



DOMAINE
DE
TAMARY

CÔTES DE PROVENCE

PRESS KIT



PROVENCE, WINE CRADLE OF THE WORLD

Provence is inextricably linked with the sea, stone, the mistral wind, sunshine and...wine! It's hardly surprising that Provence, Provincia Romana, was the cradle of vine-growing in France.

Between the Mediterranean Sea and the Alps, those two natural wonders, a third wonder exists, crafted by the hands of man -the Provencal vineyard. Its radiant, sun-drenched vines stretch over 200 kilometres across the Var, the Bouches-du-Rhône and a part of the Alpes-Maritimes departments. In the glorious sunshine of southern France, the countryside is breath-taking. And as you walk among the vines of Provence, a holiday-feeling pervades the air. Maybe this is why the grapes look so beautiful and the wines taste so good. **The Côtes de Provence appellation spans more than 20,000 hectares (nearly 50,000 acres) and three departments, the Var, the Bouches-du-Rhône and one village in the Alpes-Maritimes, for a total of 84 communes.**

The beauty of the Côtes de Provence terroir is not just what you see in the vines but in what lies underground at root level, too. **The subsoil is geologically complex and particularly conducive to wine-making.** Two large geological areas coexist in Côtes de Provence: one, to the north and west, is limestone, and the other, to the south and east, is crystalline. The entire northern and western zones of Côtes de Provence are made up of alternating hills and limestone ridges sculpted by erosion. **Further east, facing the sea, sit the crystalline Maures and Tanneron mountain ranges. This crystalline mass is made up in part of eruptive rocks.**

Because of its size and the variety of its terroir, there is not one but several types of Côtes de Provence. Each has its own geological and climatic character. Eight production areas make up the appellation: Bordure Maritime, Notre-Dame des Anges, Haut Pays, Bassin du Beausset, Sainte-Victoire, Fréjus, La Londe and Pierrefeu. **The story of Tamary is written at La Londe.**



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A DISCREET PROVENCAL WINE ESTATE, NESTLING IN THE LA LONDE HILLS

FACING THE SEA AND SET AMIDST VINES TO THE SOUTH-WEST OF THE MASSIF DES MAURES, **DOMAINE DE TAMARY** IS LOCATED IN THE VINE-GROWING TERROIR OF LA LONDE LES MAURES. THIS TINY VILLAGE NEAR THE VAR COAST HAS A LONG VINE-GROWING HISTORY. IT IS BLESSED WITH SUPERB WEATHER CONDITIONS AND RICH SCHIST SOILS. CROSSED BY A STREAM RUNNING FROM THE LOCALITY NAMED **TAMARY**, FLOWING FROM THE MARENNE RIVER, THE ESTATE IS SITUATED IN A LUSH NATURAL SETTING.

Nestling in the hills of La Londe and surrounded by one thousand-year-old olive trees, **Domaine de Tamary** is blessed with having a unique geographical location. Its vineyard is made up of a perfect balance of grape varieties: **Grenache, Cinsault, Syrah, Mourvèdre** and **Rolle**. The watchword at Tamary is respect. Respect for the terroir and for the people that work in it. This vineyard, planted in one unbroken block of vines, has no neighbours except the wild boar that roam the surrounding woods.

At **Domaine de Tamary**, wine is made using cutting-edge methods. In parallel, great care is taken to protect the outstanding natural environment surrounding the estate and to respect the time-honoured Provencal vine-growing traditions. With such great growths as **Château Sainte Marguerite, Domaine Saint-André de Figuière** and **Domaines d'Ott** around us, the area is a haven to which people come to recharge their batteries and enjoy the peace and quiet of the verdant setting.



HAVING ARRIVED UNOBTRUSIVELY WITH THE DREAM OF ACQUIRING A PROVENCE ROSÉ VINEYARD, **FRÉDÉRIC SALIN** (A BORDEAUX WINE NEGOCIANT) AND **JEAN-LUC ZUGER** (THE OWNER OF CHATEAU MALESCOT) FELL IN LOVE WITH THE BEAUTY OF THIS UNIQUE SECLUDED SPOT, WHERE NATURE SEEMED TO BE RECLAIMING ITS RIGHTS.

