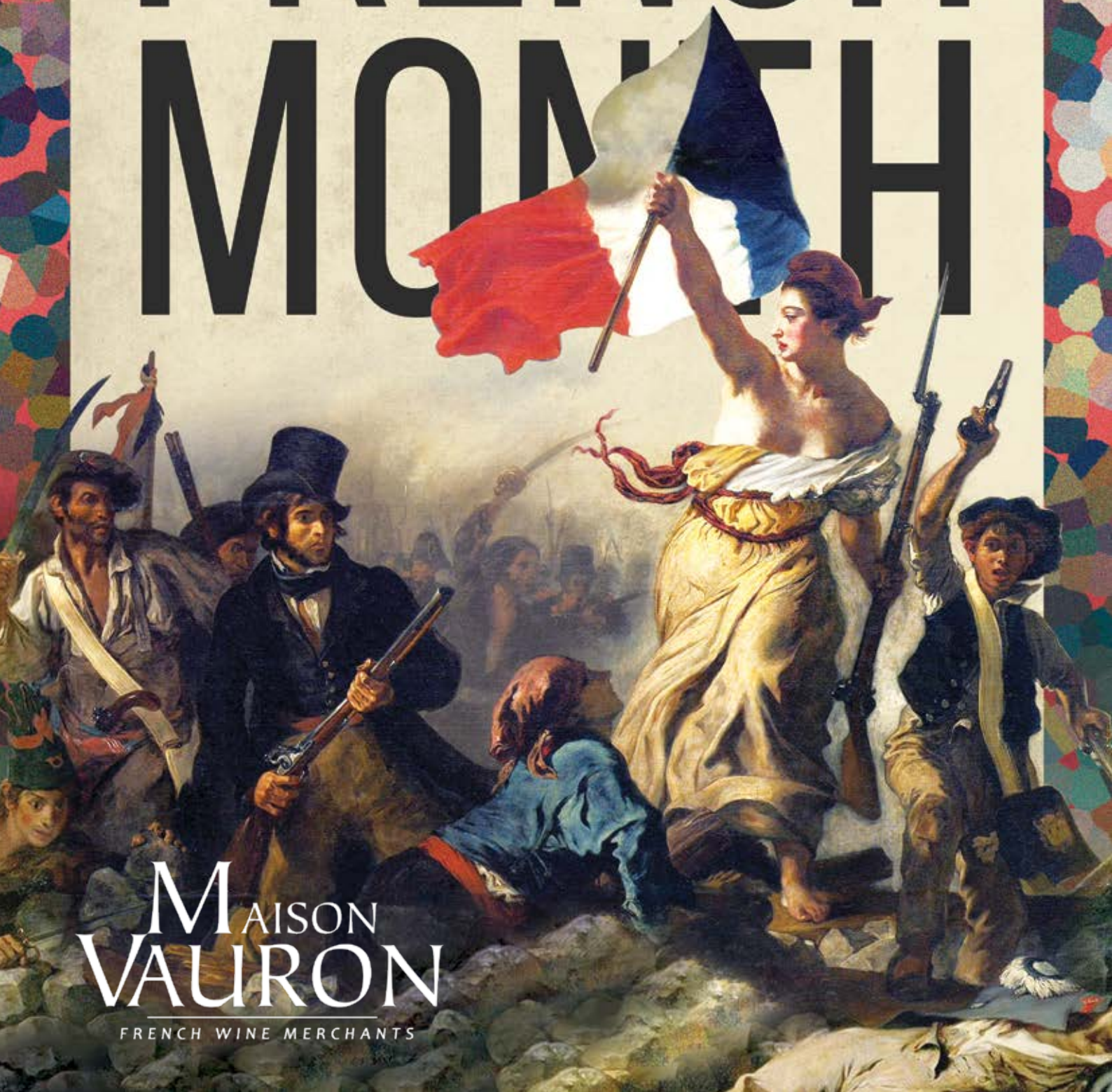


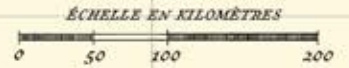
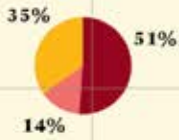
# FRENCH MONTH



MAISON  
VAURON

FRENCH WINE MERCHANTS

# CARTE PARTICULIÈRE DU VIGNOBLE DE FRANCE



**LÉGENDE**

- ○ Villes principales
- Vignobles
- Buzet Appellation
- Fleuve / rivière

Production blanc et bulles (35%)  
Production rouge (51%)  
Production rosé (14%)

# LIBERTÉ, ÉGALITÉ, FRATERNITÉ

As the streets and restaurants across France come back to life, what better time to celebrate the resilience of the nation. In the past, emphasis was placed on liberté, in rebellion to the monarchy, but in recent times, it is fraternité, solidarity, that has taken centre stage.

