



Pierrevert

APPELLATION D'ORIGINE PROTÉGÉE

**A JOURNEY OF THE SENSES
TO THE VERY HEART OF
HAUTE-PROVENCE**

aop-pierrevert.fr

HERE, THE LAND IS OVERFLOWING
WITH TREASURE,

as rich as it is generous...



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APPELLATION D'ORIGINE PROTÉGÉE

Journey to the heart of
Haute-Provence **to discover**
this unique region and its
traditions.

In this region,
time is taken to cultivate both
wine of unmatched quality,
and a unique way of life
dedicated to sharing and
enjoyment.

Here, the land is overflowing
with treasure, as rich as it is
generous...

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TERROIR - THE SOURCE OF THE MAGIC

Right at the very centre of the Alpes-de-Haute-Provence region, this stunning, fertile countryside is at the crossroads of Alpes-Maritimes, Vaucluse, Hautes-Alpes and Var, with neighbouring Italy a short trip away.

There are wonders at every turn: the meandering waters of the Durance, the heat of the sun that warms this region 300 days a year, and the unique freshness brought by the Mistral as it dances its way through the countryside.

Reinvigorated by every breath of healthy southern air, who would want this moment to end? Instead, why not set off in search of the local vineyards, to share in the passion of the winemakers who live and breathe the region and its wines.

Alcohol abuse is dangerous for your health, consume with moderation.

MADE WITH NATURE'S bounty

Haute-Provence: two beautifully linked words to encapsulate its charms... A wonderful region in which thousands of hidden treasures are just waiting to be found.

At the heart of Provence, where the Verdon River rises, well protected by Giono's «Hills of Destiny», Haute-Provence offers unique experiences for those who take the time to discover them. Wander along the narrow lanes of the region's unique villages or lose yourself in the stunning nature of its «garrigues», and feel time start to slow down. And as the pace slows, quality of life improves.

Listen to the soothing whisper of the waters flowing into the many rivers and streams, or into the gorges of the Verdon as it guides you through lush surroundings. Shaped by the curving vines, the countryside of Haute-Provence is an explosion of colour: a sumptuous mix of golden wheat fields and the myriad shades of purple and blue of its vast lavender fields.



These abundant natural treasures are the birthplace of several historic appellations, which include AOP Pierrevet and PGI Alpes-de-Haute-Provence. Large companies with an established reputation have also settled here, such as L'Occitane en Provence, based in Manosque. If you are curious, you can enjoy the Gréoux-les-Bains spa resort, take the plunge and try out the water sports activities on the lake in Esparron-de-Verdon, discover the county capital city of Forcalquier, delve into the details of Jean Giono's life at his old residence in Manosque, or even take a walk beside the vines that cover the picturesque village of Pierrevet.



AOP AND PGI: NOTES IN COMMON.



15%



60%



25%

AOP and PGI wines are packed with aroma:

WHITE



Citrus



Flowers



Exotic fruit

ROSÉ



Red berries



Citrus

RED



Black cherries



Liquorice



Spices



Blackberries



EXCEPTIONALLY FERTILE SOIL

The mountainous environment ensures great natural drainage, while the region's soil also enjoys a rich diversity (sandy molasses, limestone mixed with sandstone, rocky hillsides, chalky-silt soils, etc.). The vines also benefit from being on the sunny slopes of the valleys or on the plains which surround the Durance. This unique setting, with a favourable range of temperatures, brings an excellent freshness to the structure of the wines produced here.

INVALUABLE QUALITY WINES

The Manosque region - somehow beyond distance, a world apart. So dear, this «secret» area offers some of the finest viticultural treasures in France, perhaps the world! Thanks to the expertise of its winemakers - already charming René of Anjou, the illustrious count of Provence and Forcalquier, half a millennium ago - these wines continue to delight the gourmet palates of both amateurs and connoisseurs. Rosé wines produced in this terroir are among the best in Provence, winning awards in international competitions and demonstrating their distinctive aromas and succulent bouquets.



