

DOMAINE LE NOVI

L U B E R O N - F R A N C E

ORGANIC WINES

PRESS KIT



"On these lands, cultivated by five generations of winegrowers, a balance has been struck between Provençal family culture, organic farming, and my modern vision of the profession."

A Provençal story



Romain and his father Jean-Claude, in the cellar they built in 2014

"Le Novi estate is above all a beautiful family story, born from the union of my parents. The name of the estate is a nod to this, as Novi means "newlyweds" in Provençal.

My paternal grandparents inherited a small farm, which they expanded to raise their family. At the time, mixed farming was common practice in the Luberon. They produced durum wheat, almonds, table grapes, and wine grapes. On my mother's side, my grandparents also owned a mixed farming property with the distinctive feature of growing only white grape varieties. Today, this is one of the unique characteristics of Domaine Le Novi.

Following the marriage of my parents, Jean-Claude and Annie, the two families joined their lands together, building a shared future. They decided to restructure the vineyard by expanding the range of grape varieties and adopting organic farming methods that respect the environment and future generations.

It was only much later that I became involved in this adventure. After studying agronomy, I decided to set off to discover vineyards in France and abroad in order to broaden my understanding of the profession and develop my plans for setting up my own business. Ten years later, in 2013, I returned to the estate to reconnect with the land that saw me grow up and will also see my children grow up. The following year, my father and I established the Le Novi winery with the ambition of producing easy-drinking, elegant wines while continuing the ecological commitment initiated several generations ago. Each cuvée is carefully crafted with its own identity and personality. My wish is for our wines to reflect the delicacy of the Luberon terroir."

Romain DOL

The Luberon between the Rhône Valley and Provence

A forest massif rooted in the heart of Provence, the Luberon, with its Mourre Nègre peak at 1,125 m, is a vast territory located between the Mediterranean and the Southern Alps. These spectacular areas extend over nearly 300 km² in the curves formed by the Durance and Coulon rivers. The variety of landscapes, reliefs, and unique biodiversity led to the creation of the Luberon Regional Nature Park in 1977, thus protecting this exceptional setting. Within this territory, 3,500 hectares of AOP vineyards are planted, on which 14 grape varieties can be cultivated. There is a wide variety of soils here: at the foot of the massif, the soil is predominantly marly [1], but there are also scattered areas of sandy soil, mainly composed of Safres [2] or conglomerates [3]. The soils of Domaine Le Novi are composed solely of Safres.

Shaped by the emergence of the Alps, then by erosion and the successive passage of the sea and lakes, the climate of the Luberon is strongly influenced by this. It is described as a Mediterranean climate with a mountainous tendency, with harsh winters and significant temperature variations between day and night during the summer. These conditions are among the subtle factors that shape the distinctive character of Luberon wines.

/1 According to the CNRTL, "Soft rock composed of varying proportions of clay and limestone mixed with sand, which has the property of disintegrating."

/2 A hardened but crumbly loamy clay

/3 According to the CNRTL, "A compact mass of various mineral substances."



The Estate

At the foot of the southern slope of the Luberon, Domaine Le Novi is located in the appellation's late harvest zone, to the east of the massif. The Luberon can be divided into three ripening zones: early in the west, intermediate in the heart of the massif, and late in the east.

Although part of the appellation, the estate has a strong "Southern Rhône Valley" identity due to its grape varieties, dominated by Grenache Noir and Bourboulenc Blanc, unlike other estates in the appellation.

The Grand Luberon, acting as a natural barrier against the Mistral wind, protects the vineyard from the violence of this wind from the Rhône, thus limiting stress on the vines during their growing cycle. As the estate's plots are mainly east-facing, the vines benefit from strong morning sunshine and more moderate afternoon sun, which contributes to a remarkable balance of sugars and acids in the grapes.

This location, combined with a range of twelve grape varieties, allows for a personal approach to winegrowing that stands out from the norm in the surrounding area.