TOGETHER THEY PLANNED AN AMBITIOUS PROGRAMME FOR **TAMARY** WHICH, SINCE ITS PURCHASE IN 2009, HAS UNDERGONE SUBSTANTIAL RESTRUCTURING. TIRELESS WORK HAS ENABLED **TAMARY** TO FIGURE TODAY AMONG THE TOP ROSÉ WINES.

CHARACTERFUL OWNERS FOR CHARACTERFUL WINE: FRÉDÉRIC SALIN & JEAN-LUC ZUGER

“AFTER PAINSTAKING RESEARCH, WE
FELL IN LOVE WITH THIS PROPERTY,
WHERE NATURE HAS BEGUN TO
RECLAIM ITS RIGHTS. WE JUST LOVED
THE WHOLE CHALLENGE.”

FRÉDÉRIC SALIN

Domaine de Tamary is also the story of an encounter between two wine sector personalities: Bordeaux négociant Frédéric Salin and Jean-Luc Zuger, the owner of Château Malescot in Margaux. Combining to form a scintillating partnership, these ambitious entrepreneurs set out to fulfil their dreams of finding a rare undiscovered Provençal gem where they could make a rosé worthy of the name. Falling immediately in love with this tiny valley of green they decided to purchase the estate in 2009.

To look after the wine production side, Jean-Luc Zuger called on Gilles Pouget, the technical manager of Château Malescot, accompanied by Christophe Albertini, the vineyard manager, for them to look after the 27-hectare vineyard all year round. This shared project excited them from the very start, when the idea of vinifying grapes in Provence, and in a different way, offered a genuine challenge.

“THE WHOLE CHALLENGE WAS TO
WRITE A NEW CHAPTER IN TAMARY’S
HISTORY, TAKING ON LARGE-SCALE
RESTRUCTURING WORK TO REVEAL
THE BEST EXPRESSION OF THIS
OUTSTANDING TERROIR.”

JEAN-LUC ZUGER



FRÉDÉRIC SALIN

Born into a long-established Bordeaux négociant family, Frédéric Salin, after completing an MBA in the United States, took over the family company in 1985. He soon turned it into a flourishing business. The Salin wine merchant house is today one of the leading distributors of Bordeaux Grands Crus Classés. In 2009, Frédéric Salin and Jean-Luc Zuger joined forces to buy a Provence rosé vineyard by the name of “Domaine de Tamary”.



JEAN-LUC ZUGER

Born on 13th May 1964 in Bordeaux, Jean-Luc Zuger spent his childhood at Château Malescot-Saint-Exupéry in Margaux in the Médoc. After studying law for a year, Jean-Luc set off for Oxford and then Hastings to learn English. In the winter of 1985, he returned to work for the Balguerie group in Bordeaux, helping to protect the interests of ship-owners of various shipping companies as well as those of different UK P&I Clubs. In 1990, Jean-Luc Zuger returned to the family estate at Château Malescot to help his father. He took over the helm at the property in 1994 and undertook substantial investments in the restructuring of the estate. In 2009, he acquired a rosé-producing estate with his friend Frédéric Salin who, just like Jean-Luc, loves the challenge of a new venture.



A RESTRUCTURED VINEYARD: REPLANTING VINES, NEW CELLARS AND CUTTING-EDGE TECHNOLOGY

FRÉDÉRIC SALIN AND JEAN-LUC ZUGER BROUGHT FRESH IMPETUS TO THIS WINE ESTATE BY BUILDING A NEW CELLAR, WITH TEMPERATURE-CONTROLLED VATS MADE EXCLUSIVELY IN CONCRETE, TOGETHER WITH THREE PRESSES AND A STATE-OF-THE-ART COOLING SYSTEM THAT GUARANTEES OPTIMAL PRESERVATION OF THE RAW MATERIAL.

In the vineyard, an additional 17 hectares of vines were replanted, taking the surface area in production from 10 to 27 hectares. The main grape varieties making up the vineyard are: **Grenache, Cinsault, Syrah, Mourvèdre and Rolle**. The soils are mostly composed of **dry schist** and have to be very carefully looked after with inputs of organic matter, such as manure, to recreate a complex soil without resorting to chemical fertilisers.

