

## **South-West – Domaine Tariquet has put the Côtes de Gascogne into orbit**

At the end of the 1970s, apart from local consumption, almost no one knew the Côtes de Gascogne, these fresh and fruity wines that today are recognized throughout the world. They owe this success to the Grassa family and to Yves' "vita", who reserves part of Domaine Tariquet's Ugni blanc grape, previously used to produce Armagnac, for the production of a white wine, the *Classic*, launched in 1982. Impossible to sell a white wine from Gers (Côtes de Gascogne) in France? A few awards later, the business started on a high note and Domaine Tariquet's Côtes de Gascogne became a worldwide success. It will even be elected best white wine of the year 1987 in London and seduce the Americans. Since then, *Classic's* blend has changed to include several grape varieties (Ugni blanc, but also Colombard, Sauvignon and Gros manseng) and has gained in charm and roundness. And the range has expanded with a dozen cuvées of dry or sweet whites, two rosés and a sparkling wine. Since 2005, Yves's sons, Armin and Rémy, have taken over the reins of the estate and continue the family's tradition of innovation with the launch of the *Imprévu* cuvée, a blend of Riesling and Ugni blanc, with an alcohol content of only 9.5%. Enough to seduce consumers looking for light, tonic, and easy-to-drink wines. At the head of 1125 hectares, the two brothers produce about 9 million bottles each year and export 40% of their production, mainly to Scandinavia, the United States and the United Kingdom, two historical markets of the house. A true success story that has propelled the Côtes de Gascogne to tables and counters around the world.