

FLOC DE GASCOGNE

PRESS

PACK





LETTER FROM THE PRESIDENT

“WELCOME TO GASCONY”

Welcome to Gascony, a land of good living, good food ... and Floc de Gascogne!

It is at the heart of this region with its rolling hillsides, specific terroirs and the men and women of character that Floc de Gascogne takes its different styles and characteristics. This wonderful local product recognised since 1990 with an AOC is little known yet well worth discovering.

We find that as soon as consumers discover this fresh and fruity product, they love it. The elegant blend of two thirds fresh grape juice and a third of young Armagnac transports us to Gascony, memories of holidays for some or totally new discoveries for others. Its ruby red or golden white colour reminds us of the sunshine we all seek and the fruits of the region that complement it perfectly.

Each glass tasted, every bottle bought, brings a delicious perfume of this original « bouquet of flowers » and reminds us of the sun, the conviviality of Gascony, the flavours and colours of the Southwest and the passion of each producer and merchant wanting to extol the virtues of this beautiful product to the greatest number.

Let's discover its history !

Patrick Farbos,
President of the Floc de Gascogne
trade association

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5 THINGS TO KNOW ABOUT FLOC DE GASCOGNE

1 • WHAT IS FLOC DE GASCOGNE ?

Floc de Gascogne is a sweet and delightful aperitif made according to a traditional 16th century recipe: the result of a subtle marriage between 2/3 fresh grape juice and 1/3 young Armagnac, from the same estate.

2 • DID YOU KNOW ?

Lou Floc in Occitan means « bouquet of flowers ». Armagnac, that is used in the blend, imparts delicate aromas of violet, rose and plum blossom.

3 • WHEN TO DRINK THEM ?

White or red, it should be tasted **chilled** on its own as an aperitif or in **cocktails**. **Floc de Gascogne** accompanies foies gras, cheeses and fruity desserts perfectly. It releases all of its aromas when used in cooking.

4 • IN 2020, THE APPELLATION CELEBRATES ITS 30th ANNIVERSARY !

Floc de Gascogne takes its character from the diversity of the grape varieties that are used in its production and in the savoir-faire of the producers that make it. In 1990 it obtained the Appellation d'Origine Contrôlée (AOC). The AOC testifies that Floc de Gascogne comes from a defined zone of production and that its fabrication meets the strict criteria demanded by a bill of specifications.

Conforming to the European regulations, since 2009 it was granted Protected Designation of Origin (PDO). In 2020, the appellation celebrates its 30th anniversary! Several events and festivities are planned for this occasion.

5 • A HISTORY OF UNIQUE GRAPE VARIETIES

White Floc de Gascogne takes an aromatic finesse and fruity citrus aromas from the Colombard; from the Ugni-Blanc its acidic freshness with aromas of dried fruits, and its fruity roundness from the Gros Manseng. Bright yellow in colour, Floc de Gascogne has a powerful bouquet with rich and ripe aromas. In the mouth it is well structured, round, lively and quaffable.

Red Floc de Gascogne comes from the traditional grapes: Cabernet Sauvignon gives complex perfumes of red fruits; Cabernet Franc, aromas of raspberry; Merlot brings roundness in the mouth and Tannat all of its vigour. With a lovely ruby red colour, red Floc de Gascogne is more fleshy and robust than its white counterpart. Its aromas are reminiscent of a basket of red fruits with a full and creamy mouth feel.

It is the quality of the Armagnac used that will characterise the aromatic richness of the Floc de Gascogne. Its floral perfumes (violet, rose and plum blossom) give the product all of its originality.



