

2024 Véloré Ventoux Blanc

AOC Ventoux | Vallée du Rhône, France



Like a sunlit ride up Mont Ventoux, a legendary cycling destination, Véloré is an energetic, vibrant, fresh wine. Inspired by the community of cyclists that regularly scale the Giant of Provence this Véloré blends “vélo” (bicycle) and “ore” (gold). The reflects both the cycling culture and warmth of the region.

THE VINTAGE

2024 was challenging. Spring brought disease, summer droughts reduced yields, and heavy September rains made things even more difficult. Through all the challenges though the winegrowers and winemakers on the Ventoux Blanc preserved and created this excellent vintage that reflects skill and dedication and highlight the versatility of the region.

TERROIR

Three distinct soil types, add depth and character to the final blend. The lightly sandy soils in the hills bring elegance and lift. Zaffer, a mix of sandstone and sand found on the slopes enhances structure and minerality. Stony terraces of fallen rocks provided drainage making it a perfect site for vines.

WINEMAKING

Grapes were harvested in the cool dawn air, and chilled as soon as they arrived at the winery. These precise temperature controls preserved the grapes’ vibrant color and fresh fruit aromas. After a brief maceration, the berries are gently pressed to preserve their purity. Maceration is followed by fermentation in temperature-controlled concrete tanks, allowing a steady development of flavor and texture that highlights the wine’s natural balance and freshness.

TASTING NOTES	Bright citrus, white flower and crisp pear glide across the palate, balanced by lively acidity and subtle minerality.
FOOD PAIRING	Grilled shrimp tacos w/mango salsa; roast chicken w/ herbs & lemon; avocado & crab salad; vegetable spring rolls; goat cheese flatbread with pear slices & arugula

appellation ventoux, vallée du rhône

farming organic

varietals 30% grenache blanc,
30% rolle, 20% clairette,
10% roussanne, 10% viognier

alcohol 12.5%

soil sand, sandstone, rocky terrace

fermentation concrete tanks

serving temp
50° - 54°