

# The rebirth of a legend



**Ashley Pini** profiles popular Bordeaux brand **Château de Sours**, recently after its owner and proprietor Martin Krajewski has visited Australia to relaunch the brand.

**M**artin Krajewski, owner and proprietor of French wine label Château de Sours, recently visited Australia accompanied by the first vintages from his brand new winery in Bordeaux. The brand has been re-launched in Australia with a new and improved image, updated packaging and a new distribution partner, Tyrrell's Wines.

Chateau de Sours is situated high on a commanding limestone plateau just to the south-west of Libourne and Pomerol, near St Emilion. Krajewski recently unveiled the new, state-of-the-art winery at Château de Sours on the site that dates back to the 14th Century when it served as an inn on the pilgrimage route to Northern Spain. The property planted its first vines in 1792.

Krajewski, having developed a love of wine during a stint on the professional golf circuit, joined the board of Château de Sours in 2003 and completed a buyout in 2004. Since 2004 under the stewardship of Krajewski, the property has been carefully restored to its former glory. Today Château de Sours prides itself on combining traditional rigor and craftsmanship of the old world together with innovative new world flair. Its modern, creative approach enables them to produce some of Bordeaux's most respected red, white and rose wines. The Château de Sours range in Australia includes a Sparkling Rose, a Sauvignon Blanc based Bordeaux Blanc and Merlot based Bordeaux Rouge and its famous still Rosé that has been critically acclaimed by British Wine Spectator's Auberon Waugh as "Probably the best rosé in the world".

Although the wines are born and bred in Bordeaux, they are modern in style and approachable in price. With most outlets retailing the range with an AUD\$28 price tag, they are attractive to the everyday consumer,

as well as the connoisseur.

"My winemaking team do a stupendous job on combining the old world techniques with the new, and have a creative approach to producing wines which are elegant and complex, but at a price point that is accessible to the everyday wine consumer," says Krajewski. "They are designed to be drunk fresh and young. It's an approachable winemaking style."

Although the brand has been available in Australia for some time, the re-launch through Tyrrell's Wines gives the brand impetus at a time Krajewski believes the consumer wants to drink more elegant, savory, lighter alcohol wines. The partnership with Tyrrell's comes from a long-standing friendship with the Tyrrell's family. "Tyrrell's is a leader in the Australian wine industry and have brand prominence globally – they have strong rapport among consumers and the trade and their philosophies are built on maintaining healthy relationships in all levels of business."



## Thirsty for rosé?

Château de Sours produces some very popular rosé styles of wine, their popular Château de Sours Rosé AOC being considered one of the best rosé wines by various wine writers.



**Château de Sours Rosé  
2010 AOC Bordeaux Rosé**

This wine – a blend of 70 per cent merlot and 30 per cent cabernet franc – features a luscious and vibrant but pale pink colour and displays red berry fruit aromas with hints of bubblegum on the nose. The palate is all strawberries and cream and is full, rich, balanced by a refreshing acidity and a long dry finish.



**Reserve de Sours Sparkling  
Rosé Brut**

This appealing sparkling is a blend of 50 per cent merlot and 50 per cent cabernet sauvignon, crafted according to the Methode Traditionelle. The colour is bright salmon pink with a nose of ripe red summer berry fruits. It features fine persistent bubbles, a very delicate mousse and it has good length with a refreshing mouth-watering acidity.