July is about celebrating our friendship with France and show our support from afar!

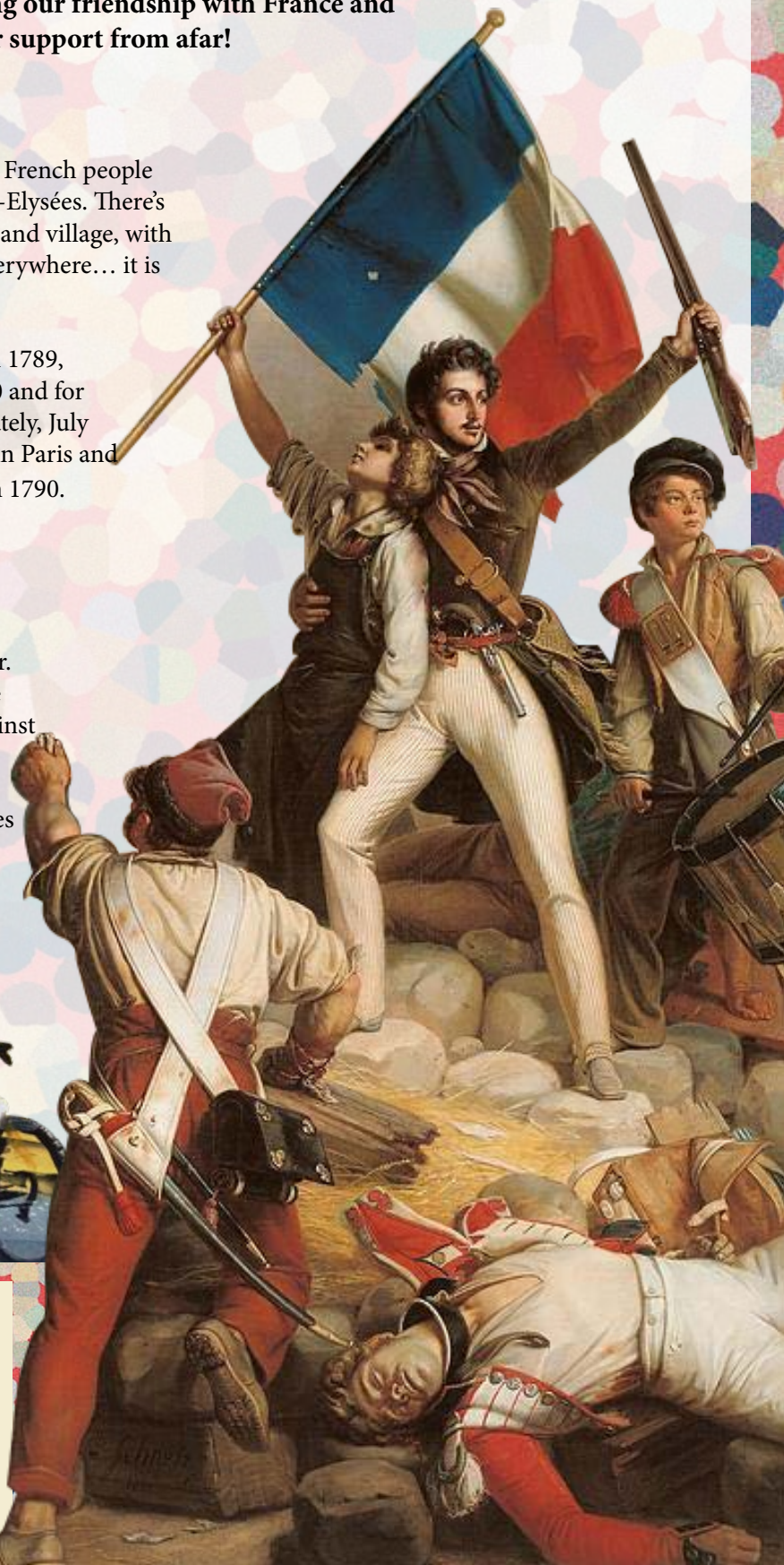
## BASTILLE

Bastille Day, or simply le Quatorze Juillet is a day for all French people to come together and celebrate, not just on the Champs-Élysées. There's a party on the streets and central squares of every town and village, with trestle tables out on the streets, flags and party lights everywhere... it is quite the sight!

