

Discover

**LANGUEDOC
-ROUSSILLON**



winecentral

CLIMATE AND GEOGRAPHY



The Languedoc borders Spain and shares its Mediterranean climate. Its warm dry summers full of sunshine allow a wide variety of grapes to thrive. It's the largest wine-growing region in France but it would be wrong to assume the region is uniform. The Languedoc has a unique geography of coastlines, mountainsides, and gently rolling hills. This, along with a myriad of soil types, contributes to large number of micro-climates in the region and is one of the many reasons the "wine style" of the Languedoc is so hard to define.

HISTORY

Occitan is the native tongue of Languedoc. It has more in common with Catalan spoken in nearby Barcelona than the French spoken in Paris. In fact, when it first came under French control, they referred to their new territory as the "langue d'oc" or "language of oc." In Occitan, "oc" meant yes, as opposed to "oui." Roussillon was formerly a part of Spain before it was ceded to the French in the 17th century. It was combined with the Languedoc due to its proximity and has been associated with it ever since.

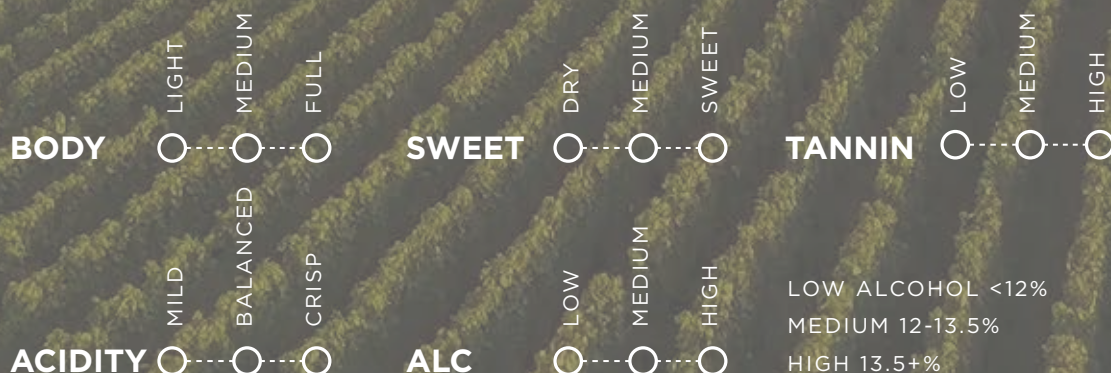
In 2016, the Languedoc-Roussillon region and nearby Midi-Pyrénées joined together to form the Occitanie region, which is why you'll see Vin de Pays d'Oc on wine labels.

Will this fit in anywhere? I think it helps give context to the grape variety section

Languedoc specialises in blends. It doesn't matter if it's Grenache and Carignan or Mauzac (moo-zack) and Chardonnay, in the Languedeoc, anything goes as long as its tasty. Luckily, producers typically indicate what varieties have been blended together on the label.

KEY TO INTENSTIY SCALES

Guide to each wine variety's intensity notes.



local LIKENESS

Traditional Method Sparkling



SPARKLING - Where to find them: Blanquette de Limoux and Crémant de Limoux. **Grape Varieties Used:** Chardonnay, Chenin Blanc, Pinot Noir, and Mauzac (moo-zack).

Crémant is the French term for sparkling wine produced using the same method used in Champagne, but not made within the Champagne region of France.

LOOK FOR



Apple



Pear



Citrus



White Peach



Jasmine



Biscuit

local LIKENESS

Sauvignon Blanc



FRESH UNOAKED WHITES - Where to find them: On the coasts. **Grape Varieties Used:** Picpoul (pick-pool).

LOOK FOR



Lemon/Lime Zest



White Peach



White Flowers



Chalk/Mineral



ROSÉ - Grape Varieties Used: Cinsault (sin-soh)

LOOK FOR



Raspberry



Red Currant



Blood Orange



Cherry Blossoms



SOFT FRUITY REDS

local LIKENESS

Malbec or Shiraz



GRENACHE DOMINANT BLENDS - Friends include: Syrah, Mouvèdre, Cinsault, and Carignan

LOOK FOR

- | | | | | | |
|--|-------|--------------|--|-------|----------|
| | ----- | Strawberry | | ----- | Violets |
| | ----- | Raspberry | | ----- | Lavender |
| | ----- | Black Cherry | | | |

local LIKENESS

Pinot Noir



CARIGNAN (cah-ren-yan)

