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DOSSIER DE PRESSE: LES DEUX TERROIRS

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Les Deux Terroirs

A 92 Point Wine That Is Sure To Shake Up The Wine World!

The other day I met with Alexandre Sirech, the owner of one of the most exciting projects to emerge from France in a number of years- *Les Deux Terroirs*.

Les Deux Terroirs is a blend of Merlot from Bordeaux and Syrah from Southern France. On the surface, this doesn't seem that unusual as this is common practice in many wine producing countries, but in France where wine innovations can be hindered by suppressive A.O.C. laws this is down right revolutionary. Mr. Sirech is not one to walk



away from a challenge, so he decided to create a top wine, utilizing the best possible grapes from France's best wine regions and blending from different vintages. Of course a wine like this is not eligible for the coveted Appellation d'Origine Contrôlée designation and is therefore relegated to a humble Vin de Table designation. Sirech doesn't much care, like the producers of the first Super Tuscans (Sassicaia, Tignanello) he has set out to make a distinct and innovative new wine.

Not only has he succeeded in his goal, he has managed to make one of the most startling debuts in recent wine history. I must admit that I was expecting a cookie-cutter, fruit/oak bomb, the type that seems to be coming from every corner of the world. But *Les Deux Terroirs* is a beautiful wine, with superb complexity and an amazing balance of lush fruit, earth accents and an exotic spiciness. Frankly the only fault (if you can call it that) I can find with this wine is how low it's priced, this wine could easily sell for twice as much, but to his credit Sirech wanted to make this a wine that could be enjoyed with regularity and by a wider audience.

We are one of the few retailers in the Midwest to receive an allocation of this wonderful red, but even so supplies are limited. We beg you to not miss out on this, so don't delay and place your order today!

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Alexandre Sirech "Les Deux Terroirs" France NV

[10050473]

Sam's Points - 92

This wonderful new red is a blend of Merlot from St. Emilion and Syrah from Minervois. It reveals gorgeous aromatics of plums, cassis, graham cracker and anise that continue on to the silky, but full bodied palate. There is so much depth, finesse and appeal to this wine that it's hard to resist another glass. - *Efrain Madrigal, Wine Director*

Sam's Price: \$19.99

Size: 750ml

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After a seventy year hiatus, reintroducing a “Cuvee hermitage”

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What do you call a Bordeaux merlot blended with some syrah? Alexandre Sirech calls it a cuvee hermitage. The French authorities also call it a *vin de table*.



Sirech says that in the 17th and 18th centuries, some of the top wines of Bordeaux had some syrah from Hermitage in the Rhone added to them. With the rise of the appellation system in the early 20th century, this practice became forbidden if the wine was to be labeled with any of the Bordeaux appellations since 100 percent of the wine must come from the appellation.

He's launching a new wine called “Les Deux Terroirs” that revives this tradition. (Chateau Palmer in Margaux has also experimented with the idea.) Since it is outside the appellation system it is thus labeled as a *vin de table*, theoretically the lowest rung on the French system. That means the wine cannot state on the label the place where it comes from (other than France) or the vintage.

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Sirech, 40, has been in the wine and spirits business for almost 20 years. He's had two long stints at Pernod Ricard interrupted by starting his own online wine retailer, ChateauNet, which he sold in 1999. Most recently he ran Havana Club rum for Pernod Ricard out of Havana.

I asked him via email how he saw a need for the wine through the marketplace or the terroir(s). Here's his reply:

Quite frankly I had been thinking for a long time that the AOC decrees were too limiting. The AOC system has plenty of advantages but one big inconvenience: it prevents innovation. We need the AOCs but I think we also need a modern/free/hedonistic wine like "Les Deux Terroirs".

Also, I had been selling a lot of Jacob's Creek for Pernod Ricard in the UK and I had seen the merit of blending Syrah with Merlot or Cabernet, something that was unthinkable in France at that time (early nineties). When I had the idea back in Cuba, I did not know about the cuvées hermitagées. It is only when I started working on a formulation with the Rolland team in Catusseau that I found out about the whole story and I must say it confirmed my intention. I remember thinking that if they were doing this in the 17th, 18th and 19th century at a time when getting Syrah from Hermitage was surely a logistic nightmare, it had to be good for the blend!

