

"A revolutionary cellar - unique in the world"

An exceptional geographic location for a top quality vineyard, located in the heart of the Right Bank close to the borders of the famous plateau of Pomerol and Saint Emilion. La Fleur de Boüard boasts a prestigious environment for wine growing.

The La Fleur de Boüard terroir combines the magic of the land, the vineyards and the sky.

A new destiny has begun for this vineyard since it has been in the hands of a man who is highly regarded within the great wine traditions.

Hubert de Boüard de Laforest is the co-owner of Château Angelus, a first Great Classified Growth "A" of Saint Emilion, where he has managed the estate and made the wine for more than 30 years. He graduated as an oenologist at Bordeaux University. He is also a consultant for prestigious vineyards in Bordeaux as well as abroad. Together with his children, Coralie, Stéphanie, Matthieu and Quentin, they work passionately towards one single aim: to make an outstanding wine at La Fleur de Boüard.

VINEYARD

Owners : Hubert de Boüard and his children.

Technical director : Philippe Nunes.

Appellation : Lalande de Pomerol.

Established : Vineyard purchased in June 1998.

Surface area : 25.2 hectares.

Soils : The plateau of Néac, 3 km from the plateau of Pomerol, consists of 16.7 ha with clay-loam topsoil and gravelly subsoil.

The plateau of Lalande de Pomerol, less than 2.5 km from the plateau of Pomerol, is composed of 8.5 ha in one block, situated on a fabulous gravelly mound which includes 15 % to 20% of clay.

Grape varieties : 85% Merlot, 7% Cabernet Franc, 8% Cabernet Sauvignon.

Average density of the plantation ranges from 6 500 to 8 500 plants per hectare.

Average age of vines : 25 years.

Vineyard management : "Girondine" pruning technique, with two main branches, removing alternate buds along each cane. Foliage management is practiced on both sides of the row at flowering. Bunch thinning in summer to limit crop yield to 30 or 45 hectoliters per hectare. Grapes are hand harvested using small crates.

VINIFICATION

A suspended cellar with conical shaped vats, unique in the world, permits all work to be carried out solely using gravity. The grapes are stored in a cold room, prior to being selected by a new generation optical sorting table. Preferment maceration at 8-10 °C is followed by alcoholic fermentation and maceration of 3 to 5 weeks. The wine is then racked into French oak barrels where malo lactic fermentation takes place. 75% to 80% new barrels. Throughout the vinification process, right up until bottling, purely gravity is used.

AGEING

18 to 24 months, no fining, no filtering.

AVERAGE ANNUAL PRODUCTION

90 000 to 120 000 bottles.

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Alcohol abuse is dangerous for your health - Consume in moderation.