LOOK FOR

- | | | | | | |
|--|-------|------------------|--|-------|---------|
| | ----- | Raspberry Jam | | ----- | Leather |
| | ----- | Strawberry Lolly | | ----- | Spice |
| | ----- | Cranberry | | | |



SPICY REDS - Syrah Dominant Blends. Friends include: Grenache, Mouvèdre, Cinsault, and Carignan



LOOK FOR

- | | | | | | |
|--|-------|------------|--|-------|---------------|
| | ----- | Blackberry | | ----- | Leather |
| | ----- | Blueberry | | ----- | Black Pepper |
| | ----- | Plum | | ----- | Jerky/Biltong |
| | ----- | Violets | | | |



POWERFUL REDS



CABERNET SAUVIGNON AND MERLOT BLENDS

LOOK FOR



Plum



Black Cherry



Blackberry



Cigar



Red/Black Currants



Leather

local LIKENESS

Syrah/Shiraz



MOURVÈDRE (cah-ren-yan)

LOOK FOR



Plum



Jerky/Biltong



Blackberry

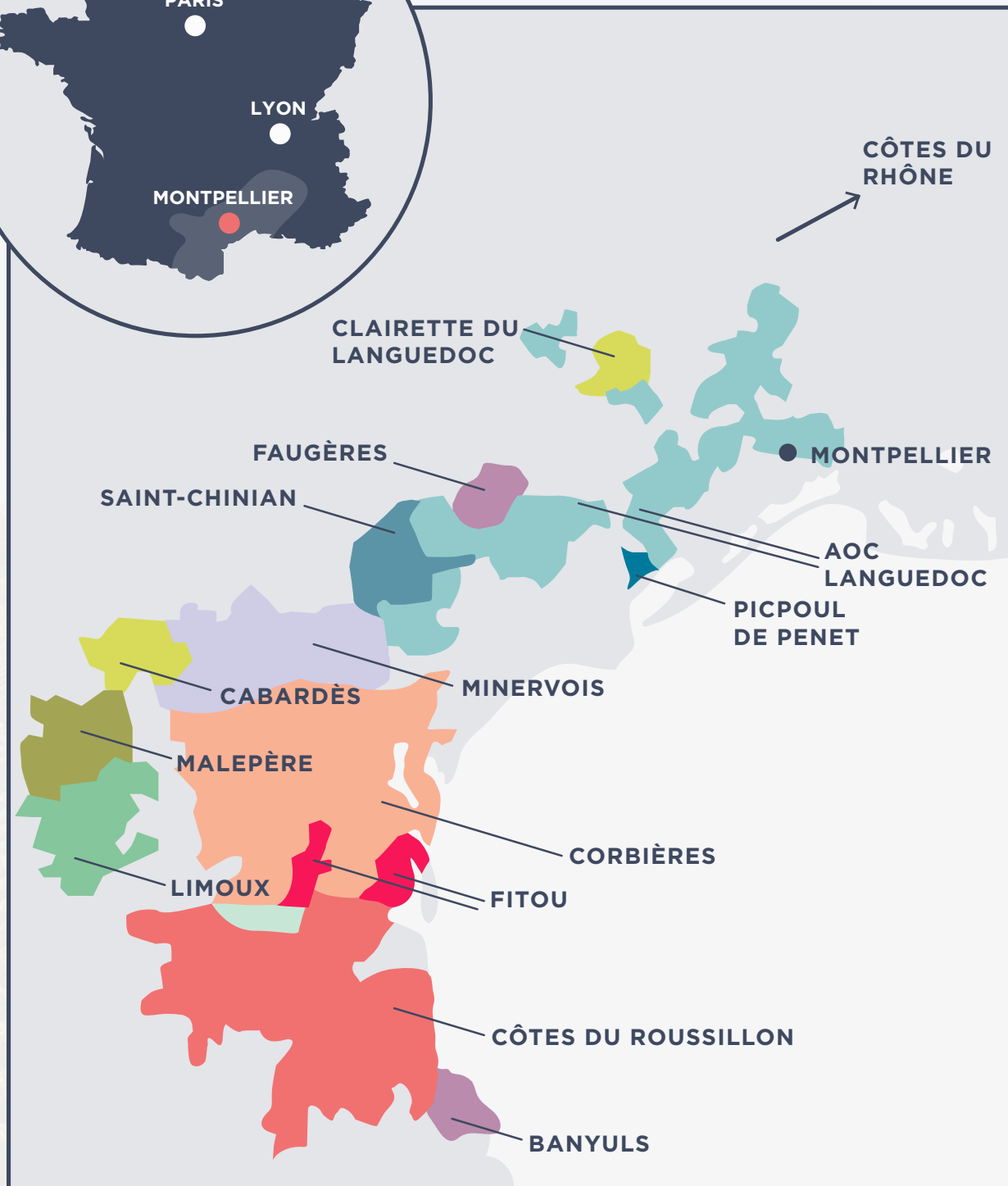


Black Pepper



Violets

Discover LANGUEDOC



LANGUEDOC REGION LABEL TIPS



Appellation d'origine contrôlée / Appellation d'origine protégée (AOC/AOP) indicates the Region a wine originated from. In an NZ Context, you'd could say AOP Marlborough. However, unlike New Zealand, these regions often have legally binding restrictions and requirements for which grapes can be grown and how they are grown, harvested, and turned into wine.

Indication géographique protégée (IGP) allows winemakers more flexibility in the grapes and methods they use to make wine. You'll find this on the label when a wine is made from grapes coming from one or more AOC/AOP regions or when a wine does not 100% adhere to strict regional requirements an AOC/AOP designation requires. In a New Zealand context, you'd say IGP South Island if you were blending wines Sauv from Marlborough with Pinot Gris from Central Otago. These wines tend to be great values.

Vin de Pays (VDP) literally translates as country wine and is a category currently being phased out and replaced with the IGP designation. That said, you may still find it on a label here and there. It gave winemakers the same flexibility of IGP. These wines also tend to be great values.

Languedoc specialises in blends. It doesn't matter if it's Grenache and Carignan or Mauzac (moo-zack) and Chardonnay, in the Languedeoc, anything goes as long as its tasty. Luckily, producers typically indicate what varieties have been blended together on the label.

REGIONAL FACTS



Like New Zealand, the Languedoc isn't playing catch up when it comes to organic and sustainable vineyard practices. It is home to 36% of all French organic vineyards and 7% globally. They have the highest percentage of certified organic grape growers in France!



