



PUTTING GRAPES FIRST

With a firm belief that great wine begins in the vineyard, Château Peyfaures puts a strong focus on protecting the local terroir. By using sustainable farming techniques and traditional methods from their ancestors, the wines of Château Peyfaures are premium examples of what the region is capable of.

Just 6 minutes south of St Emilion in the small French hamlet of Genissac, you will find Château Peyfaures – one of the most highly reputed vineyards in the appellation of Bordeaux Supérieur. Nestled among ancient trees and sweeping limestone hills, the vineyard is has been steadily producing premium quality wine for nearly 190 years.

Although it's an appellation steeped in rigid tradition, Château Peyfaures prides itself on being a resolutely progressive estate with its eye on producing the best the region can offer. Having witnessed seven generations having cared for the estate since 1830, the last in the line, Laurent Godeau has stayed on to work with the U.S.-based Moraes family, who purchased the Chateau in April of 2017. Together they continue to carry on the traditions of the family while continuing to raise the quality with every vintage. They are also setting about bringing Château Peyfaures to a much wider audience, especially in the U.S.

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“For the best part of the last 15 years, we have been avid travellers focused on fine dining and wines. Having visited 100 Michelin star restaurants, we found out that there is a still a huge gap on the availability of fine wines, especially in the USA.” Says Ricardo Moraes. “When it comes to Bordeaux, especially if you are not going to buy a \$300.00+ bottle of wine, you are almost guaranteed to have a bad experience. We wanted to change that and give the average consumer the option to buy an outstanding wine that rivals, if not better than, the classified wines from the neighbour St Emilion and Pomerol for \$100.00 or less.”

A combination of skill, ambition and hard work have propelled the seventh generation of Château Peyfaures into a new modern age of winemaking, with the focus being primarily on protecting the local land and vines whilst also producing superior quality wine.

This philosophy permeates every step of the wine making process at Château Peyfaures, from sustainable

WINE CRUSH



organic practices in the vineyard, natural fermentations in the winery, and a deft hand with oak to enhance rather than mask the flavours of the fruit.

With biodiversity being prized as a way to keep the vines in harmony with the land, most of the work is therefore done in the field. Naturally occurring elements such as the lush grasses found between the vines are encouraged to be a part of the growth and flavour cycles, helping to create truly unique wines.

Chateau Peyfaures focuses on the two world-class regions - on Merlot, with roughly equal parts of Cabernet Franc and Cabernet Sauvignon blended in to create a wine with lush dark fruit and layered complexity.

For Dame de Coeur—a wine from older vines in selected plots—the blend is almost all Merlot with a small amount of Cabernet Franc. It's aged longer in oak with the base wines for the Dame de Coeur also seeing more new oak,

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so the 2012 is still a relative youngster, with a deep, red colour with hints of dark blue. The nose is full of cloves and vanilla to begin with, but the oaky notes soon give way to a rich fruitiness. It's a big, complex wine with a lot of aging potential much like fundamental mission of Chateau Peyfaures - to convey these ideal Bordelaise conditions into wines that are layered and nuanced, open and captivating when young yet able to evolve with age.

The latest edition to the Peyfaures portfolio is the petit Peyfaures: an easy-drinking Bordeaux that contains 80% Merlot, 12% Cabernet Sauvignon and 8% Cabernet Franc, resulting in a delicious mineral degustation with a perfect finish - a wine that can be enjoyed as an aperitif and without the hefty cost.

In the words of Ricardo Moraes, "We want to change the market and offer a real gem for a fair price, not inflated by factors that you can not taste like brand and history." ■