At Domaine de Tamary, the management of the vineyard is organised on a **plot by plot** basis while the yields of each plot are carefully monitored from one year to the next. The harvesting is carried out at a gentle pace, preferably at night-time, since night temperatures provide better handling conditions for the protection of the bunches and to avoid the risk of the juices fermenting. The aim therefore is to pick the grapes when they are at their coolest possible temperature. The harvesting begins at 3 in the morning and continues until 9 or 10 am. Each stage of the vinification is performed using gravity-flow thanks to different floor levels, thus reducing the use of pumps.

The grapes are picked for 9 to 11 days spread out over a month. Avant-gardists as always, Frédéric Salin and Jean-Luc Zuger also built a **waste water recovery and treatment plant**, again working in an eco-friendly, sustainable manner. All the elements are now in place for the production of a **top-quality rosé**, using **farming methods** that care for both **the natural environment and human beings**.

We also cultivate the art of receiving guests. We very much enjoy welcoming guests to Domaine de Tamary. This attractive Provencal cottage located within the estate includes **6 bedrooms** and offers an additional feature for guests to take advantage of when coming to the estate.



The Domaine de Tamary Cottage



AT DOMAINE DE TAMARY RESPECT FOR OTHERS IS CENTRAL TO EVERYTHING WE DO. HAVING A HAPPY AND FULFILLED TEAM IS AN IMPORTANT ASSET FOR THE ESTATE.



FRÉDÉRIC SALIN

RESPECT FOR PEOPLE AND NATURE: OUR PERMANENT CONCERN

QUALIFYING FOR HIGH ENVIRONMENTAL VALUE CERTIFICATION: A TOP PRIORITY FOR DOMAINE DE TAMARY

At Domaine de Tamary, **sustainability** is among our top priorities. Our objective is to implement eco-responsible practices, by adopting **sustainable vine-growing methods** and farming practices that respect people and the land. **Qualifying for High Environmental Value (HVE)** is therefore a top priority for Domaine de Tamary.

Our production follows the principles of La Lutte Raisonnée (integrated crop management), which prohibits the use of herbicides and advocates soil ploughing. One of our vine plots is reserved for trials, and in another **we don't spray, so nature can do as it pleases. We have fun trialling new things and testing how far we can go.** Waste water and phyto-sanitary cleaning water are recovered and treated via the use of different reservoirs. Retention containers filled with mud are collected and taken to an approved centre which looks after dehydrating it.

At Domaine de Tamary, **the team works in harmony with nature.** It doesn't force nature; it works with it, taking into account the natural cycle of the seasons and respecting the balance of each plant in its environment. For example, in order to combat vine pests, Domaine de Tamary has introduced bats' nests, our best natural ally against predators. This way of working favours life and the long-term future of our eco-system.

There is the health of the vines to look after on the one hand, and of course that of human beings on the other; including those working at our estate. At Tamary, special care and attention is dedicated to maintaining both good health and good spirit in our teams.

THE WINES OF TAMARY

The philosophy of Domaine de Tamary is to produce a **modern-style rosé** that has its **roots deep in the terroir of La Londe and in the history of Provence**. From this precious, preserved natural terroir, we seek to bring out, through a **fusion of tradition and innovation**, all its aromatic richness, mineral power and inspiration in a **pleasant lively rosé**.

The wines of Domaine de Tamary display an attractive pink-gold colour with lychee tones. A powerful, expressive nose reveals complex notes of fruit, such as citrus, peach and nectarine, mingling with hints of white almonds and spices. The palate is well-balanced and gives a first impression of roundness and succulence, followed by lovely **freshness** with **lingering complex fruit notes** coming through in the finish.

“**ROSÉ IS A TECHNOLOGICAL WINE**

CHRISTOPHE ALBERTINI - TECHNICAL MANAGER



DOMAINE DE TAMARY

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Ideally situated between the Mediterranean and the Massif des Maures, TAMARY is in an outstanding location. The Domaine produces crystal-clear, light-coloured rosés with aromas of citrus fruit and a seductive, sensual texture on the palate.

