



1215 Wine Bar & Coffee Lab

Domaine de Majas, Côtes Catalanes Rouge 2020

Varietal:

Carignan, Grenache

Region:

Côtes Catalanes, France

Farming:

Certified Organic

Soil Type:

Clay, Limestone

Fermentation:

Concrete

Dry/Sweet:

Dry

Body:

3/5

Acid:

3/5

Tannin:

3/5

ABOUT THE WINE

Domaine de Majas path to making authentic wines wasn't always so clear cut. Alain Carrère, the current winemaker took over the estate from his father in the early 90s and was faced with a surplus of land that produced too much wine to distribute locally, so he struck up a deal with a French supermarket chain.

“After struggling to sell his entire stock for many years, a deal too good to be true came his way: a major french supermarket chain offered to buy the entirety of his production as an exclusive for their wine section. A contract was signed, and strict guidelines were set: the rosé had to taste like this, the white like that... There was no reflection of terroir, the wines had zero personality. They were okay, but could have been coming from anywhere. Even worse, the bulk prices offered by the supermarket weren't paying the bills; in fact, the Carrères were actually losing money every year! Facing bankruptcy, Alain had to find a solution. Converting to organics briefly crossed his mind, but with no outside guidance or pre-existing market, he did not dare attempt it. But as fate would have it, a chance encounter with Tom Lubbe of Domaine Matassa would change everything. After tasting the wines, Tom told Alain he would be willing to help them rebuild the estate from the ground up. The two verbally agreed on a partnership, and with Tom's guidance they immediately started converting all 30 hectares to organic viticulture, as well as eliminating all commercial yeasts, additives and excessive sulfur in the cellar. Tom also showed Alain the importance of highlighting different terroirs, a lesson that has produced great results. Alain, completely reinvigorated, is grateful to have had this second chance. The wines being produced today are fresh, elegant and a real bargain for the quality.”

We can attest to the complexity, depth and quality of expression that this wine packs into a bottle, and that makes us unbelievably happy that Alain's own journey in wine can serve to remind us that it's never too late to change and adapt to give our best to the world.

Earthy and complex with dark berries, leather and herbaceous flavors and aromas.

