



*The winery, passed from generation to generation since the 14th century, extends over 37 acres of sand and large pebbles, nearly half of which is planted with one-hundred-year-old Grenache.*

*"We put our heart and soul into winemaking and are deeply-rooted in Châteauneuf du Pape. We are proud of our heritage, down-to-earth, and hard working, and aim to offer you the best possible wine, while continually striving for excellence."*

pure DE DOMAINE LA BARROCHE



escape, a synthesis of subtle flavors: strawberries, cherries, liquorice with a hint of spices. It signifies the perfect balance between kindness and strength.



2 0 1 7

B L E N D

**97% Grenache**  
**3% Others**

Pure is handcrafted from a single plot of 100-year-old vines and sandy soil, at the junction of "Grand Pierre", "Rayas" and "Pointu" districts.

V I T I C U L T U R E

Rigorous bud pruning.  
 Green harvesting is done.  
 The picking is entirely by hand, with a meticulous double sorting in the vineyard.



W I N E - M A K I N G A N D A G I N G

Gravity-flow underground winery for gentle handling.  
 Wine-making in tulip-shaped concrete tanks.  
 Destemming of underripe stalks.  
 The wine stays on the skins for over 4 weeks.  
 Gentle extractions.  
 Aging in old oak cask for 20 months.  
 The wine is not filtered before bottling.

T A S T I N G

*"The 2017 Chateauneuf du Pape Pure is still a rock star. Strawberry and raspberry fruit features delicate herb, floral and tea-like shadings that create incredible complexity. It's full-bodied yet weightless and cool, with lush, silky tannins to gently support the fruit on the never-ending finish."* **Joe Czerwinski for the Wine Advocate – August 2018**

*"Its vivid purple color is followed by a heavenly bouquet of black cherries, blueberries, lavender, violets, and garrigue. It's rich, full-bodied, powerful and concentrated, with the sexy style of the vintage giving it tons of charm. It's also beautifully balanced."*  
**Jeb Dunnuck – August 2018**