

Upgrade the Moment

WITH MARQUIS DE LA TOUR



ELEGANCE-DISTINCTION-FINESSE
BRUT & ROSÉ



Marquis de la Tour

CRÉMANT DE LOIRE

KEY SELLING POINTS

EST
1811

From the first producer of traditional method sparkling wines in the Loire Valley that was established in 1811.



The Crémant de Loire region was the first Crémant AOC approved in 1975.



Produced in the same traditional method as Champagne, Crémant offers top quality at a more accessible price.



The exclusive signature liqueur d'expédition is made with the emblematic Loire Valley varietal, Chenin Blanc, which delivers a distinctive vivacity, roundness and structure.

THE OPPORTUNITY



The Crémant category is growing: +11% in Volume and +14% in Value.*



Versatile for any celebration or everyday occasion.



Perfect for BTG/BTB for a high quality, traditional method sparkling wine.



CRÉMANT DE LOIRE BLANC BRUT

Varieties

Chenin Blanc, Cabernet Franc, Chardonnay

Area

Saumur, Loire Valley

Vinification

The grapes are manually harvested and then each varietal is vinified separately to enhance their specificities to create Marquis de la Tour's unique style: fresh, fruity, aromatic and light. Aged 18-24 months on the lees.

Profile

A complex palate with intense aromas of white-flesh fruits and subtle vanilla notes.

Food Pairing

Enjoy throughout the meal, from aperitif to dessert. Pairs exceptionally with white fish and cheese.



CRÉMANT DE LOIRE ROSÉ

Varieties

Cabernet Franc, Pinot Noir, Grolleau

Area

Saumur, Loire Valley

Vinification

The grapes are manually harvested. The Pinot Noir, hails from hills overlooking the Loire River and gives a vinous and rich taste to the cuvée. The Grolleau adds fruitiness and finesse, while the Cabernet Franc gives structure. Aged 12 months on the lees.

Profile

Complex palate with a nice length and aromas of red fruits with subtle vanilla notes,

Food Pairing

Ideal with shrimp, sushi, goat cheese, fruits and desserts,

*Source: Nielsen TTL US xAOC+Liquor; Latest 52 W/E 8/10/19