Sirech is the buyer and blender of the wine and is advised by Jean-Philippe Fort of Michel Rolland's winemaking team.

I haven't tried the 80-20 merlot-syrah blend yet but it will be available in New York, Florida, and Illinois soon ([search for this wine](#)). Sirech wrote me that he bypasses the Bordeaux negociant system and maintains Southern Wine & Spirits as both importer and distributor to deliver greater value to the consumer. The wine will retail for \$20 and is sold in wood case six packs.

<http://drvino.com/?s=Les+Deux+Terroirs>

Bordeaux Blended With Syrah *A 19th-century practice is revived for modern tastes*

Eric Arnold

Posted: Thursday, May 17, 2007

When it comes to France's winemaking rules and regulations, it seems the thought is "less is more." In theory, the name of the producer, region, classification and vintage on the label should be enough to tell you everything there is to know about what's inside the bottle. But some French winemakers have decided to dispense with the rules and traditions.

Up until the early 1900s, Bordeaux winemakers often added small percentages of Northern Rhône Syrah to their wines if they had a difficult vintage. In 2004, *Château Palmer* in Margaux made an experimental cuvée (only 100 cases), called Historical 19th Century Wine L2004. It's a blend of 85 percent 2004 estate fruit from Palmer and 15 percent Syrah from Hermitage.

"Most of the great names of Bordeaux used to have a little bit of wine from the north of the Rhône to improve the color and depth of the wine," explained Palmer winemaker Thomas Duroux. "They had to do this sometimes since they had difficult vintages. We now know how to deal with difficult vintages. But I was very curious to understand what would happen if we did [this] with the wine we have today."

The wine will only be available in select restaurants in the United States, said Duroux. He tried to make the wine again in 2005, but it didn't work since the Bordeaux component was already so concentrated from the strong vintage. "In 2004 it worked very well. In 2005 with 15 percent of Syrah, it doesn't really change. To change it I'd have to put in more Syrah," he explained, adding that he'll probably try again with the 2006 vintage, since the overall quality is considered lower. A little Syrah might help a lot. "It's just experimental stuff," he said. "Maybe also a little controversial."



Alexandre Sirech is blending varieties and vintages to make a consistent French red.

Of course, this wine will probably be out of reach for most, since there's so little of it. For everyone else, there's winemaker Alexandre Sirech. His new wine, Les Deux Terroirs, is a non-vintage Merlot-Syrah blend of grapes from several parts of France.

Born in Bordeaux, Sirech was a wine sales rep by the time he was 18, and later had a long, on-and-off career with spirits giant Pernod-Ricard. At one point he was working with the company's Cuban arm, in charge of young and old rums that were regularly blended in order to maintain a consistent product. It was then that Sirech realized he could do the same thing with wine.



Labels for French wines such as Sirech's cannot display region-specific information.

"I wanted to make the most pleasurable wine possible for less than \$20," said Sirech. "Vintages have limitations, so I decided to blend regions as well as vintages." His first bottling of Les Deux Terroirs was 90 percent 2005 Merlot from the Bordelais and 10 percent 2003 Syrah from southeastern France (under French law, Sirech is not permitted to say if any components came from official AOC regions, such as a certain part of Bordeaux, the Rhône or the Languedoc, for example).

Though Sirech's first cuvée was only just over 800 cases, the next blend and bottling was five times as large. Part of that bottling is now available in the United States. In a blind tasting held in *Wine Spectator's* New York office, which included several Merlot-based blends from different regions around the world, Les Deux Terroirs scored 85 points.

Sirech simply tastes wines after they've finished malolactic fermentation, and decides whether or not they'll suit the style he strives to maintain. If he does, he buys the wines. "I have complete freedom," he said. "If Gigondas is great next year, I can use that." He starts with a 50-50 blend of Merlot and Syrah, and modifies it until the blend tastes like the previous bottling. Different parts of the blend are fermented in new oak, old oak or stainless steel. "I want a consistent flavor and structure profile with each cuvée."

Good a wine as either Sirech or Duroux might make, the bad news for both is that since they operate outside the regional rules with these particular wines, they automatically get the lowest French designation, "vin de table," on the label. Neither winemaker can list the appellations the wine came from on the label, either. Les Deux Terroirs can only display the varieties--Merlot and Syrah--and France. Duroux even had to take the drawing of Château Palmer off his front label, since vin de table cannot, by law, have an illustration of a particular place on the label.