Sunny climate: 2.250h/year

Rainfall: 729mm/year

Climate: semi-continental with Mediterranean and alpine influences

Average altitude: 450m

Alcohol abuse is dangerous for your health, consume with moderation.

HERE YOU CAN FIND WINES OF EVERY COLOUR!

Take a tour of **some fantastic** domaines...
5 private wineries, 1 wine cooperative



Alpes-de-
Haute-Provence



Domaine
La Blaque



Set over 52 hectares in the communes of Montfuron and Pierrevet, the Domaine La Blaque vineyard is located at the foothills of the Luberon.

For 25 years, Laurence and Gilles Delsuc, both passionate œnologists, have been producing organic wines of an exceptionally high quality.

Proof of this is the "rouge réserve", the estate's flagship product, 300 oak barrels of which can be found ageing in the estate's barrel cellar.



Château
Saint Jean



Set on rocky terraces that are nestled between the Luberon and the Durance, the Saint-Jean vineyard was founded in 1880, and is famed for its picturesque setting, which has caught the eye of many authors and poets.

The wines produced are both generous on the palate and imbued with a freshness, a sign of the expertise and daily devotion of the winemakers.



Cave
Petra Viridis



A highly specific terroir, an ideal location between the sea and mountains, environmentally responsible agriculture...

It is clear that the Petra Viridis (Green Rock) cellar boasts many advantages when it comes to producing high-quality wines with the AOP Pierrevet and PGI Alpes-de-Haute-Provence appellations.



Domaine
de
Régusse



300 hectares, including 200 of vines set at the foot of the Luberon, at an altitude of over 400 metres:

The Domaine de Régusse in Pierrevet benefits from an exceptional quality terroir and a diversity of grape varieties which are ideal for producing delicious, high quality wines to delight even the most diverse tastes



Domaine
de la
Madeleine



Located between Manosque and Volx, on south-east facing slopes, this fantastic family-owned 75-hectare vineyard estate is like no other. Here, the history of wine is a passion that is passed down from one generation to the next.

The philosophy here is to provide a large variety of products to satisfy all tastes.



Château
de
Rousset



The Château de Rousset vineyard, currently run by the Emery family in Gréoux-les-Bains, can date its history back to 1825.

Blossoming at the heart of the Valensole plateau, the fruit on these vines ripens out of the harsh rays of the sun, ensuring exquisite wines.



AOP: HITTING NEW HEIGHTS

Pierrevert

APPELLATION D'ORIGINE PROTÉGÉE

Nestled in the south of Alpes-de-Haute-Provence, where the Alps meet the Mediterranean, the small medieval village of Pierrevert, with its 3836 inhabitants, is the capital of the appellation, boasting 450 hectares of vineyards.

Located near Manosque, in the hottest part of the department, Pierrevert takes its name from "Petra Viridis", which is said to refer to a rock with an ivy-covered north face. It is also claimed that its origin may be more Germanic, meaning "the lookout hill".

In these exceptional soils, vines with a natural charm have been ripening under the protection of the Pierrevert Appellation d'Origine Contrôlée since 1st July 1998, which then became an AOP in 2011. The altitude of the foothills in these enchanting locations is ideally suited to this small vineyard, bursting with colourful vines. Grape varieties as diverse as they are prestigious, such as Grenache Noir, Syrah and Cinsault, lend the wines their subtlety and complexity. Set along the hillsides at the heart of Provence, this vineyard enjoys the rare climatic conditions only found in this region. This unique character has led to exceptionally refined wines, which delight the discerning taste buds of both connoisseurs and amateurs.

Due to the altitude and cool nights, the acidity of the berries is well preserved, resulting in relatively fruity wines that retain their freshness.

The **red wines** are mainly Syrah; because of the climate, these are more similar in profile to Rhône wines than Provence.

Whites are made by blending but must include Grenache Blanc and Vermentino grapes.

Rosé wines may include a single primary grape variety or be produced from a blend in which the majority of grapes comes from the primary variety.

