

Pascal Jolivet

PRESS REVIEW 2020

*“ Attitude is a little thing that makes you a big difference ”
Sir Winston Churchill*



Forbes

FORTUNE

Sauvignon Blanc has become the go-to wine for Americans during the pandemic

BY RACHEL KING

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Before the pandemic, wine sales [had been shaky](#) in the United States, with some speculation that [millennials](#) had started to turn away in favor of hard seltzer, craft beer, and low-ABV cocktails. But since the pandemic [consumed the world](#) this year, off-premise wine sales have turned around—and Sauvignon Blanc might be leading the way.

Over the past four months, the fastest-growing wine types in the U.S. have been Sauvignon Blanc, [red blends](#), Moscato, [Pinot Noir](#), [rosé](#), Cabernet Sauvignon, and Riesling, in that order, according to market research firm [Nielsen](#). All of them saw sales rise by at least 30% or more, with Sauvignon Blanc leading at 38%.

Overall, wine dollar sales via off-premise channels grew 18.5% during the last week of June, compared with the same time in 2019. (In May, dollar sales for wine had grown to 35.8% year over year, and sparkling wine alone was up 48.1% from the year prior, proving that bubbly is popular at any time of year—not just on holidays and at celebrations.)

Interest in Sauvignon Blanc had already been growing in the U.S. before the pandemic. Sales volume was up 8.9% in volume in 2019 year over year, at a 4.4% compound annual growth rate from 2014 to 2019, according to IWSR Drinks Market Analysis.

Sauvignon Blanc is a green-skinned grape variety, most popular with winemakers in from the Loire Valley and Bordeaux regions of France. Most people know Sauvignon Blanc as one of the most popular varietals of white wine. For one, it blends well with other white grapes. It also grows well in multiple regions worldwide, from California to Chile to New Zealand to South Africa.

Within its home country, Sauvignon Blanc is also the primary grape used in Sancerre, a region in the eastern part of the Loire Valley known for its eponymous wine expression. (This could be due to French labeling laws, which require a wine to be labeled according to region, not varietal.)

Among one of the top producers in Sancerre familiar to U.S. oenophiles is Domaine [Pascal Jolivet](#). The winery specializes in biodynamic and low-intervention winemaking, using wild fermentation to yield wines with a distinct terroir. In recent years, the category of natural wines has seen astronomical growth in popularity. “The style of natural, or biodynamic, winemaking gives more energy to the Sauvignon Blanc grape as well as an incomparable texture due to better integration of fruit and acidity,” Jolivet says.

Forbes

“Biodynamic is tricky. There’s a lot of mysticism in it,” says Stefanie Schwartz, a sommelier at [Portale](#) in New York City. “The vine itself is vigorous, so it will survive most of what happens during the season, and can take on super fun, funky characteristics when left unattended. But the familiar notes will remain. That’s the beauty of the grape.”

Pascal Jolivet is pushing the envelope further within the French wine industry—one that prides itself in tradition above all else—by renaming “Pouilly-Fumé” (a Loire appellation easily confused with Burgundy’s Pouilly-Fuissé) to “Blanc-Fumé,” a more palatable name for the average wine drinker—especially those who don’t speak French.

“People are in love with Sancerre. Sauvignon Blanc is easily the most popular white wine right now, and Sancerre allows people to drink a sophisticated wine without any hard-to-pronounce words. This wine also goes with almost anything,” says Jeff Harding, wine director at the [Waverly Inn & Garden](#) in New York.

And Sauvignon Blanc is also very flexible for food pairings, especially in summer. [Carrie Lyn Strong](#), a sommelier and owner of Strong Wine Consulting, notes it goes perfectly with seafood—like shellfish, ceviche, and sushi—Cobb salads, and cheeses that mimic the flavors of the wine, such as Alpine cheeses offering grassy, herbaceous, and buttery notes with crystalline structures.

James Rubin, a sommelier and former general manager at the [Ambra Restaurant Group](#) in Philadelphia, has a more unexpected, but very accessible suggestion: “I’m a sucker for a good junk food pairing. Probably my favorite regional junk food in the U.S. is the Chicago hot dog. (Don’t tell my Philly or NYC people. They’ll be so mad.) I think a Chicago dog with Sauvignon Blanc that has some oak—perhaps from Bordeaux or Napa—is incredible.”