FLOC
DE
GASCOGNE

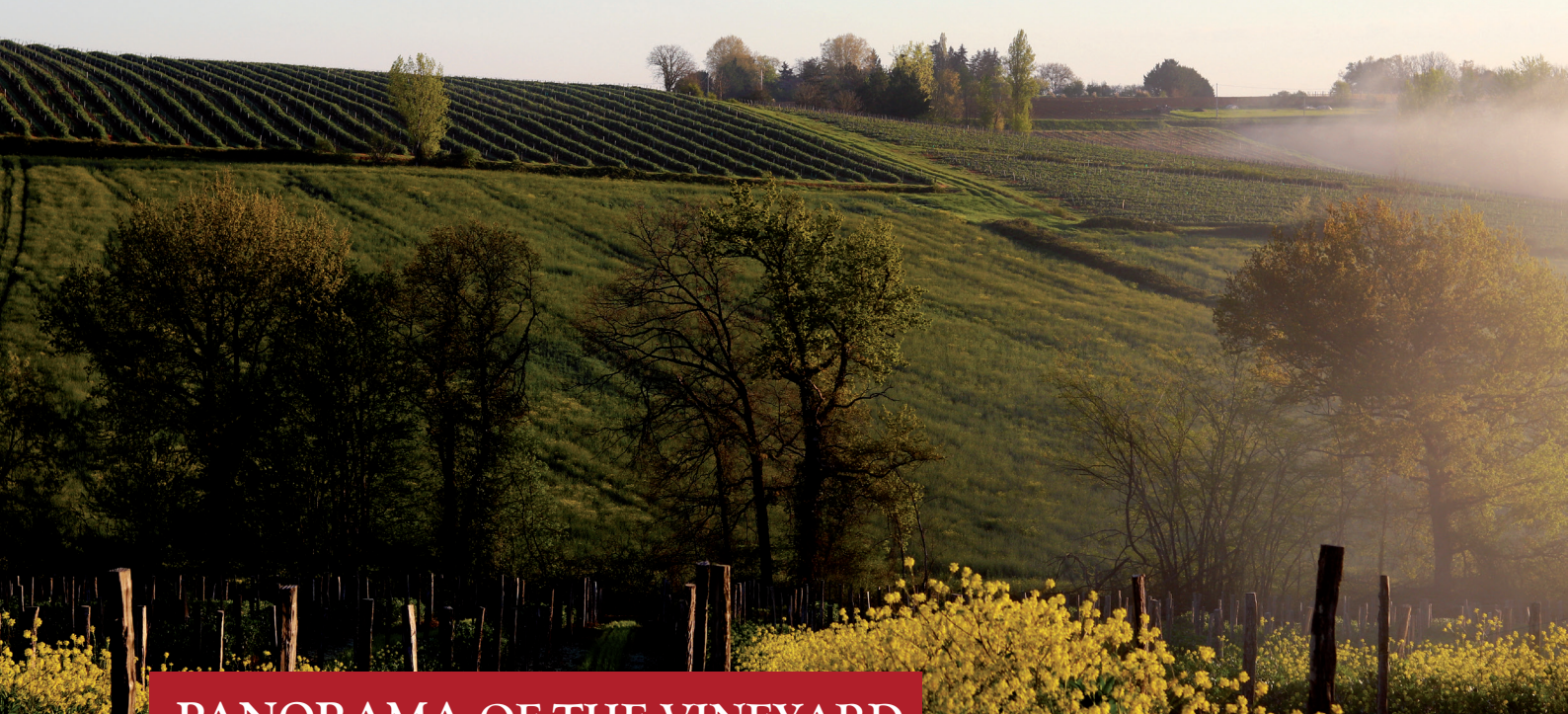
APPELLATION D'ORIGINE PROTÉGÉE

SÉLECTION DE LA
MAISON DU
FLOC DE GASCOGNE

— 52% VOL —

SUIVANT TRÈS FRAIS

75 cl



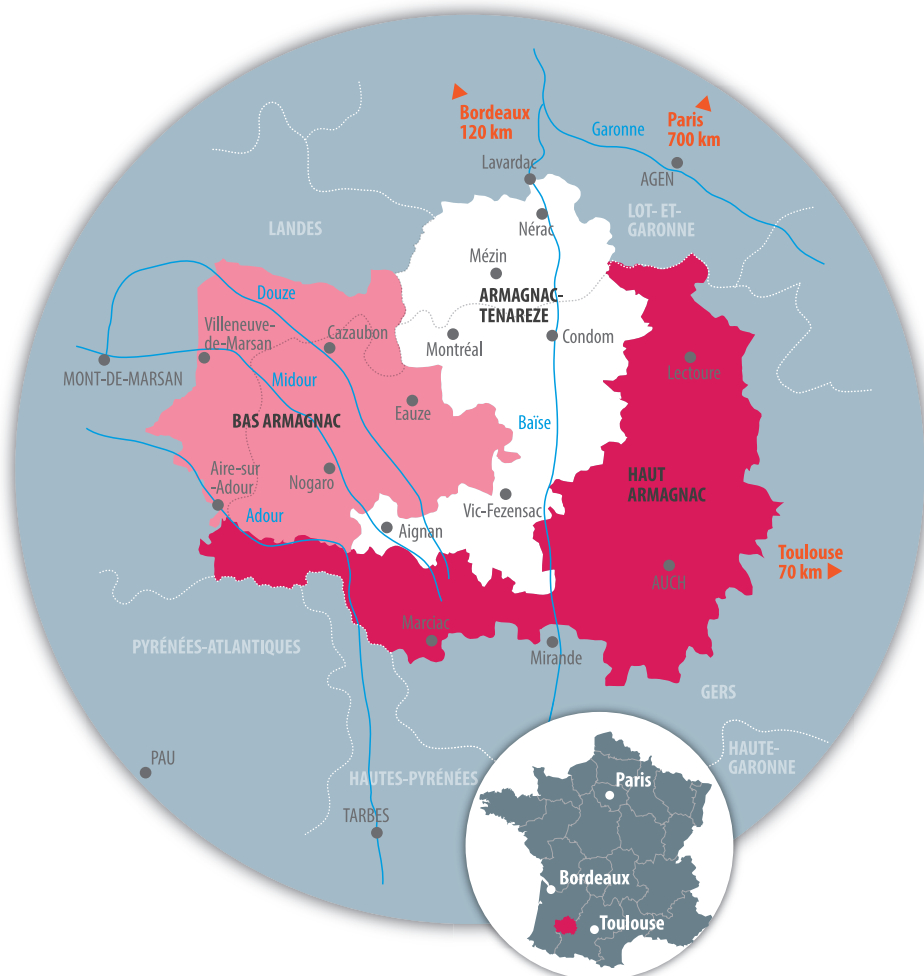
PANORAMA OF THE VINEYARD

Floc de Gascogne takes its character from its production area which is spread over 3 departments: Gers (80%), Landes and Lot-et-Garonne.

There are three regions of production: Bas Armagnac, Armagnac Ténarèze and Haut Armagnac ; a vineyard of 900 hectares in the shape of a vine leaf.

The Gascon vineyard benefits from clay-limestone and sandy soils combined with a unique climate at the crossroads of 3 weather influences: Mediterranean, Oceanic and Continental. This gives Floc de Gascogne balance, aromatic strength and a light fruity character.

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FROM THE VINE TO THE GLASS

Le Floc de Gascogne, from the vine to the glass

YEAR 1: CHOICE OF PLOTS AND ARMAGNAC DISTILLATION

We choose the vineyard plots with high quality potential of different grape varieties identified by the INAO. At the same time, we distil Armagnac to a high alcohol degree that will be used to fortify the grape juice the following year.

YEAR 2 : THE 4 SEASONS OF FLOC DE GASCOGNE, PRODUCTION OF THE JUICE AND CREATION OF THE FLOC DE GASCOGNE

1 • Winter is here, it is time to prune the vines allowing for a good aeration of the vegetation. We also do the tying if necessary, which consists of attaching the fruit bearing branches to the trellis wires without squashing the buds

2 • In the spring, in the month of April, the vine wakes up and starts to shoot. This is the time for very careful and reasonable phytosanitary treatments. During the growth of the vine, vegetation is guided to reduce the risk of disease. During this period, we also take care of the soil.

3 • As early as August, the vine slows down and finishes its growth in favour of the ripening of its fruits. This is the veraison! At this stage, the wine grower will carry out regular maturity checks. We are looking for very aromatic grapes that are neither too acidic nor too sweet. A specificity for **red Floc de Gascogne** is that the maturity occurs at the same time as for the white which is quite unusual in red wine production!

4 • In the autumn, it is harvest time. The harvest is brought to the winery as quickly as possible in order to protect it from oxidation that degrades the varietal aromas of the grapes. We put the juice into tanks and remove the clear part to proceed to the famous fortification.

5 • THE JUICE IS READY, IT IS CLARIFIED AND AROMATIC, IT JUST NEEDS TO BE FORTIFIED !

