



PINEAU PIONEERS

At the end of the Second World War, Robert Guerin, a wine-grower in Chenac sur Gironde, started focusing on the production of Pineau des Charentes. He was one of the pioneers who decided to take an interest in this ancient product (1589), even though its AOC ranking was relatively new (1945).

Today, the Société Puy Gaudin, founded by Robert's children, is a leader among Pineau producers. Vermouth Guerin is a new creation born out of the same original desire to promote and introduce Pineau des Charentes to the public.



Terroir

Spread over a 5-kilometer strip stretching from the coast to the Cozes-Bordeaux road on the foamy fringes of the ocean, the family land oscillates from champagne to clay-limestone and siliceous soils.

Savoir-faire

Producing Pineau des Charentes starts with tilling the soil, the vines, taking care of the grapes.

Then it's making wines, distilling, blending and finally maturing.

This continues with bottling, marketing, and even the creation of cocktails and new combinations, in a constant search for diversity and originality.



PINEAU DES CHARENTES LE TRADITION

Le Tradition Blanc

Aged: A minimum of 2 years in French oak (up to 36 months)

ABV: 17%

Grapes: Ugni Blanc, Colombard, Montils

Nose opens fruity, with hints of apricot and apricot pit, then transitions to spices floral aromas of linden nectar. Palate is silky, fresh, and dynamic, without any harsh alcohols or overwhelming sweetness. Extremely long and savory finish.

Le Tradition Rouge

Aged: A minimum of 2 years in French oak (up to 36 months)

ABV: 17%

Grapes: Merlot, Cabernet

Nose opens with aromas of saffron and tobacco, followed by fruit (black cherry) and spice (white pepper). After a few minutes opening, the nose reveals aromas of raspberry and rose petals.

Palate is vibrant and ample, with balancing bitter notes and a long refreshing finish.

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VERMOUTH GUERIN



VERMOUTH GUERIN: PINEAU DIFFERENTLY

Crafted from a base of wine mixed with two-year-old Pineau des Charentes, caramelized grape juice, and herbs and spices, then matured in Cognac casks, it brings a new and refreshing style as a vermouth.

Their vision is for people to “Pineau differently,” using Guerin Vermouth as a low-ABV aperitif and as a component in their favorite cocktails.

SWEET:

Guerin Vermouth Blanc is crafted from a base of white wine (Ugni Blanc, Colombard, and Montils), two-year-old white Pineau des Charentes, caramelized grape juice, and herbs and spices, including angelica root, cinnamon, cardamom, coriander, nutmeg, and bitter orange peel. It is then aged in Cognac casks for several months.

Beautiful clear, shiny golden color. Frank and floral nose with a light green touch, developing notes of hawthorn and green anise. The first sip is soft and warm with notes of white peaches, acacia, and angelica evolving in the long finish.

Gold medal (*Concours General Agricole, Brussels, 2018*)
91 points (*Wine Enthusiast, 2020*)



Guerin Vermouth Rouge is crafted from a base of red and white wines, two-year-old red Pineau des Charentes, caramelized grape juice, and herbs and spices, including angelica root, cinnamon, cardamom, coriander, nutmeg, and bitter orange peel. It is then aged in Cognac casks for several months.

Beautiful clear, shiny cherry red color. Marked by notes of fresh cherries bringing fruitiness and a light green touch together. The first sip is soft, frank, and well-balanced. Coriander and red fruits reveal themselves on a tasty finish.

91 points, Gold (*Bartender Spirits Awards, 2022*)
Double Gold medal (*John Barleycorn Awards, 2020*)



90 points (*Wine Enthusiast, 2020*)

DRY:

Guerin Dry Red and White Vermouths have a low sugar content, which comes exclusively from the grapes, with no added sugars. Designed as a perfect cocktail ingredient.

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Luxurious aromas of orange blossom, elderflower, and Asian spices. Palate opens with a subtle minerality, supple and silky, with touch of tannins on the finish.

Guerin Vermouth Rouge is crafted from a base of red and white wines (Merlot & Cabernet), two-year-old red Pineau des Charentes, caramelized grape juice, and herbs and spices, including angelica root, cinnamon, cardamom, coriander, nutmeg, and bitter orange peel. It is then aged in Cognac casks for several months. The only DRY red vermouth currently available in the U.S!

Floral and fruity aromas (lily and raspberry) with hints of saffron and light caramel. Fresh and fruity on the palate with a delicate sweetness on the palate. Lingering vibrant finish.