laudun and the surrounding area to sell their wines at Pont-Saint-Esprit. In 1698, the Intendant of Basville mentioned Laudun in his famous record of the area, describing it as one of the region's four greatest wines.

By the 18th century, the area's reputation was firmly established, and the Intendant gave permission to brand the three letters C.D.R. onto barrels of wine from 10 preferred communities - Laudun among them – as proof of their provenance.

Laudun

A Historic Vineyard dating back to Roman Times (continued)

In the 1799 work *Dictionnaire Universel de Géographie Commercante* (Universal Dictionary of the Geography of Trade), J. Peuchet reports that 1,000 barrels of white wine identified with the word “Laudun” were shipped from the ports of Bordeaux and Chalon sur Saône.



Timeline

1937: 28 *communes* in the Gard *département* are acknowledged by ministerial decree as part of Côtes du Rhône appellation.

1947: The Tribunal d'Uzès recognises Laudun as an appellation in its own right.

1953: The name Laudun can be added to the Côtes du Rhône appellation across the three *communes*.

1965: Wines can now be labelled as AOC Côtes du Rhône Villages Laudun

Laudun

Production Conditions

Laudun's vineyards can be divided into two major soil types:

- The predominantly light (sandy) or rocky (medium depth) soils dating from the Upper Cretaceous, which make the area unique in the Côtes du Rhône, identifying more closely with the Bagnols sur Cèze region.



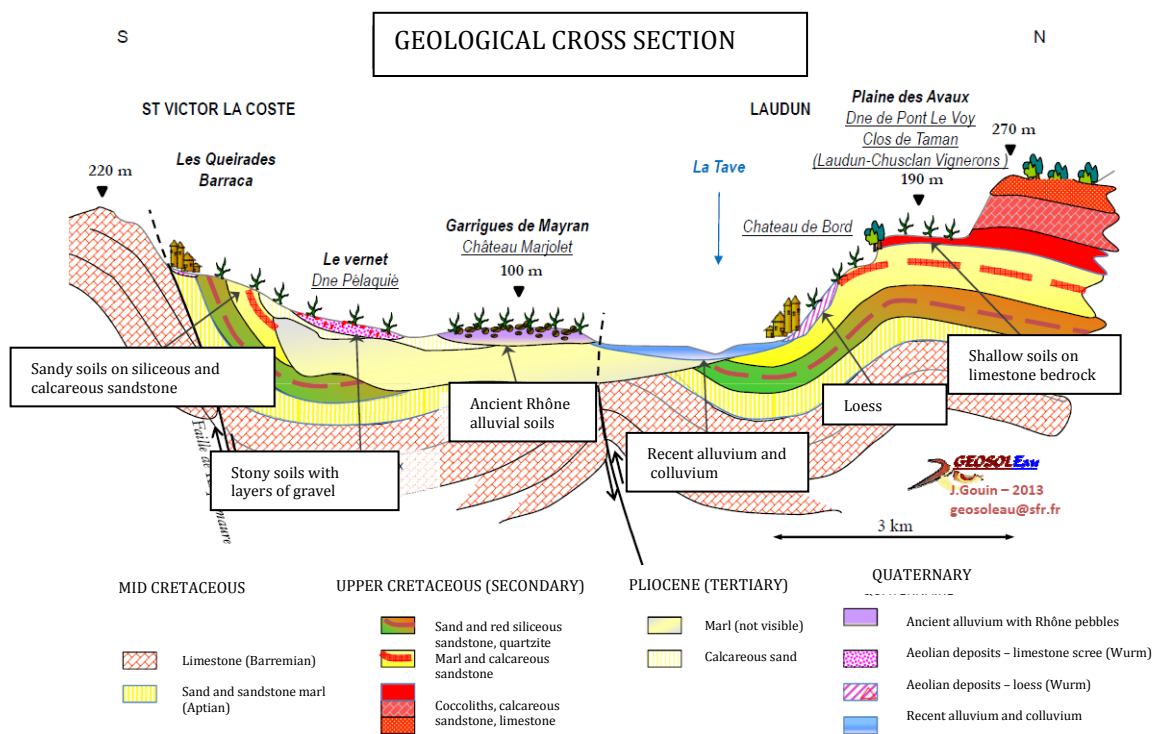
- Stony soils containing pebbles from the Rhône's ancient terraces and stony soils with layers of limestone gravel, a feature of the region's highest-quality terroirs.



Laudun

Production Conditions (continued)

The diversity of its soils gives the area wonderful potential for producing top quality wines. The variations in soil type play a role in helping the vines adapt to the variations in climate from year to year. Add to this a varietal mix tailored over the years to suit the region – and the result is a top quality range of white and red wines.



The Laudun winegrowing area enjoys a temperate Mediterranean climate featuring the characteristic Mistral wind. Rainfall is irregular; most occurs in autumn and spring with very little in the summertime.