APPELLATION : Côtes de Provence AC

SURFACE AREA : 27 hectares in production

COMMUNE : La Londe les Maures

GRAPE VARIETY : Grenache, Cinsault, Syrah, Mourvèdre and Rolle

AVERAGE AGE OF THE VINES : 20 years

SOILS : Mostly schist

HARVESTING : By mechanical harvester

VINIFICATION : Traditional

PRODUCTION : 150,000 bottles

TASTING NOTES : Colour: lovely crystalline pink.

Nose: fine, fruity with aromas of peach and citrus fruit

Palate: minerality, good structure, balance and length of flavour.

FOOD PAIRINGS : As an aperitif, with charcuterie, seafood, fish, grilled white meats.

WHEN TO DRINK & SERVING TEMPERATURE : Ready to drink - between 08°C and 10°C

LE T DE TAMARY

Displaying a pink, salmon hue, this wine reveals succulent yellow fruit, red berry notes and candied fruit. Floral hints and a touch of fresh mint come through to bring added freshness to the whole. Round, succulent and hedonistic on the palate.

APPELLATION : Côtes de Provence AC

COMMUNE : La Londe les Maures

AVERAGE OF THE VINES : 20 years

TERROIR : Clay and schist

GRAPE VARIETY : Grenache, Cinsault, Mourvèdre, Tibouren, Syrah and Rolle

HARVESTING : By mechanical harvester

VINIFICATION : Traditional

PRODUCTION : 230,000 bottles



“FRUIT FLAVOURS LINGER ON THE PALATE TO GIVE A LONG PLEASANT FINISH.”

ESPRIT DE TAMARY



This wine exhibits an attractive pastel colour with peach tones. The nose is expressive and reveals great finesse but also complexity. Notes of white flowers come through with mirabelle, lemon, wild peach, apricot and white almonds. On the palate, the wine displays a lovely array of flavours. A gentle freshness balances the round, fleshy texture. Good length of flavour and finesse.

APPELLATION : Côtes de Provence AC

COMMUNE : La Londe les Maures

AVERAGE AGE OF THE VINES : 20 years

TERROIR : Clay and schist

GRAPE VARIETY : Grenache, Cinsault, Mourvèdre, Tibouren, Syrah and Rolle

HARVESTING : By mechanical harvester

VINIFICATION : Traditional

PRODUCTION : 1,200 bottles



“
FULL AND ROUND WITH
GREAT DELICACY AND
LOVELY SALINITY,
THIS WINE NEVER
FAILS TO CHARM.
”

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CÔTES DE PROVENCE

Sémillon and Vermentino in perfect harmony. The wine's nose is at the same time discreet, well-defined and pure. On the palate the wine finds its full expression. Very good acidity brings freshness to match the plump flesh. Its harmonious balance allows the wine's finesse and lingering flavours to show through in style.

APPELLATION : Côtes de Provence

COMMUNE : La Londe les Maures

AVERAGE AGE OF THE VINES : 20 years

TERROIR : Clay and schist

GRAPE VARIETY : Sémillon & Rolle

HARVESTING : De-stemming

VINIFICATION : 24 hours skin-contact maceration in the press under dry ice, low temperature vinification, yeasting.

PRODUCTION : 5,000 bottles



“ MOST CERTAINLY AN AROMATIC COMPLEX WHITE WINE FOR CELLARING. ”



“

A WOOD OF BEAUTIFUL PINES, SPARKLING WITH LIGHT, PLUNGES TO THE FOOT OF THE HILL. IN THE FAR DISTANCE, THE ALPILLES RAISE THEIR DELICATE CRESTS...THERE IS NO SOUND.

ONLY, SOMETIMES NEAR, SOMETIMES FAR-AWAY, THE SOUND OF A FIFE, A CURLEW IN THE LAVENDER, A TINKLE OF MULE-BELLS SOMEWHERE ALONG THE TRACK... ALL THE BEAUTY OF THIS PROVENÇAL COUNTRYSIDE IS BORN OF THE SUN: IT LIVES BY LIGHT.

ALPHONSE DAUDET - LETTERS FROM MY WINDMILL

”



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