A symbol for the beginning of the French Revolution in 1789, Bastille Day didn't become a national holiday until 1880 and for some time, the Senate could not agree on a date. Ultimately, July 14th was chosen as it marked the attack on the Bastille in Paris and more peacefully, it was the unifying of the Federation in 1790.

## TOUR DE FRANCE

In these exceptional times, the iconic race has been postponed for the first time since the Second World War. Riders and fans alike will be looking forward to the race beginning on August 29th, with the big finale finish against the sweeping architecture of Paris on September 20th. Organisers have kept the original route which starts in Nice, moving through to some gruelling mountain stages in the Pyrénées, Massif Central and the Alps.



**10% DISCOUNT**

FOR ORDERS OF 6 BOTTLES OR MORE

FOR ONLINE ORDERS, PLEASE USE COUPON CODE

**"JULY10"** AT CHECK-OUT

\*\* Applicable only for product promoted in this newsletter \*\*

# BRUT & PÉTILLANT

When it comes to sparkling wines no one drinks more than the French! In fact 48% of all the Champagne produced is consumed in France, that's 141 million bottles a year.



## *Monmousseau Touraine Brut 'Etoile' NV*

**\$22.00**

The Loire valley is France's second largest producer of sparkling wines after Champagne. This is a great example, crisp and dry with a touch of citrus and white peaches. Happiness in a bottle!

## *Baumard Crémant de Loire 'Cuvée Turquoise' Brut NV*

**\$31.00**

The French love supporting small artisan producers, for them the journey to the cellar door to buy direct is all part of the romance. Florent Baumard makes a crisp, very elegant and stylish Chenin Blanc/Cab Franc blend. Fine bubbles with green apples, citrus and just-toasted almonds.

## *Champalou Vouvray Brut NV*

**\$38.00**

Just up river from the town of Tours, Vouvray is famous for its white wines made from Chenin Blanc grown on tuffeau limestone soils. This crémant has zingy citrus and quince aromas, and a lively palate with a creamy mousse.

## *Albert Le Brun Champagne Brut 'Cuvée Réserve' NV*

**\$52.00**

We all know the big Grand Marque Champagne houses but there are more than 15,000 growers in Champagne and many bottle and sell their wines into the local market. The Albert Lebrun is crisp, dry and is the perfect aperitif, and incredible value. You just know there is likely to be a bottle in a lot of French fridges.



# BLANC

A nation of gourmands, the French don't buy wines by grape variety but according to the food they're going to be having with it. They know that the local wines go with the local food specialities, which makes it all rather simple, most of the time.



## *Ch. Grand Verendus Bordeaux 2019*

**\$23.50**

The dry whites of Bordeaux are made from a blend of Sauvignon and Sémillon. The Sauvignon gives the grassy, gooseberry aromatics and racy freshness while the Sémillon adds body and texture. Lined up with some freshly shucked oysters from Arcachon, heaven!

## *Ragotiere Muscadet de Sèvre et Maine 'sur lie' 2018*

**\$24.50**

Muscadet is near to Nantes, where the Loire river meets the Atlantic ocean. The briny, citrus and ash character is the perfect foil for all shellfish, especially bigorneaux (periwinkles/sea snails).

## *Arthur Metz Pinot Gris 'Anne Laure' 2018*

**\$27.00**

Alsace is famous for its aromatic whites and this richly textured Pinot Gris (is the perfect example) with flavours of poached pears, quince, a hint of sweetness and long finish. No wonder the Germans flood across the border to drink these wines matched with the local pork dishes.

## *Vincent Girardin Mâcon-Fuissé 'Vieilles Vignes' 2017*

**\$40.00**

This really is what Burgundy is all about, a beautiful Chardonnay with great purity, finesse, texture and depth. There is a mineral tension that you only get from limestone soils, mouthwatering. Awesome with seafood.



# ROUGE

A meal without a glass of red is not a meal, it's breakfast. For your average Frenchman this is a mantra that is at the heart of what being French is. For hundreds of years, lunch or dinner has been enjoyed with a glass or two of more often than not, the local red wine, not hugely expensive or cerebral, but hugely enjoyable.



## *Grandes Vignes Côtes du Rhône 2018*

Everyone loves a juicy, red Côtes du Rhône, and this fits the bill perfectly. Natural and organic, it encapsulates the sunny south of France with its vibrant berry fruits.