The property covers 22 hectares and is divided into two central islands with clay-limestone safrès soils. This soft sandstone is easily altered by the climate, resulting in very light, silica-rich detrital soil. It has the property of heating up and cooling down quickly. The vines thus benefit from a real break during the summer nights, preserving fresh aromas and high acidity potential.

The estate has always had a high proportion of white grape varieties. When he arrived, Romain continued the work started by his ancestors, increasing white wine production to 40%.

This proportion is twice that of other winegrowers in the appellation and four times that of the Rhône Valley. This is part of what makes Domaine Le Novi so unique. Juices from this remarkable melting pot and original blends form the basis of the identity of Domaine Le Novi wines.



Nature at the center

Concerned about the environment and the legacy for future generations, the estate began questioning its production methods very early on. Jean-Claude Dol began the conversion to organic farming when the family farms were merged. Romain, now at the head of the estate, has naturally continued this method of production while enriching it with a broader and more modern vision of the farming profession, gleaned during his travels.

Sensitive to climate change and convinced that grape varieties are one of the keys to adaptation, careful attention is paid to their selection. Thus, the Le Novi estate, in collaboration with the

Côtes du Rhône winegrowers' union, has initiated the conservation of an old Provençal grape variety. It offers winegrowers a mass selection of Bourboulenc Blanc, "the Mediterranean Riesling," from some sixty specimens.

Aware that agricultural practices have an impact on flora and fauna, Le Novi has established partnerships to observe and monitor this biodiversity. The estate is part of a network of farms monitored by the University of Marseille-Avignon as part of a thesis on ecology and biodiversity. As a result, all animal and plant species are scrutinized, counted, and classified.



Another partnership has been initiated with the Bastide-des-Jourdans forestry office, with the same aim of promoting biodiversity. The objective of this collaboration is to reopen the landscape and facilitate the growth of non-invasive plant species, such as blackthorn, viburnum, and hawthorn.

Finally, we also pay particular attention to the choice of our suppliers, favoring short and local supply chains. We use compost and fertilizers from the Alps, while our seeds come from the southwest.



photo © Vincent Agnès

Sharing knowledge

Since 1990, in cooperation with the Luberon Regional Nature Park, Domaine Le Novi has been contributing to the reintroduction of the little owl. This work provides an opportunity for forestry students to reflect on production models. For example, dead trees serve as perches for birds of prey, particularly little owls. For us, it is essential to ensure their protection and conservation.

Beyond these commitments in the field to adapt and preserve the environment without harming living organisms, Le Novi makes it a point of honor to welcome work-study students and interns.

We are committed to passing on a profession, helping them get a foot in the door of the professional world, but also raising their awareness of the world around them. They will be the actors of tomorrow.

Enabling wine lovers and tourists to immerse themselves in the world of wine is also a priority for the estate, which offers wine tourism tours steeped in local culture.

"Some of our dead trees are deliberately left standing, as they provide an ideal habitat for little owls."



photo © Philippe Magoni



40% OF OUR
WINES ARE
WHITE AND
100% ORGANIC



photo © Vincent Agnès

A grape variety that reveals the estate's identity

The richness of Mediterranean wines and the art of blending are the final touches that the winemaker adds to his vintages.

Domaine Le Novi works with a range of 16 grape varieties, across more than 35 plots. This allows for a refined search for subtlety and taste. The emphasis is deliberately placed on late-ripening, ancient and Provençal varieties in order to adapt production to the changing climate.

Romain likes to blend three or four grape varieties in his vintages, combining early and intermediate varieties with a good proportion of late varieties known as third harvest varieties.



photo © Eric Ostermann

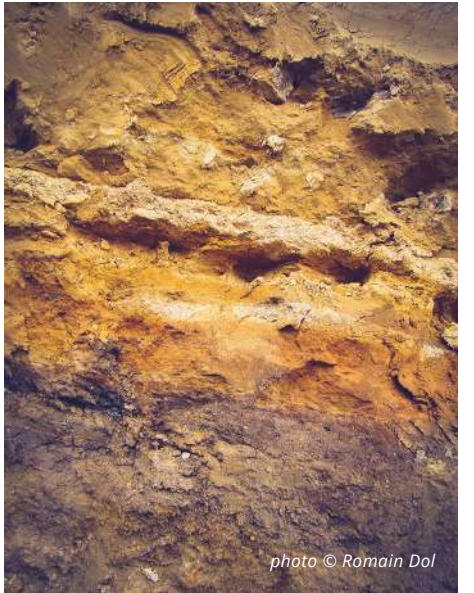


photo © Romain Dol

"We have a very southern Rhône grape variety, with little Syrah, which is widely grown in the Luberon. Our dominant grape variety is Grenache Noir."

