



DOMAINE GAYDA

DOMAINE GAYDA CREATES 'EN PASSANT', A RANGE OF POP-UP LABELS

Founded in 2003, Domaine Gayda is once again pushing the boundaries of innovation by launching a new range of limited edition wines labelled 'En Passant'. A red and a white wine will be released every year and act as a life-size testing ground for the estate's winemaker.



Inventiveness and creativity are the two major watchwords at Domaine Gayda, the winery established from the ground up in 2003 in Brugairolles, south-west of Carcassonne in the Occitanie region by three partners from Cape Town in South Africa and the Loire Valley: Tim Ford and Anthony Record who partnered with winemaker Vincent Chansault. With a range of wines that have already secured recognition and are enjoyed for their intrinsic qualities, the issue was how to sustain the winery's pioneering momentum - its driving force since its inception fifteen years ago. The answer is 'En Passant', the new, limited edition range of wines with an annual bottle count of just 30,000 (20,000 red and 10,000 white). The collection is designed

to champion the transient nature of each vintage: each wine stems from vineyards, grape varieties, terroirs and winemaking techniques that can change completely from one vintage to the next, making every label short-lived and therefore unique.

A LABEL WITH A REBEL SPIRIT

A nod to rock star Iggy Pop's hit song The Passenger, 'En Passant'



« EN PASSANT » RANGE

2015 Red and 2016 White. Available at wine merchants' and in restaurants.



epitomises the same progressive spirit of adventure right down to its labels which portray a comic-strip character, the estate's winemaker, exploring the magnificent terroirs of Languedoc and Roussillon. Like a story board, the labels will evolve with each bottling and recount a new story, that of the birth of a new wine. A wine made instinctively, mirroring vintage variation and translating the mood of Domaine Gayda's wine grower: *"Our range of wines is becoming more structured, epitomising a style we like and an identity which targets excellence every year"*, explains Vincent Chansault. *"But we didn't want to blank out the spirit of our early days, our lust for discovery, the desire to explore new avenues, new terroirs and new blends, even if that implied rethinking the way we make wine"*.

TWO ASPIRATIONS

'En Passant' offers an illustration of this pioneering mindset, writing a new chapter in the estate's history with every vintage. The first edition, encapsulating the 2014 vintage for the red and 2015 for the white, reflected two aspirations: *"In 2014, an opportunity to access some old-vine Grenache noir on the red soils of Opoul in the Pyrénées-Orientales which were threatened with being grubbed up, set us in the right direction for the red"*, recalls Vincent Chansault. The whites were made from old-vine Macabeu from high-elevation vineyards planted on granite sand around the village of Saint-Martin (Pyrénées-Orientales), which were selected for their freshness. The choice for the second edition of 'En Passant' was dictated by a desire to produce an indulgent, fruit-forward, crisp red, inevitably leading to a blend of Cinsault (20%) and Syrah (80%). The experiment with Macabeu, however, has been replicated and taken a stage further: it is the star component of the latest transient blend (70%), coupled with Viognier which was selected for its hallmark floral aromatics.



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