WHITES
WINE

Grenache Blanc, Vermentino (≥ 50%, blended or alone). Roussanne, Ugni Blanc, Marsanne, Piquepoul, Viognier (≥ 10%).

The sugar content is 4 g per litre for white wines in which the natural alcoholic strength is over 14%.

The white wines, which generally have a very pale yellow colour with glossy hues, reveal subtle citrus flavours.

ROSES
WINE

Grenache Noir, Cinsault, Syrah (≥ 70%) Carignan, Clairette, Grenache Blanc, Téoul (together ≥ 10%). Roussanne, Ugni Blanc, Vermentino, Marsanne, Piquepoul, Viognier (together ≥ 10%). Other white wine grape varieties limited to 20%.

The sugar content 4 g per litre for rosé wines in which the natural alcoholic strength is over 14%.

The rosé wines are surprisingly fresh and fruity. They also offer an excellent roundness.

REDS
WINE

Grenache Noir (≥ 15%), Syrah (≥ 30%), Carignan, Cinsault, Téoul (together ≥ 10%), Clairette, Grenache Blanc, Marsanne, Piquepoul, Roussanne, Ugni Blanc, Vermentino, Viognier (max 10%).

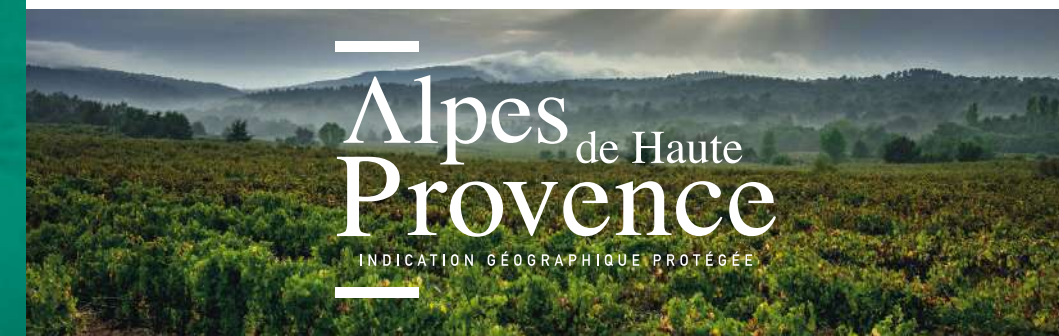
The sugar content 3 g per litre for red wines in which the natural alcoholic strength is less than or equal to 14%.

The red wines have an appealing deep colour with subtle hints of purple. If you have the patience, a few years in the cellar will bring out its strong flavour.

AOP IN FIGURES



INTRODUCING PGI



The Alpes-de-Haute-Provence PGI designation covers the whole department.

The rugged terrain of this department encapsulates a complete range of landscapes and climates, from typical Provençal to Alpine, from the plains of the Durance valley and the dry and sunny southern plateaux to the high mountains of the Ubaye valley. Sheltered from strong winds, Alpes-de-Haute-Provence is one of the least windy departments in the region.

Agriculture is still an important resource (cereals, arboriculture) along with specific high-quality produce (wine, sheep breeding, lavender, lavandin, honey, truffles).

The vines are planted along sunny south-facing slopes of valleys on the plains of the Durance.

White wines are increasingly broken down by grape type (Viognier, Chardonnay, Sauvignon, Muscat à Petits Grains and, more recently, Aligoté) and offer complex aromatic profiles which are delightful in combination with the characteristic freshness of wines from Provence.

Despite the introduction of **white wine** grape types (Viognier B, Chardonnay B and Sauvignon B), which have intense and complex aromatic profiles here, red and rosé still account for most of the wines produced.

Blended red wines are mainly produced from the Grenache N, Syrah N, and Cinsault N grape varieties. Varietal wines, however, have been developed by focussing largely on the Cabernet Sauvignon N, Merlot N, Syrah N and Pinot N grape types. With their high anthocyanin content and the subtlety of their tannic structure, these red wines are highly distinctive, and are perfect when paired with produce from the local area, such as Banon cheese or Sisteron lamb.