Photo-Illustration by Fortune

If you're interested in sipping Sauvignon Blanc this summer, chill these bottles and give them a taste. (And don't forget to drink and social distance responsibly.)



Courtesy of Pascal Jolivet

Pascal Jolivet Sancerre Blanc: This is a textbook Sancerre. The Sauvignon Blanc grapes are blended from three different vineyards in the Loire Valley with Pascal's low-intervention winemaking style, allowing the grapes to showcase their terroir and yielding a fresh wine that screams with racy acidity. **SRP: \$30.**



Courtesy of Pascal Jolivet

Pascal Jolivet Sauvage: The Sauvignon Blanc grapes are planted in limestone soils, one of the defining soils of Sancerre. Sauvage is 100% organically cultured and fermented naturally, without the addition of yeasts. After 12 months of maturing on the lees, the wine is bottled without filtration or cooling, resulting in one of Pascal Jolivet's purest expressions of terroir. **SRP: \$69.**



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18 January 2020

Pascal Jolivet Pouilly-Fumé 2017

Grape Varietal: 100% Sauvignon Blanc

Growing Region: Pouilly-Fumé AOP, Loire - France **Owner /**

Chief Winemaker: Pascal Jolivet

The vineyards and winery of Pascal Jolivet are located in Sancerre - some 200kms south of Paris on the east bank of the Loire River. Pascal Jolivet has some 8 hectares of the Pouilly-Fumé appellation in the villages of Tracy and Les Loges.

The close proximity of the Loire River results in a particular micro-climate. There is dramatic variance in the soil types between each village: Les Loges, St Andelain and Tracy. Located close to the Loire and surrounded by forest creates a relatively mild micro-climate for the vineyards. The soils in Les Loges (*50% of blend*) are chalky, giving the resultant wine length and body, while in St Andelain (*30% of blend*) and Tracy (*20% of blend*) flint and clay dominate the mid-palate. The grapes grown in these soils add ripeness and fruit to the character to the blend. These unique soils gives the fruit a most impressive bouquet, along with giving the resulting wine length and body.

Pascal's winemaking philosophy is to simply work in harmony with nature and produce wines with purity of fruit, a linear character and minerality, allowing a natural expression of the vineyard to give the wines a sense of place.

After harvest, the grapes travelled back to the winery, where they were hand sorted and then gently pressed. The juice is then fermented in stainless steel tanks using natural yeasts, at 16°C for approximately 30 days. Each unique village parcel was fermented separately in order that the wine fully express their differences. Then when fermentation was complete the blended wine spent a further two months ageing in tanks before being bottled and labelled.

As you pour this wine into your glass - you will be greeted by a pale yellow with a pale honey hue. On the nose you have green pear and a defined mineral-chalky note. The palate if a live with light citrus fruits, lemon curd and a subtle seam white peach and firm mango skin flavour.





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The wine has more mouth-feel and palate appeal than might be first expected from this varietal. The wine have delicate layers of flavours and personality. All nicely balanced by good fruit acidity a mineral backbone and a finesse note of gooseberry on the lingering flinty dry finish. *Treat yourself - this wine is definitely worth sharing.*

This 2017 Pascal Jolivet Pouilly-Fumé has 12% Alc./vol. - and made dry. Chill gently and serve in an aromatic wine glass at 9-10°C.

Cellaring Potential:

Drinking perfectly well this season; plus will hold nicely for another 12-18 months.

Food Pairing Suggestions:

Perfect wine pairing with whole grilled fish, smoked salmon, shellfish, mixed vegetarian dishes or goats' cheese on thin toasted bread - *enjoy.*

A complex Sauvignon Blanc with purity and a defined mineral seam.



— GAVIN HUBBLE —

WINE GUY

— *wines worth sharing* —

Grape Varietal: 100% Sauvignon Blanc

18 January 2020

Growing Region: Pouilly-Fumé AOP, Loire - France

Owner / Chief Winemaker: Pascal Jolivet



It has been a few years since I visited Pascal Jolivet, with his winery some 200kms south of Paris on the east bank of the Loire River. Though I am due to spend some time this coming summer. So I can get a feel for the 2020 growing season and a heads up on future wines that will be offered to pair with expectations and cuisine served in New Zealand.

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