

Presse Release

**Pouilly-Loché and Pouilly-Vinzelles NOW have their Premier Crus
Great White Wines from Southern Bourgogne**

The Pouilly-Loché & Pouilly-Vinzelles ODG (Organisme de Gestion et Défense) is proud and delighted to announce the recognition of its first Premier Cru wines. They can officially be labeled as such starting with the 2024 vintage. (The ministerial decrees defining the new production specifications for our two appellations were signed on November 18, 2024, by the French Ministry of Agriculture and Forestry.)

These Premier Cru classifications are the culmination of a long process that began in 2006 in partnership with the INAO (Institut Nationale des Appellations d'Origine). This achievement is rooted in a detailed geological and pedological study of our terroirs, an exploration of the historical significance of our parcels, an analysis of agronomic and winemaking practices, and, finally, the recognition of the most renowned Climats (Burgundian lieux-dits) within our appellations.

The production specifications for our new Premier Cru wines are both strict and groundbreaking, notably banning all herbicides and mandating manual harvesting. This is a first in Bourgogne for Premier Cru Climats, reflecting the commitment of our winegrowers to quality and environmental responsibility.

Yields will be limited to 58 hl/ha.

Additionally, the ageing of these Premier Cru wines must extend at least until July 1 of the year following the harvest, with commercialization permitted only from July 15 onwards.

Our two appellations, Pouilly-Loché (32 ha) and Pouilly-Vinzelles (52 ha), both exclusively planted with Chardonnay, are true gems of the Mâconnais in southern Bourgogne. Their finest clay-limestone Climats have now been classified as Premier Crus, joining our friends and neighbors from Pouilly-Fuissé, who achieved their Premier Cru status in 2020.

New Pouilly-Loché Premier Cru (32 ha):

Les Mûres (7.09 ha)

New Pouilly-Vinzelles Premiers Crus (52 ha):

Les Longeays (7.50 ha)

Les Pétaux (2.76 ha)

Les Quarts (12.45 ha)

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