But the strict rules haven't stopped Sirech from doing his best to make a good, consistent house wine that's reliable in restaurants and at retail alike. Because Sirech's wines can vary so radically in composition from year to year, the back label of Les Deux Terroir indicates the

bottling year as well as the peak drinking period. The 2006 cuvée, for example, suggests the wine be opened between 2007 and 2010. He's also explored making a white blend, but that's proven to be more difficult. "It's a Sauvignon Blanc-Chardonnay blend, but I'll only release it if it's good enough," said Sirech. "Right now, the product is good, but the price is wrong."

So for the moment, Sirech remains squarely focused on the red Les Deux Terroir--and keeping it consistent. "I'll only increase the volume to the point that quality can stay strong," he said.

Les Deux Terroir will be available in New York, Florida and Illinois at the end of May 2007.

Vins et Vignobles - Édition Novembre 2007

Vins & Vignobles Les Deux Terroirs :

Vin Coup de Coeur de l'édition de Novembre 2007 du magazine Vins & Vignobles.

4 étoiles : Grand Vin

"Rubis intense et soutenu, ce vin assemblé comme à l'ancienne exprime un nez d'une grande complexité sur des arômes de fruits rouges acidulés associés à des notes d'oranges confites, et d'épices, coriandre, poivre mais aussi des effluves de chocolat. La matière qui compose la bouche est riche, onctueuse soutenue par des tanins ronds. La finale sur les épices est fraîche et de belle longueur".

Boire ou attendre.



Le Devoir : la chronique de Jean-François Demers

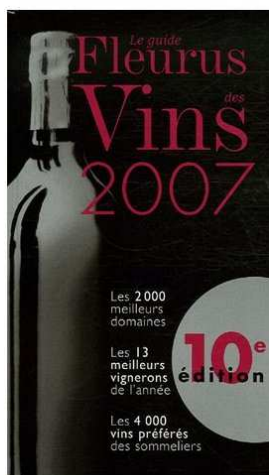
... Voici quelques suggestions parmi les agences qui ont en stock des importations privées très intéressantes. Attention, les inventaires sont évidemment limités, mais leur portfolio mérite le détour.

- [Les Deux Terroirs](#), ([vin livrable en 5 jours](#)) un brillant assemblage du talent des hommes et de leurs vins. Voici un assemblage inédit de merlot de Saint-Émilion et de syrah du Minervois. Cette initiative de créer un vin de marque arrive à point. L'idée de Jean-Philippe Janoueix et d'Alexandre Sirech, tous deux brillants négociants et visionnaires bordelais, assemble même des vins de différents millésimes comme dans le bon vieux temps. Tout comme en Champagne, le vin d'assemblage permet de sculpter un style et surtout de le maintenir d'année en année. L'art d'assembler, c'est une règle qui permet au commerçant de nous fournir des vins comme on les aime à prix juste. Importation privée : 25,80 \$.
-



[Les Deux Terroirs](#) 25,80 \$

Un vin assez surprenant.. C'est un mélange de merlot de de la région de Saint-Émilion et de syrah du Minervois, d'où le nom du vin. On dirait d'ailleurs qu'on perçoit les deux cépages en bouche à des moments différents. Le vin n'est pas millésimé puisque c'est aussi un assemblage de deux millésimes. Un vin bien original.



Extrait du Guide. Page 782.

LES DEUX TERROIRS - Alexandre Sirech.

Laurier des meilleurs rapports qualité/prix du guide.

Robe rubis intense. Nez exprimant des arômes de cerise noire et d'épices rehaussés de notes de pain grillé et de cèdre. Bouche structurée dotée de tanins fins et frais, d'un boisé bien intégré et de saveurs persistantes.

Un vin remarquablement équilibré, issu d'un assemblage inédit de merlot du bordelais et de syrah du minervois et de la vallée du Rhône, de différents millésimes.

Maturité : 2007. A boire avant : 2009.

Ouvrir : ½ heure avant. Servir : en bouteille à 19°C.

Suggestion d'harmonie gourmande : un chaud-froid de volaille truffé.

Note : 17/20.

Fin de citation.

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