For this we seek out Armagnac that was distilled the previous year and kept in stainless steel tanks or old barrels and regularly aerated to lose any aggressiveness. The fortification is the mixture of juice and Armagnac! We put the grape juice in the bottom of a tank, add the Armagnac and mix gently, then we continue the blending of the **Floc de Gascogne** for several days in order to properly marry the grape juice and Armagnac.



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6 • SPRING BOTTLING

Floc de Gascogne rests for several months until March. It is regularly tasted to monitor its evolution. It must be perfectly blended before being bottled. The date of bottling is no earlier than 15th March following the harvest.

> IN SHORT

Year 1 : Armagnac distillation

Year 2 : Production and development of Floc de Gascogne from winter to autumn. Pruning and care of the vines, veraison, harvest, fortification. **Spring :** bottling



THE LADIES ACADEMY

The Ladies Academy of Floc de Gascogne

Since 1980, the Floc de Gascogne Ladies Academy has been promoting **Floc de Gascogne** during numerous festivals and gourmet events. It brings together a dozen dedicated lady winegrowers and producers. .

Marie-Pascale Boucher, President of the Academy known as «Grande Dame» reveals the particular characteristics of this fellowship.

We are all driven by a passion for this truly singular product which conveys a history, a savoir-faire, a terroir and the desire to promote this subtle product that is fruity and floral in scent and colour. Our mission: to make **Floc de Gascogne**, Armagnac and the grape known as it is an important part of our daily life and our history, our reason and our passion. We are the spokespersons for our terroir and for the talent of our winemakers. Our 4 main tasks? Protect French culture in its deepest values: its agricultural roots. Promote the significant social, ecological and economic role of our products.

Transmit the culture of **Floc**, the conviviality and gastronomy. To testify, make known our wines, our **Floc de Gascogne** and our Armagnacs that we love and defend. Our projects? To create events which are open to the public and mobilise our networks to promote **Floc de Gascogne**. Thanks to an affiliation with the Embassy of European Fellowships, we travel across France and Europe. We are linked with other fellowships to create synergies with products from other regions. The Academy holds a formal chapter per year, generally at the beginning of June. It brings together about 200 people at a gourmet dinner during which **Floc de Gascogne** is honoured in the dishes served.

« *The Ladies of Floc de Gascogne, is an irrepresible desire to talk, talk and talk even more about **Floc de Gascogne** !* »

PORTRAITS OF 3 WINEMAKERS

Portraits of winemakers

To discover a Floc de Gascogne is to discover its winemaker. More than a profession, it is a real passion for the terroir and the Gascon way of life that inspires the men and women that make it. Privileged interviews with key figures with big characters!



> Marie-Claude Della Vedove, Domaine de Bilé

What makes you so passionate in the production of Floc de Gascogne?

For me, Floc de Gascogne has always been one of the flagship products of Domaine de Bilé: we have been making it since the beginning of the Appellation d'Origine Contrôlée in 1990. It is a product that represents youth, dynamism, freshness and one that is enjoyed equally by a female and male audience.

What is your advice to someone who is discovering the product?

Let yourself be guided by the tasting of this liqueur wine in order to discover all of its flavours, take the time to look at its bright colour, use it as an aperitif well chilled on its own, in cocktails and in cooking... in short, you should always have a bottle of Floc de Gascogne in the fridge.

> Maurice Boison, Cave Val de Gascogne

What is the particular characteristic of your Floc de Gascogne?

Very fruity and soft with deliberately clearer notes of cherry. We stand out with this crisp fruit quality, for the white where you can identify the Armagnac used, distilled in our cellars and coming from our own juice. With the white it has an exotic fruit side that retains a lovely acidity.

Your perfect pairing with Floc de Gascogne in cooking?

For the red Floc de Gascogne, undoubtedly the Lectoure melon and for the white, nothing like a good foie gras !



> Michel Maestrojuan, Domaine Bordeneuve Entras

What is your best memory linked to Floc de Gascogne?

I think back to this music festival in Brittany where I had brought a bottle of white Floc de Gascogne in my backpack. What a success! We shared the bottle at the entrance to the festival because of course, access to the enclosure with a glass bottle was forbidden. The Breton and Norman neighbours didn't believe they had ever tasted such a good aperitif at a festival.

