



# Le Jaja de Jau

A Rose to remind you of that holiday feeling? Jaja's flavour-packed pink is your ticket to the South of France !

*In old French slang, "Jaja" is a word for pleasure and easy drinking wines. It's describe an everyday wine, that we are sharing during the famous "apéritif".*

*The label of this emblematic cuvée was created in the 80's by Ben Vautier, an internationally renowned artist and close friend of Sabine Dauré (the owner of Château de JAU). The label design remains unchanged since then and has seduced the palates of wine lovers on all continents.*

*Today, at Jau, we are perpetuating this heritage and offering the best of our knowledge and sun-drenched terroirs in these iconic bottles. Well-balanced and delicious, the single-variety cuvées that make up the Jaja de Jau range are a tribute to Jau's legendary generosity. The spirit of our wines is fresh, unpretentious, approachable, relatively low in alcohol (about 12% ALC), with well-balanced acidity making them ideal for pairing with food or enjoying on their own.*

*Enjoying Jaja wines upon release is optimal.*

*To embrace it, you have to taste it !*



## Grape varieties

100% Syrah

## Vinification

The grapes are harvested at optimum ripeness, in the cool of the morning, destemmed and then slowly pressed. This very light pink juice is fermented in a temperature-controlled stainless-steel vat for 3 weeks, then matured for a short time in vats before being bottled quickly to preserve its aromatic potential. This is a wine that can be drunk throughout the year.

## Tasting notes

Crystalline with pale pink highlights. Fresh attack followed by notes of citrus, grapefruit and white-fleshed fruit, showing a subtle soft character underpinned by a fine, acidity which adds structure.

## Food and wine pairing

The perfect aperitif and also a great pairing companion for salads, light pasta dishes and risottos.