Our grape varieties

WHITE GRAPE VARIETIES OF THE APPELLATION

VERMENTINU

Origin : Mediterranean arc, France, and Italy.

Synonyms : Varlentin and Rolle in Provence, Malvoisie, Pigato, and Agostenga in Italy.

Grape varieties : Second period, date of harvest.

Characteristics : The wines are refined and balanced, with a rich aroma featuring floral notes, hawthorn, and pear.

GRENACHE GRIS & BLANC

Origin : Catalonia, Spain.

Synonyms : None known.

Grape varieties : Second period, date of harvest.

Characteristics : Interesting dry wines, long on the palate, full-bodied and rich due to the significant amount of glycerol produced.

ROUSSANNE

Origin : Dauphiné, France.

Synonyms : None known.

Grape variety : Second harvest period.

Characteristics : The wines produced are very aromatic (flowers, fruit, oats, and honey) with good acidity balance.

UGNI BLANC

Origin : Tuscany, Italy.

Synonyms : Trebbiano and Biancame in Italy, Talia in Portugal.

Grape variety : Late, third harvest period, early October at the estate.

Characteristics : The wines are dry and fresh, sometimes considered lively.

BOURBOULENC

Origin : Provence, France.

Synonyms : Roussette and Picardan in the Bouches-du-Rhône region.

Grape variety : Long cycle, harvested during the second ten days of October at the estate.

Characteristics : It produces fine wines with low alcohol content and a lovely liveliness.

CLAIRETTE BLANCHE & ROSE

Origin : Aude or Provence, France.

Synonyms : Olivette, Poupe de Gate, and Blanquette.

Grape variety : Due to very late budding, it is harvested in early October.

Characteristics : The wines produced are full-bodied, dry, with a fresh, fruity and ethereal bouquet.

VIOGNIER

Origin : Undetermined to date, Ardèche/Loire, France.

Synonyms : Petit Vionnier and Galopine in the Isère valley.

Grape variety : Second harvest period.

Characteristics : This is a very aromatic grape variety aromatic grape variety with notes of peach, apricot, and honey.

RED GRAPE VARIETIES OF THE APPELLATION

GRENACHE NOIR

Origin : Province of Aragon, Spain.

Synonyms : Bois Jaune and Carignane Rousse in Roussillon.

Grape variety : Third period, mid-season harvest.

Characteristics : A coulard grape variety that produces very full-bodied, refined wines.

CINSAULT

Origin : Provence, France, or southern Italy.

Synonyms : Plant d'Arles in Luberon, Hermitage in South Africa.

Grape variety : Third period, medium to late harvest.

Characteristics : Light in color and low in alcohol, it is very well suited to climate change. Raspberry dominates the bouquet, considered the Pinot Noir of Provence.

MARSELAN

Origin : France, a cross between Cabernet Sauvignon and Grenache Noir.

Synonyms : None.

Grape variety : Third period, intermediate harvest date.

Characteristics : It is appreciated for its aromatic richness and length on the palate, combining supple tannins and an absence of bitterness.

ROUGE NON-APPELLATION GRAPE VARIETIES Adaptability to climate change

COUNOISE

Origin : Vaucluse, France.

Synonym : Le Moustardier in Vaucluse.

Grape variety : Third period, harvest date intermediate.

Characteristics : The wines are bright, lightly colored, and low in alcohol. The bouquet is strongly spicy. It is often said that this grape variety brings freshness and suppleness to the blend.

SYRAH

Origin : Dauphiné, France.