In 2016, the Languedoc-Roussillon region and nearby Midi-Pyrénées joined together to form the Occitanie region, which is why you'll see Vin de Pays d'Oc on wine labels.

The Languedoc-Roussillon is unlike most other regions of France. They have AOCs with rules and restrictions, but most producers tend to bottle under Vin de Pays d'Oc, AOC Languedoc, or IGP. This and their easily identifiable logos, makes it easy to identify wines from this region.



Phylloxera is a tiny insect with an insatiable appetite. Unfortunately, its favourite food is grapevines. In 1863, this vineyard pest made its first appearance in the vineyards of Provence. It then quickly spread to the Languedoc.

Not one to sit idly by while his native Languedoc suffered, Jules Émile Planchon used his expertise in botany to identify the creature munching on their vines and developed a solution. He discovered that American grapevines were resistant to the bug and that French varieties could be grafted onto the roots of these vines. This finally gave producers a way to fight back against this pest. Eventually, phylloxera made its way around the globe. Grafting is a common technique used to this day to fend off this dreaded vineyard pest.



After the vineyards of the Languedoc were devastated by phylloxera, producers replanted using the grafting technique. However, after being without wine for so long, they replanted with quantity - not quality - in mind. The region became known for cheap plonk and by the 1980s, it became clear it was time for a change. Producers decided to shift their focus.

They replanted with lower yielding varieties, modernised their winemaking approach, and shook up their marketing team. The Languedoc is now known for high quality wines at prices everyone can get behind. Their labels are some of the most transparent of France, making the region a great starting point for those who aren't already Francophiles.



Occitan is the native tongue of Languedoc. It has more in common with Catalan spoken in nearby Barcelona than the French spoken in Paris. In fact, when it first came under French control, they referred to their new territory as the "langue d'oc" or "language of oc." In Occitan, "oc" meant yes, as opposed to "oui." Roussillon was formerly a part of Spain before it was ceded to the French in the 17th century. It was combined with the Languedoc due to its proximity and has been associated with it ever since.