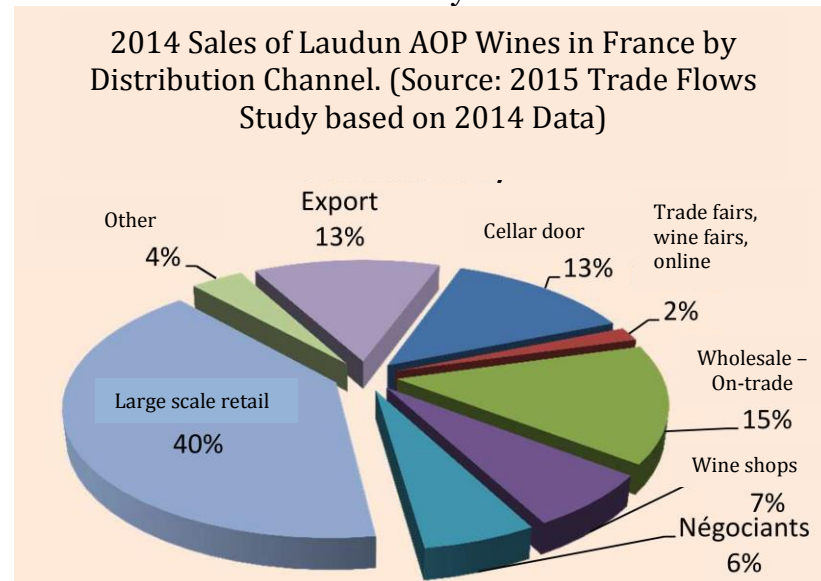
Some 90 winegrowers tend the vineyards. They short-cane prune the vines, manage the soil and regulate crop load; in short, they do all they can to ensure their terroir is faithfully expressed in the wines of Laudun.

Laudun

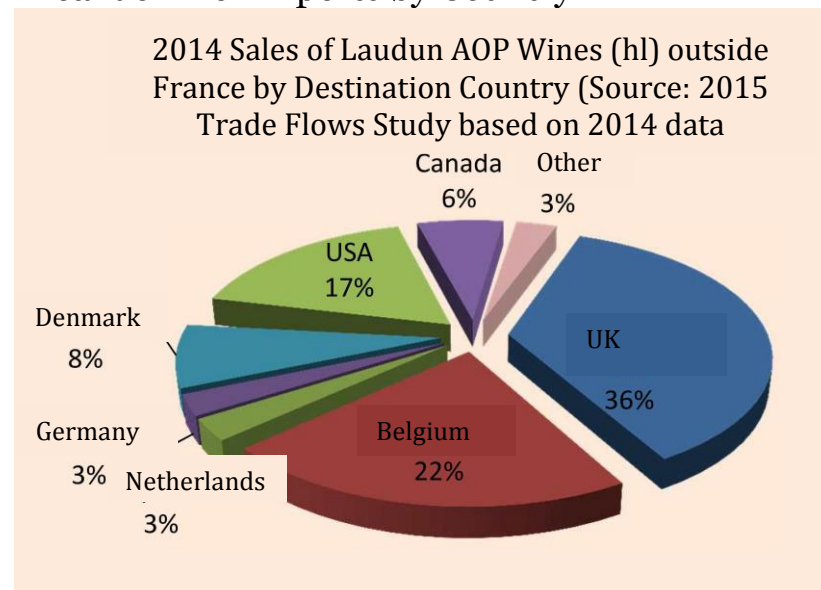
Trade Flows

With an average of 20 300 hl produced over the last 3 years, Laudun wines are sold through all distribution channels, and can be found on a wide variety of markets.

Breakdown of Trade Flows by Distribution Channel



Breakdown of Exports by Country





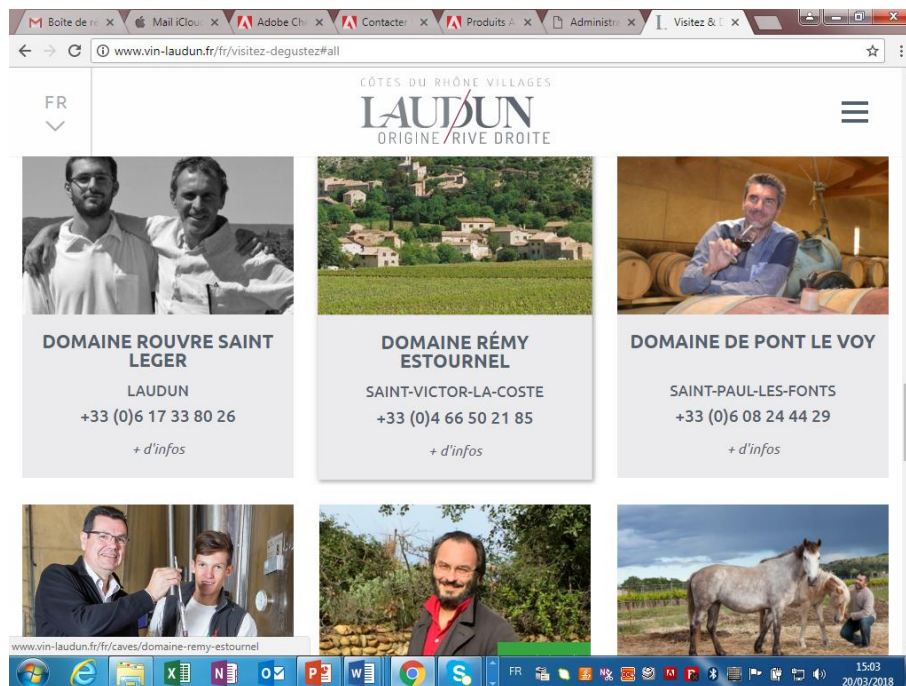
Laudun
Online

For a quick update on the latest news and events, visit our Facebook page:

www.facebook.com/aoclaudun

For a more detailed account of our events, news and activities, and producers list, visit our web site:

www.vin-laudun.fr



Excerpt from the INVino broadcast by Alain Marty on BFM Business: An introduction to the appellation and its wines by Philippe Faure-Brac

www.youtube.com/watch?v=4t878vXKzg4



CÔTES DU RHÔNE VILLAGES

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