Synonyms : Hermitage and Schiraz in Australia, Balsamica in Argentina, Neretto and Bragiola in Italy.

Grape variety : Third period, mid-season harvest.

Characteristics : Rich wines that develop a particularly powerful bouquet as they age.

CARIGNAN

Origin : Province of Aragon, Spain.

Synonyms : Plant Dur in Provence, Mazuela and Carinena in Spain.

Grape variety : Third period, late harvest date

Characteristics : Carignan produces full-bodied wines with a beautiful acidity. This grape variety gives wines excellent aging potential.

OEILLADE

Origin : Probably Languedoc, France.

Synonyms : Aragnan noir, Hulliade, Coupade.

Grape variety : Second harvest period.

Characteristics : This grape variety produces light, lightly colored wines and is a close cousin of Cinsault and Counoise.

OUR WINES

The winemaker's expertise, the methods used to grow and harvest the grapes, and the way they are stored in the cellar to preserve the fruit's freshness and digestibility give our wines their characteristic delicacy.



photo © Philippe Magoni

AOC LUBERON



photo © Florent Ruysen

An expressive bouquet with floral and citrus notes. On the palate, a fresh attack dominated by white-fleshed fruits, with a zesty finish punctuated by pleasant bitter notes

TERRE DE SAFRES BLANC

Typical accompaniment : A plancha of scampi with garlic and herbs, fresh and semi-fresh goat's cheese, grilled sea bream.

Blend : Vermentino 42%, Bourboulenc 25%, Ugni Blanc 18%, Grenache Blanc 15%

Terroir : Clay-limestone soils of Safres.

Age of vines : 7 to 52 years old.

Vinification and aging : Direct pressing and skin maceration depending on the grape variety. No yeast added. The Grenache Blanc grapes are co-macerated with some of the Vermentino grapes. Aged on fine lees with regular stirring for 4 months.

Retail price : € 10,75 incl. tax

AOC LUBERON



photo © Florent Ruysen

A nose of tart red berry coulis and a delicious, juicy palate with notes of red cherries and redcurrants, delicately spiced.

TERRE DE SAFRES ROUGE

Typical accompaniment : Beef tartare and roast beef with baby potatoes.

Blend : Grenache noir 42%, Syrah 36%, Cinsault 22%

Terroir : Oligocene clay-limestone soils.

Age of vines : 7 to 54 years old.

Vinification and aging : All grape varieties co-macerated and fermented together for 3 to 4 weeks, no yeast added. Aged in concrete vats.

Retail price : € 10,75 incl. tax

AOC LUBERON



This cuvée offers a nose of white flowers, nectarines, and almonds. Discreet tannins structure the palate, with notes of aniseed and white-fleshed fruits, and a mineral finish.

AMO BLANCO

Typical accompaniment : Seafood risotto, tuna tartare.

Blend : Vermentinu 42%, Clairette pointue 37%, Grenache blanc 21%

Age of vines : 25 to 57 years old.

Vinification and aging : Co-fermentation of Grenache and part of the Vermentino. The rest of the Vermentino is fermented and then aged in 2- and 3-wine demi-muids for 12 months. No yeast added. Light bâtonnage of the Clairette and Vermentino.

Retail price : € 15,50 incl. tax

AOC LUBERON



The red soul of Provence. Intense nose of blackberries, black cherries, and amaretto, enhanced by notes of sweet spices. On the palate, black and stone fruits are supported by ripe, velvety tannins.

AMO ROUJO

Typical accompaniment : duck breast with balsamic vinegar, rib of beef.

Blend : Grenache noir 74% Syrah, Marselan, Cinsault 26%

Age of vines : 13 to 55 years old.

Vinification and aging : 80% of the Grenache Noir is destemmed and crushed. Co-fermentation of Grenache and secondary grape varieties for over 3 weeks. No yeast added. 100% of the blend is aged in demi-muid barrels for 3 to 6 wines for 18 months.

