Winemaker: Henri Fabre et famille
Generation: 17

FABRE en Provence

Côtes de Provence Rosé Cru Classé

Enology at the Château de l'Aumérade dates back to the 1st century A.D., and the Fabre family has a remarkable 17 generations of winemaking history under their belts. Today, they produce France's most popular estate-grown rosé, alongside 2 of the region's 18 cru classés. Here, aromas of rose-water, stone fruit, and pencil lead precede a bold structure and vibrant, complex palate. A true class act for the passionate rosé connoisseur.

WINEMAKER BIOGRAPHY

A 17th generation producer in the storied land of Provence, Henri Fabre is a man who's utterly comfortable in his spruce French shoes. Working side by side with his sister and her family, Henri helps maintain their 6 shared domaines, along with their well-earned reputation as one of the icons of modern French rosé.

ENOLOGIST

Didier Mauduet

TASTING NOTES

Color	Soft pink, powdered hues
Nose	Fruity, fine and delicate
Palate	Peach and necatrine notes with a rich and aromatic complexity
Finish	Structured, long, complex, and food-friendly

VINEYARD & VINIFICATION

	12
Vineyard Location	Côtes de Provence AOC, Provence
Vineyard Size	89 ha
Varietals List	48% Cinsault 30% Grenache 22% Syrah
Farming Practices	'Haute Valeur Environnementale' Sustainable Agriculture Level 3 certified, with a focus on: Biodiversity, Phytosanitary strategy, fertilization and water resources management.
Elevation	55 m
Soils	Clay and limestone
Maturation Summary	Bottled for 2 months
Alcohol	13.5 %
Acidity	3.36 g/liter
Residual Sugar	.64 g/liter
Annual Production	120,000 bottles

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FABRE EN PROVENCE

As winemaker, Henri Fabre Jr. likes to puts it, “on est né dans le vin.” Translated, this means “we were born in wine”, and after 17 generations producing in the same town, we can certainly grasp his meaning! Famous for helping create the Côtes de Provence AOC and omnipresent in the French marketplace, the Fabre family has been an icon in the south of France for nearly a century. After the estate’s official creation in 1920, Henri Fabre Sr. acquired Château de la Clapière (1928) and Château de L’Aumérade (1932), quickly morphing into one of the region’s most dynamic and stylish producers. Today, the Fabre family produces France’s best-selling, most spectacular estate grown rosés, including 2 of the region’s highly coveted 18 Cru Classés.

While Fabre en Provence is now the largest family-run estate in Southern France, with 550 hectares under vine, what is most striking about their operation is how hands-on they remain, and how their philosophy rivals a small, boutique estate. No expense is spared, and yields remain 10 times lower than most corporations. Likewise, everyone in the family plays a daily role, and together they treat each of their 6 domaines as its own destination. Most proudly, the Fabres are their nation’s largest producer of cru classé (the “best of the best" rosé), with 112 hectares planted. As a result, their surname has become synonymous with Provence.

Forming one third of the renowned ‘Triangle d’Or’ (with nearby Cuers and Puget-Ville), the village of Pierrefeu-du-Var is home to the family’s flagship Château de L’Aumérade and sits just 20 minutes inland from the Mediterranean Sea. Grapes for the Côtes de Provence blend come from three separate terroirs: 50% from this same site in Pierrefeu, with its calcareous soils that impart spiciness and Provence’s world-class acidity; 30% from the cool, seaside vineyards in La Londe, providing distinct aromas of rose petals and sea salt; 20% from Hyères, noted for its sandstone soils and Mistral winds. Here, ripening is longer, helping to create a beautifully structured, viscous mouth feel.

REGION

PROVENCE

With over 2600 years of history, starting with the Phoenician founders of Marseille and continuing with the Romans, Provence is France’s oldest winegrowing region. By global standards, it’s a relatively small area, stretching some 125 miles along the Mediterranean coast and extending from the Rhône River in the west to the Côte d’Azur in the east. Importantly, no Provençal vineyard lies more than 25 miles from the sea. The overall climate is therefore ideal for vineyards, with some 300 days of sun, minimal rain, warm days and cool evenings. Mediterranean breezes tame the daytime heat, and the storied, gusty Mistral wind keeps vines dry and pest-free. Soils range from limestone in the western part of Provence to schist deposits in the east. While rocky mountains preside over the interior, most people associate Provence with gentle hills painted over with sunflowers, olive groves, and aromatic herbs. With shrubs like rosemary, juniper, and lavender dotting the landscape, the azure sea sparkling in the background, and a ubiquitous, golden light covering it all, many people compare the overall “feel” with Tuscany. (In fact, the Provençal people largely consider Tuscans to be their spiritual cousins!)

Given its extensive river systems and water tables that are generally shallower than most other wine regions, the geography near the coast is especially well-suited to rosés, and over 80% of the wines made in Provence are pink. In addition, this modest-sized zone accounts for 45% of France’s entire rosé production. Therein, the most familiar grapes include Grenache, Mourvèdre, Cinsault, and Syrah. That said, Provence’s wide array of microclimates also allow for an equally large number of varietals to thrive, from Vermentino all the way to Cabernet Sauvignon.

CÔTES DE PROVENCE AOC

The largest and most topographically diverse of the 9 AOCs in Provence, the Côtes de Provence appellation is almost wholly (90%) devoted to the production of rosé. Created in 1977, the designation has grown to include over 84 communes, 20,000 hectares of land and 450 producers. Because of the region’s size, differences in climate, altitude, and annual rainfall can be so varied that (some years) there’s a difference of 60 days between the start of harvest in the southern coastal vineyards and their cooler, inland counterparts. For this reason, there are multiple styles, even of rosé, within the 5 subzones, each with their own unique typicity: the subalpine Sainte-Victoire district with its subtle, elegant wines; maritime Fréjus, whose rosés have a distinct, copper-salmon tinge; La Londe, also proximate to the sea and capable of imparting a floral, salty freshness to its wines; Pierrefeu, some 20 miles inland and known for its savory, food-friendly rosé; and the newcomer, as of 2019, Notre-Dame des Anges.

Given producers’ enormous propensity for pink wine in the Côtes de Provence, the 4 most common grapes in this AOC are: Grenache, which lends ripe, full-bodied power to wines (and potentially a layer of spice as they age); Cinsault, which adds a delicate, fresh and fruity touch to wines, balancing out the ego of other varieties; Mourvèdre – a tannic slow-ripener whose small berries prefer warm, calcareous terroirs and is happiest close to the sea; and lastly Syrah - rich in polyphenols, it contributes rich color and sometimes longevity to rosés. Overall, blends of these 4 yield an array of warm citrus, ripe red berries, and summertime floral notes; when well-made, wines are luminous in the glass, and crisp on the palate.