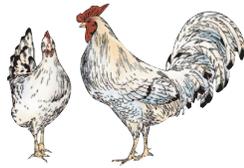


La Vieille Ferme



Jean-Pierre Perrin established La Vieille Ferme over 35 years ago, when he chose to produce an inexpensive, straightforward Rhône wine to sell by direct mail to French wine lovers. He used the same grape varieties in similar proportions to those planted at the family's Château de Beaucastel, in a similar vinification process. The result was an immediate success in France, a wine of character and style in keeping with its Beaucastel heritage.

Vineyard Brands introduced La Vieille Ferme into the United States in 1970. The response was an immediate, overwhelming acceptance and an outpouring of critical acclaim from eminently knowledgeable critics, such as Robert Parker, Craig Claiborne, Frank Prial, Terry Robards, John Foy, Dan Berger and Ben Giliberti, who recognized La Vieille Ferme for its consistently fine quality and value.

Now the next generation is involved in the family business, and have joined Jean-Pierre and François.

La Vieille Ferme Rouge The Perrin family, also owners of the famous Château de Beaucastel, search for the most suitable terroirs to produce a fresh and fruity wine. Unpretentious, this is the archetypal pleasure wine; authentic, genuine and tasty.

Grenache, Syrah, Carignan and Cinsault make up the blend. Nearly all the grapes are lightly crushed and fermented in

cement vats of 150 and 300 hectolitres. The fermentation is classic and extended. The wine is kept in both vats and large oak barrels for ten months, then bottled in July.

La Vieille Ferme Blanc offers a fruity, crisp, dry wine made from Bourboulenc, Grenache Blanc, Ugni Blanc and Vermentino. The grapes are lightly crushed, then pressed in a pneumatic press, prior to clarification of the must and cool fermentation. This takes place in vats for 90% of the blend, with 10% fermented in new oak barrels with lees-stirring. The wine remains in stainless steel tanks until the month of January, when the wine is bottled after fining.

La Vieille Ferme Rosé made from Grenache, Syrah, Carignan and Cinsault. La Vieille Ferme Rosé has everything you would expect from a good rosé wine. Fruit, freshness and a beautiful color. Ideal as an aperitif or with a meal amongst friends.



Pierre, Cécile, Marc, François, Charles, Jean-Pierre, Matthieu, Thomas and César Perrin