Retail price : € 15,50 incl. tax

AOC LUBERON



Expressive nose with floral aromas and notes of pastries. Dynamic and subtly creamy on the palate, leaving a fresh, slightly toasted touch of white-fleshed fruits and flowers

LES SOUCAS BLANC

Typical accompaniment : Sea bream ceviche, sweetbreads, Bresse chicken with cream sauce.

Blend : Roussanne 43%, Clairette pointue 38%, Viognier 19%

Terroir : Oligocene clay-limestone soils.

Age of vines : Over 20 years old.

Vinification and aging : Hand-picked and stored in cold storage at 2°C for several days. The grapes are 100% destemmed. Skin maceration for the Roussanne. Roussanne and Viognier are put into barrels, alcoholic fermentation in new demi-muids, indigenous yeasts. 60% of the blend is fermented and aged for 12 months with light stirring. Stirring of fine lees for the Clairette.

Retail price : € 21,00 incl. tax

AOC LUBERON



Intense and deep nose of red and black fruits, mixed with toasted notes and cumin aromas. Tangy palate of black berry coulis and balsamic notes. The finish is fresh with a hint of tannin, indicating its aging potential.

LES SOUCAS ROUGE

Typical accompaniment : Duck, braised bacon, or a shoulder of lamb.

Blend : Syrah 41%, Grenache noir 36%, Carignan 23%

Terroir : Oligocene clay-limestone soils.

Age of vines : Over 25 years.

Vinification and aging : Hand-picked and stored in cold storage at 2°C for several days. Partially destemmed depending on the grape variety. Cold pre-fermentation maceration, fermentation with indigenous yeasts at low temperature. Transfer to demi-muids for malolactic fermentation under the lees. The entire wine is aged for 24 months in demi-muids, then blended in bulk in concrete vats before bottling.

Retail price : € 22,50 incl. tax



AOC LUBERON



An intense, fresh bouquet of vine peaches, tart strawberries, and grenadine. On the palate, the attack is round with notes of citrus and red fruits, and a lovely aromatic persistence.

CÔTÉ LEVANT ROSÉ

Typical accompaniment : red mullet canapés, tomatoes & burrata.

Blend : 50% Grenache Noir, 25% Syrah, 15% Vermentino, 10% Cinsault.

Terroir : Oligocene clay-limestone soils.

Age of vines : 5 to 45 years old.

Vinification and aging : Produced mainly through skin maceration and, to a lesser extent, direct pressing, the blend is carefully selected at harvest time to ensure a more harmonious tasting experience. Aged on fine lees with regular stirring for 4 months in concrete vats.

Retail price : € 10,75 incl. tax

photo © Vincent Agnès

VIN DE FRANCE - NATURE



A nose of rose and crushed strawberries. A fresh palate with notes of bramble and rhubarb. The tannin structure provides a lovely aromatic persistence.

MR BRUN

Typical accompaniment : Prawns marinated with ginger and coriander.

Blend : Syrah, Ugni Blanc.

Terroir : Helvetian clay-limestone soils, of the Safres or soft sandstone type.

Age of vines : 6 to 46 years old.

Vinification and aging : After an 8-day cold carbonic maceration, the grapes are drained and pressed. Alcoholic fermentation with indigenous yeasts and malolactic fermentation continue in tanks. Early bottling preserves the wine's juiciness and crispness. No sulfites, fining, or filtration.

Retail price : € 10,75 incl. tax

photo © Florent Ruyssen

VIN DE FRANCE - NATURE



A floral nose of crushed strawberries and red cherries, with a subtle peppery note. A light and delicate palate of tart red berries. Can be enjoyed slightly chilled.

GANDOLFI

Typical accompaniment : Lyonnaise specialties.

Blend : Cinsault, Cunoise.

Terroir : Oligocene clay-limestone soils.

Age of vines : 12 to 46 years old.

Vinification and aging : Co-maceration and fermentation of Syrah, Grenache, and Cinsault grapes with Syrah in concrete tanks. Short maceration with indigenous yeasts, early bottling to preserve aromatic freshness, no sulfites, fining, or filtration.

Retail price : € 10,75 incl. tax

photo © Florent Ruyssen

DOMAINE LE NOVI

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