The little thing that makes your Floc de Gascogne unique?

Most certainly it is our long ageing in large containers. They are old vats and barrels that are no longer giving any aromas or colour, though they help to shape our Floc de Gascogne. Length and gourmet notes are not lacking.



THE ART OF TASTING

The little guide to tasting Floc de Gascogne

It is not fundamentally different from that of wines. To impress your guests, a little lesson is necessary.

> Visual examination



Focuses on the tint, intensity, limpidity and brilliance of the Floc de Gascogne.

The colour chart will go from pale yellow to lemon yellow for **young white Floc de Gascogne** to yellow gold for more evolved whites coming from overripe grapes or naturally coloured grapes like Gros Manseng. For **young red Floc de Gascogne**, the tint should be bright, purplish to a little browner. The intensity of the colour will depend on the age of the Floc de Gascogne and is only related to the grape variety, the terroir and the length of maceration.

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> The Taste test

Floc de Gascogne should be served very chilled at its optimum drinking temperature (5-7°C). Once in the mouth, it warms which allows you to fully appreciate its aromatic richness. There is little or no acidity, astringency, bitterness or bite... The dominant feeling is one of softness and sweetness.

> Olfactory examination



Focuses on the product's aromas. When young, **Floc de Gascogne** is more about floral aromas coming from the Armagnac. After maturation, the floral notes will give way to the fruity grape juice.

With reds, the main aromas are red fruits such as blackcurrant, raspberry, blackberry, strawberry... With whites we find notes of violet, plum, pear, lychee, quince and honey.

« Throughout the tasting, keep in mind that Floc de Gascogne is tasted YOUNG, FRESH and FRUITY ! »



RECIPE

Gascon Brunch

Grilled bacon with Floc de Gascogne

> Ingredients

FOR 1 PERSON

- 2 good slices of bacon
- 5 cl of white or red Floc de Gascogne AOP

- Start cooking the bacon from cold in a pan (allows the bacon to shrink less).
- When the pan is nice and hot and the bacon starts to fry, add a little glass (5cl) of Floc de Gascogne (red or white according to taste).
- The Floc will deglaze the pan and caramelize the bacon with a slight deliciously scented crust.
- When the bacon is well browned, remove it from the pan and put gently on a plate.

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Flamed omelette with Floc de Gascogne

> Ingredients

FOR 1 PERSON

- 3 free range eggs
- 1 knob of butter
- 8 cl of white or red Floc de Gascogne AOP
- 3 lovely asparagus from Sables des Landes IGP
- Salt and pepper

- Break 3 eggs into a bowl
- Season according to taste
- Melt the butter in a pan
- Pour in the beaten eggs and cook the omelette on both sides
- At the same time, heat the Floc de Gascogne in a pan
- Once the omelette is cooked, remove it from the pan and place on a dish
- Pour the hot Floc de Gascogne over it and flambé the whole thing.
- Once flambéed, decorate your omelette with a few asparagus from Sables des Landes IGP and some grated cheese

TIPS FOR FLAMBÉING

- Make sure that the extractor hood is not working before starting
- Heat the Floc well in a pan before
- Bring a match to the edge to flambé the omelette
- The fire will go out on its own after 30 seconds
- You can also do everything in the same pan
- Do not take any risks and take every precaution before flambéing.

Enjoy with a coffee or tea and a glass of fresh fruit juice!



RECIPE

Strawberry and Flower

Recipe by Charlotte Latreille, chef at Château Bellevue

12

> Ingredients

FOR 8 PEOPLE

For the jelly

- 500 g of ripe strawberries
- 80 g of sugar
- Buddha's hand zest (or a lemon if you don't have any)
- 7 leaves of gelatine
- 2 tablespoons of red Floc de Gascogne AOP

For the strawberry salad

- 100 g of strawberries
- 1 teaspoon sugar
- 2 tablespoons of red Floc de Gascogne AOP

For the tuile biscuits

- 100 g melted butter
- 100 g icing sugar
- 150 g egg whites (=3 large eggs)
- 75 g flour
- 2 tablespoons of red Floc de Gascogne AOP

For the little crystallised roses

- 1 untreated rose from the garden
- 1 egg white
- Crystal sugar
- Red food colouring

- 5 to 8 cm diameter moulds

The day before, prepare the crystallised rose petals by basting each petal with the egg white then the sugar. Leave them to air dry on baking parchment.

