

2016

# Bieler Père & Fils

AIX-EN-PROVENCE

COTEAUX D'AIX-EN-PROVENCE



## THE VINTAGE

In 2016, a quite cool spring and early summer eventually gave way to a very hot and dry July and August. Temperatures dropped back down by early September allowing a long and gentle last bit of ripening making for an incredibly long and drawn out vintage. Though the drought kept yields very low (about 12% down), the resulting 2016 wines are excellent. There is a rare combination of lovely flavor development with loads of natural acidity – the best of both worlds in my opinion.

## THE REGION

As the oldest wine growing area in France and the world’s largest rosé specialty region, Provence is the gold standard in rosé. There are 8 different appellations in Provence but only 3 that you need to know: Cotes de Provence, Aix-en-Provence, and Bandol. Most of the biggest rosé producers are in the Cotes de Provence AOC, where, generally speaking, the warmest growing regions in the flats of Provence produce higher yields and harvests tend to be quite early. For our part, we instead bet on the cooler, more rugged and later ripening area in the hills around Aix-en-Provence in a generally warming climate. The cooler days and nights in Aix-en-Provence means that we pick on average 2 weeks later than Cotes de Provence, allowing for a more gentle ripening and more natural acidity, two absolutely critical attributes to make the kind of rosé we think is best.

## THE WINE

The classic Provence Rosé profile is what every serious winemaker around the world attempts to mimic and for good reason. Our goal is always to find the delicate balance between floral, herbal, wild red fruit (not overly ripe) and acid. Most years, one aspect or another dominates so we work on enhancing the other qualities, but that was not this year. In 2016, the fruit naturally found a beautiful balance between red fruit and the acid structure without either overpowering each other, or the savory, citrus and mineral core. We’ve also made big advances in vineyard management and huge investments in presses and tanks in the winery. And, while we don’t own the vineyards that our fruit comes from, we have been working with these same growers from the beginning and collaborate closely as if we were partners in each other’s business.

**The blend is the following: Grenache 52%, Syrah 23%, Cabernet Sauvignon 14%, Cinsault 8%, Rolle 3%. ALC BY VOL 13%, PH 3.2, RS .2%.**

## THE HISTORY:

In 1992, my father, Philippe Bieler, founded Chateau Routas in Coteaux Varois – a small appellation in the middle of Provence. The winery focused on Grenache based red blends and rosé. My sister Mira and I got involved in the mid 90’s when we developed, through unorthodox winemaking and creative marketing and selling, one of the more dynamic rosé brands in America at the time. In 2005 there was a great opportunity to sell the winery and estate and we took it. We founded Bieler Père et Fils that same year we sold Routas and focus 100% on making rosé.

## THE MARKET:

The #1 Rosé from Provence—an overnight success in just 15 years!\* I’m so proud of how far the dry rosé category has developed over the last handful of years but some of us have been banging away at it for a decade plus. Dry rosé not only remains one of the fastest growing wine categories in the US wine market but has even accelerated further this past year. France remains the standard for what consumers are buying and drinking.

## CRITICAL ACCLAIM:

Vinous (Antonio Galloni) 90 PTS (2015)

\*Nielsen total U.S. retail, rosé blend wines from Provence \$10-14.99, 750ml, latest 26 wks ending 12/03/16.