Rosé wines are obtained using the «saignée» process or, as is increasingly the case, by direct pressing, and are primarily created using Cinsault N and Syrah N grapes. The tendency towards working with very pale juice (direct pressing) is a technical aspect which firmly anchors this local rosé production in the tradition of the «rosé» wines produced across Provence. These rosé wines are fruity and pleasantly tart.

Wines with an «Alpes-de-Haute-Provence» protected geographical indication are produced within a maximum limit of 120 hectolitres per hectare for red, rosé and white wines.

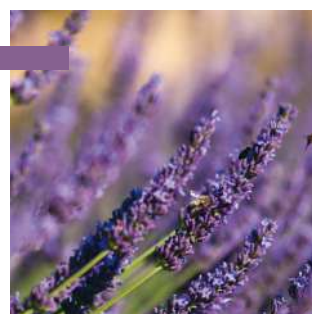
PGI IN FIGURES



HAUTEMENT PROVENCE

here, products of excellence

In this department, which is home to 5 AOPs and 6 PGIs, we long ago came up with the clever idea of adding food products alongside our wines. The products chosen **for their gastronomical excellence** include truffles, lavender, almonds, cheese, honey, olives, and even lamb.



LAVENDER

In July, the lavender is in full bloom on the Valensole plateau, and the stunning waves of blue and purple can be seen stretching beyond the horizon.

This is the ideal time to discover the secrets of this plant and its countless qualities by enjoying it in a herbal tea, an ice cream, or even a crème brûlée!



ALMOND

If you have a penchant for almonds, then you are in the right place. One of the symbols of Provence, the almond tree is truly cherished here. Flowering early in the year, it heralds the arrival of spring, providing the Provençal landscape with its first touches of white and pink.



LAMB

Time for the Sisteron lamb! The double certification of the PGI and Label Rouge guarantees the superior gastronomical quality of this product. This lamb took pride of place during a State dinner in honour of Queen Elizabeth II, held on 6th June 2014 at the Elysée palace. Proof of its unique taste and global reputation!



BANON CHEESE

Time for the cheese course! But not just any cheese: this is Banon cheese. A mature and characterful AOC goat's cheese, with a bold flavour. Produced using a traditional recipe from farms in Alpes-de-Haute-Provence, its packaging of chestnut leaves tied with raffia ensures it is instantly recognisable.



TRUFFLES

In November, the first black truffles start to appear on market stalls and restaurant tables. These gourmet gems can cost up to €1000 per kilo, and are prized for the unique taste that they bring to food.



OLIVES

A true treat for lovers of olives! Broken green olives with fennel, black olives with Herbes de Provence... And, of course, an olive oil tasting session with its producers, who will be happy to teach you all about its characteristics and aromas, which bring their distinctive flavour to much of Mediterranean cuisine.



HONEY

Let's finish on a delicate, sweet note with some honey. Bee-keepers and confectioners work together so that you can enjoy this honey on a slice of bread, dip it in a cup of tea, or use it to transform a duck breast fillet.



FOOD AND WINE

a rewarding combination!

What could be more exhilarating than expertly paired food and wine, each taking the other to new heights of flavour? Of course, there is one well-known maxim sure to evoke happy memories...

“ Cheese should be eaten with red wine! ”

In France, we generally serve red wine with the traditional cheese platter. However, there are some cheeses, such as Banon, which go well, or even better, with white wine. Indeed, this small goat's cheese, packaged in chestnut leaves in the Middle Ages to be served to the lords of the region, is best eaten with a sharp and fruity white wine which will better enhance its flavours. However! That does not mean that Banon, whether young or mature, cannot be enjoyed alongside a red wine from Haute-Provence.

To help you choose, here is a wine from each estate that we have chosen for a perfect «Banon and wine» combination.



Petra Veridis:
Auguste Bastide



Régusse:
Régusse blanc



La Blaque:
Réserve Blanc



La Madeleine:
Muscats
petits grains



Château Saint-Jean:
Pimayon Vieilles
Vignes



Château de Rousset:
Cuvée
Grand Jas




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