Prepare the jelly by soaking the gelatine leaves in cold water.

Meanwhile, liquidise the strawberries with the sugar, Floc de Gascogne and zest the Buddha's hand.

Take half of the coulis obtained and heat it over a low heat. Add the well-drained gelatine leaves and mix again together. Leave the jelly to cool for 15 minutes in the fridge before pouring into the moulds. Put in the freezer.

Prepare the tuile biscuits by mixing all the ingredients. Using a spoon, spread a little of the dough in a thin layer on a baking sheet to make a tuile. Make as many as you wish.

Put them in the oven for 10/12 minutes at 150°C.

When you take them out of the oven, place them on a bottle lying down to give them the shape of a petal.

Make the strawberry salad with the ingredients given.

Prepare the plates with style.



RECIPE

Caramel sauce with Floc de Gascogne

By Jacques BIFFI, chef at the Pardailan restaurant in Gondrin

> Ingredients

FOR 6 PEOPLE

- 200 g sugar
- 10 cl water
- 0.50 cl chicken stock
- 1 glass of red Floc de Gascogne AOP
- 1 knob of butter

In a pan over a medium heat, pour the sugar and water and let it dissolve until it turns a light brown colour.

Then pour in the Floc de Gascogne and gently mix.

Take off the heat and leave it to rest for 1 minute. Add the chicken stock and whisk until the sauce is smooth.

TIP

Add a knob of butter at the end of the preparation to have a nice shiny sauce.

Cover your meat and serve hot!

LE FLOC DE GASCOGNE IN COCKTAILS

FOR
BUDDING
BARTENDERS

The Dame Violette

> Ingredients

- 6 cl of White Floc de Gascogne AOP
- 1 cl violet liqueur
- 1 cl triple sec
- 1/2 lime juice
- 1 cl orgeat syrup

Put a generous amount of ice cubes in a shaker, pour in the ingredients one by one and shake!

Pour the preparation into a pretty glass and enjoy.



Floc and kiwi

FOR THE
KING OF
COCKTAILS

> Ingredients

- 6 Cl of White Floc de Gascogne AOP
- 3 Cl sparkling water such as Perrier
- 1 Adour kiwi IGP

Put the Floc de Gascogne AOP and sparkling water in a glass. Cut fine slices of the Adour kiwi IGP and put two in the glass.

Enjoy your cocktail on the terrace with beautiful spring weather.

Tip: You can add some lemon zest to liven up your cocktail

Advice: Freeze a few slices of kiwi to avoid adding ice to your glass. Indeed, it will add some water whilst the frozen fruit will bring added freshness.



The Sunflower

> Ingredients

- 6 cl of White Floc de Gascogne AOP
- Slice of pineapple
- 3 cl pineapple juice
- 1 cl orgeat syrup
- Juice of 1/4 lime

Place the ingredients except for the Floc de Gascogne in a blender with ice and mix together. Then add the Floc de Gascogne ; mix again for 2 seconds. Once served in the glass you can complete your cocktail with a fine slice of lime in the glass.

Can be made in a shaker, same quantities, same ingredients, though removing the pineapple.

THE FIGURES TO REMEMBER

The Floc de Gascogne sector at a glance



A.O.C* since 1990
PDO* in 2009



On average 7 000
hectolitres produced



900 hectares over three
départements : Gers (80 %), Landes
(15%) and Lot-et-Garonne (5%).



About 700 000 bottles sold every
year of which 5% are exported
(mostly in Northern Europe)



Distribution: Supermarkets 44
%, Direct sales 35 %, CHR* -
Merchants - Delicatessens 14
%, Wholesalers – Traders 7 %



Average price:
between 9 and 12 €

15



Geographical location: Floc de Gascogne is
present throughout France. Mainly in the great
Southwest (New Aquitaine and Occitanie) and
the Paris region as well as Belgium abroad.



Find Floc de Gascogne AOP
in all the french chains
"NICOLAS"



- * AOC : Appellation d'Origine Contrôlée
- * PDO : Appellation d'Origine Protégée
- * CHR : Cafe-Hotel-Restaurant



FLOC
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