

Buzet-sur-Baïse, 26 January 2023

LES VIGNERONS DE BUZET ARE REVIVING A HISTORIC WINE: CHATEAU DE BUZET

Les Vignerons de Buzet acquired Château de Buzet, an icon of the winemaking heritage of France's South-West region, in 2018. In 2022, a unique and historic wine bearing the name of its AOC was reborn: Château de Buzet. This wine, symbolic of the history of the Château and Les Vignerons de Buzet, will be released for sale in 2023 after a local launch in our shop in the South West of France.

A THOUSAND-YEAR-OLD HERITAGE



In 2018, Les Vignerons de Buzet became the proud owners of Château de Buzet with its 11 hectares of wooded grounds. The Cooperative is therefore continuing to write the rich history of this heritage, which is closely tied to that of the Buzet wine region.

Research carried out by Pierre Courroux, senior lecturer at the University of Pau et des Pays de l'Adour, reveals that vineyard plots once the property of the Château, are now owned and worked by the cooperative's winegrowers. This is an unexpected opportunity for Les Vignerons de Buzet to restore the Château's viticultural legacy.

PASSING ON A LEGACY

The Château was acquired with a view to turning it into a centre of excellence and training in viticultural agroecology. The project also includes two other areas of development, both related to the Cooperative's Corporate Social Responsibility policy: education on biodiversity, agroecology and our history, and the promotion of Château de Buzet and its grounds within the local area.

Press Contact

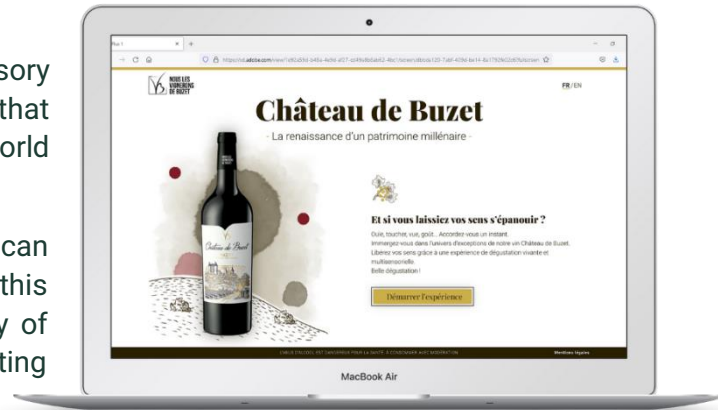
Elisa Benech – presse@vignerons-buzet.fr – 05 53 84 17 15

www.nouslesvigneronsdebuzet.fr

A SENSORY EXPERIENCE

Château de Buzet is offering consumers a sensory experience via a QR code on the back of the bottle that allows consumers to immerse themselves in the world of Château de Buzet.

When consumers scan the bottle's back label, they can visit a mini website, created exclusively for this exceptional product, that takes them on a journey of discovery through the Château's history and a tasting of the wine through videos.



THE FIRST VINTAGE

Château de Buzet 2020 displays a crimson hue with deep ruby tints. On the nose, aromas of black cherry blossom mingled with notes of spice and plums are set off by a light touch of slightly caramelized vanilla. The palate shows lovely aromatic complexity. This wine is well-balanced with a supple yet powerful structure and fresh, fruity finish.

Distribution channels:

Export, restaurants, wine shops.

Countries:

United Kingdom, Ireland, Japan, Germany, Canada, Netherlands.

Price: 15€

Useful information:

www.nouslesvigneronsdebuzet.fr

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ABOUT LES VIGNERONS DE BUZET

Les Vignerons de Buzet is a union of men and women who decided to take their destiny into their own hands and create a strong identity for their local terroir and its wine. Founded in Buzet-sur-Baïse (Lot-et-Garonne) in the heart of the South-West of France over half a century ago (1953), Les Vignerons de Buzet today includes around 130 winegrowers and has been fully committed to sustainable development for over 10 years.

The cooperative winery vinifies and markets red, rosé and white wines according to its ethos of making a good, clean wine, at the best price for the consumer and in the best conditions for those who make a living from it, in a way that respects both Man and Nature.

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