**\$22.00**

## *Ch. Carbonneau Côtes de Bordeaux 'Cuvée Séquoia' 2017*

A NZ connection here with Wilfrid Franc de Ferrière and his Kiwi wife Jacqui. They're living the dream. Easy drinking Merlot/Cabernet, with great fruit and supple tannins.

**\$24.00**

## *La Rougeante Corbières 2017*

This part of the Languedoc for many years supplied the vast quantities of cheap wine needed for the masses. Today it provides some of the most amazing bargains. A silky, fleshy red with black cherry, pepper, and a touch of smoke.

**\$25.50**

## *Ch. La Negly Côteaux du Languedoc 'La Côte' 2018*

Standing in the courtyard at Ch Negly, with the limestone escarpment of La Clape at your back, you look directly out at the shimmering heat haze over the Mediterranean. It's hot here, very hot, just what the grape Grenache loves. A rich red, packed with flavour.

**\$31.00**

## *Yannick Amirault Bourgueil 'Côte 50' 2018*

A silky and vibrant Cabernet Franc with crunchy red berries, soft spices and a mineral core. Its not heavy, but that doesn't mean its not intense. Very sleek and stylish.

**\$33.50**



# ROSÉ POUR L'HIVER

Gone are the days of rosé being exclusively a summer drink! The super pale, light bodied Provence rosés might have a mortgage on the summer but as things cool, rosés with a little more body and weight come into their own. Great with all types of food, you'll be pleasantly surprised.



## *Ch. de Fesles Rosé d'Anjou 2018*

**\$21.00**

An off-dry (not sweet, just gives more texture) style from the Loire Valley, the nose brings you in with a burst of strawberry and raspberry. For many their favourite rosé.

## *Léon Perdigal Côtes du Rhône 2018*

**\$23.00**

Just to the north of Provence (in what we call Haut Provence) the rosés start to develop more intense fruit and a little more structure. Still bone dry the almost saline character really gets the taste buds going.

## *Ch. du Seuil Bordeaux 2018*

**\$26.00**

Bordeaux rosés taste different and that's because they're made from Cabernet and Merlot. Just a hint of tannin from the Cabernet gives this a refreshing linear feel. Really lovely rosé.

## *Ch. Barthes Bandol 2018*

**\$36.00**

Serious rosé. Made from 100% Mourvèdre, (a red grape known for its powerful and tannic red wines) this is a rose that has a brooding latent power behind it. Crying out for spicy Mediterranean dishes it would be perfect with a Spanish paella.



# DOUX

In New Zealand we drink sweet wines with dessert but in France the vast majority are consumed at or before the start of a meal with classic matches like Foie Gras (goose liver paté). The reason this works so well is the high acidity in sweet wines really stimulate the taste buds. Give it a go!



\*\*All wines below are 375ml\*\*

## *Ch. Bellingard Monbazillac 2016*

**\$18.00**

100km inland from Bordeaux, geography dealt the Monbazillac growers a cruel blow. 200 years ago they vied with the wines of Sauternes for best wine, until the Bordelais cut access to trade routes. That's great for us as prices have been depressed ever since.

## *Baumard Coteaux du Layon 'Carte d'Or' 2017*

**\$22.50**

You can drink this on its own, a delicious late harvest Chenin Blanc that has lifted notes of ripe peaches, mango and guava balanced by a zesty freshness.

## *Ch. Villefranche Sauternes 2017*

**\$27.00**

Just south of Bordeaux city, Sauternes is the best-known region for sweet wines. A Sémillon/Sauvignon blend with a lovely honeyed palate and notes of candied lemon peel, quince jelly and marmalade.

## *Beaumalric Muscat de Beaumes de Venise 2016*

**\$28.00**

All peaches and cream, this is what is called a "Vin doux naturel", where they stop the fermentation with the addition of grape spirit, leaving all the unfermented sugars. A style of wine that is made all over the south of France and is best served as an aperitif, ice cold.





# AVANT

The Apéro is a cultural institution in France. After work, everyone pops down to their local for a drink... or two. And every region has its own locally produced favourite.



## *Briottet Crème de Cassis*

**\$42.50 (700ml) • \$30.00 (350ml) • \$22.50 (200ml)**

The classic French apéritif, a small dash topped up with dry white wine for a Kir à Vin, or for something special, substitute Champagne for a Kir Royale.

## *Bonal Gentiane-Quina 750ml*

**\$28.50**

Lovers of the bitter, herbal European aperitifs like Suze will adore this. From the alps a bitter-sweet infusion of gentian root, orange zest and secret blend of herbs. Served chilled on ice with a twist of orange or sub for Campari in cocktails.

## *Distilleries de Provence Noix de la St Jean 750ml*

**\$45.00**

The earthy taste of the famous St Jean walnuts. Great on its own or with hard cheeses, the taste of crushed walnuts and cinnamon spice is like Christmas in a glass! Served chilled over ice.

## *Pasquet Pineau des Charentes 750ml*

**\$49.00**

A blend of sweet grape juice and barrel aged cognac which adds a hint of smoke to the bright, sweet palate. Served over ice the slightly oxidative character is magic.



# APRÈS

Worldwide the tougher drink/drive regulations have had an enormous impact on the consumption of digestifs. With this in mind we think if you are going to have something to finish the evening it should be good, we've selected four VSOPs that really show the benefits of extended barrel age.



## *Breuil Calvados VSOP 700ml*

**\$70.00**

Apples, apples, apples! Scents of crushed granny smith apples and spring blooms, with a gorgeous textural mouth feel that goes on and on. Apple brandy at its best.

## *Delord Armagnac VSOP 700ml*

**\$70.00**

The brandies from Armagnac in the foothills of the Pyrénées have lived in the shadow of their more illustrious cousins to the north in Cognac for a very long time. However the quality here is exceptional, fresh vanilla, prunes and rancio characters leap from the glass. Impressively silky and polished.

## *Trois Rivières Rhum VSOP 700ml*

**\$105.00**

The difference between English and French Caribbean rhums (aside from the spelling!) is that the English rhums are made from molasses while the French rhums are distilled from free run sugar cane juice. The best come from the island of Martinique - smooth and rich with layers of tobacco, gingerbread, dried fruit and marzipan, a great sipper.

## *Camus Cognac VSOP 'Elegance' 700ml*

**\$110.00**

The world's best known digestif from the only major Cognac house that is still family owned. Rich and complex, with candied orange, baked apples, butterscotch, and toasted hazelnut flavours that just keep on and on in the mouth.



# THE BASTILLE PARTY PACK

Throw a party and experience it as the French would.

RRP ~~\$239~~ \$200

One each

- Baumard Cremant de Loire
- Fesles Rose d'Anjou
- Villefranche Sauternes 375ml
- Camus Cognac VSOP
- Ragotiere Muscadet
- Rougeante Corbieres



## ACCESSOIRE

### Guillotine

Guillotine, instrument for inflicting capital punishment by decapitation, introduced into France in 1792. The device consists of two upright posts surmounted by a crossbeam and grooved so as to guide an oblique-edged knife.

During the French Revolution, the guillotine became the primary symbol of the Reign of Terror and was used to execute thousands of people, including King Louis XVI and Marie-Antoinette. The use of the guillotine continued in France well into the 20th century, diminishing during the 1960s and '70s.

\$ O/S

*SOLD OUT*



# FAMOUS FRENCH CHEESES

*IN STORE NOW!*



## *Brie de Meaux – Rouzaire AOP*

Made from unpasteurized cow's milk, the Rouzaire Brie de Meaux has a soft, straw-coloured paste and velvety, white bloomy rind. Flavour is rich and is creamy with a gentle, yeasty flavour with a hint of mushrooms. The 6- 8 weeks aging or " Affinage " of the cheese is essential to the quality and development of the true flavour of a French Brie.

**\$11.40 / 100g**



## *Comté Petite 'Reserve' – 18 Months*

Comté is a hard, unpasteurized cow's milk cheese with a fruity, satisfying taste and warm, nutty flavour. Comté Petite Reserve is an aged Comté, 16-20 months old. The flavour becomes very tasty, quite powerful and the nuttiness is intensified. This is a gourmet cheese to savour in very thin slices and leave to melt on the tongue before swallowing. Only milk from 2 breeds of cows (the Montbeliarde and Simmental cows) is used for Comté.

**\$7.25 / 100g**



## *Bleu d'Auvergne – AOC*

Bleu d'Auvergne has a creamy ivory coloured paste, dotted with blue-green mould due to the Penicillium Roqueforti culture which gives the cheese its typical bluish-green veins. It is aged for a minimum of 4 weeks, by which time the cheese showcases its assertive flavours and smooth, creamy texture. The rind is moist and sticky and the paste has a grassy, and (with age) spicy, peppery, salty taste.

**\$7.15 / 100g**

Discover a wide variety French of wines and cheeses!

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