

Famille G. Vigouroux

FRENCH MALBEC SINCE 1887

2025 offer

Malbec, an international favourite grape variety



16th grape variety

cultivated worldwide



1st grape variety

sold in South
America



5th grape variety

best-selling red
wine in the
United States



Number 3

of Google searches worldwide
in 2024.

Among the 5 most famous red
grape varieties (ahead of Syrah
and Merlot)

Robert Parker
WINE ADVOCATE



*‘In the future, Malbec will
make an increasingly strong
impression [...] the place of
this long-ignored grape will
be assured in the pantheon
of the noblest wines’.*

Robert Parker,
Editor in Chief
Wine Advocate

Famille G. Vigouroux
Malbec passion since 1887

Since 1887, Malbec has coursed through the veins of the Vigouroux family, whose passion for this grape variety drives them to showcase exceptional vineyards. Through Château de Mercuès and Château de Haute-Serre, the family's two "jewel" estates, they embody the diversity and richness of the Cahors appellation, the birthplace of Malbec, with both complementarity and uniqueness.





Bertrand-Gabriel and Christine Vigouroux, and their children Jeanne and Charles

A family, a grape variety, since 1887...

1887

In Gramat, in the Lot region, Germain Vigouroux opens the first Malbec trading house in the city's prominent commercial hub.



1990

Bertrand-Gabriel Vigouroux joins the family business, bringing high-density planting and his winemaking expertise to the production of exceptional Malbecs.



2000

Christine, wife of Bertrand-Gabriel Vigouroux, introduces the art of Living Malbec across the estates.



2024

Bertrand-Gabriel Vigouroux is named the world's best Malbec winemaker by the renowned media outlet The Drinks Business, confirming his expertise with this grape variety.

Jeanne Vigouroux, fifth generation, joins her father Bertrand-Gabriel Vigouroux in expanding the family business



September 2024

Bertrand-Gabriel Vigouroux introduces the first Malbec to the Bordeaux marketplace with Château de Haute-Serre and its 'Grand Malbec 2022' cuvée.

1925

Gabriel Vigouroux expands the business by offering innovative marketing formats.



1971

Purchase of Château de Haute-Serre, revealing the family's winemaking vocation.



1954

Georges Vigouroux joins the family business and steers it towards bottling.



1983

Purchase of Château de Mercuès, a Relais & Châteaux wine estate.

Malbec, a French grape variety



French wine heritage

A cross between Magdeleine noire (Charentes) and Prunelard (Gaillac).



Originally from the South West of France

on the terroirs of the Cahors appellation.



A distinctive and specific organoleptic profile

Intense colour and complex structure, remarkable aromas and notes of black fruits and a freshness that sets it apart from other Argentine Malbecs.

**bettane +
desseauve**



*AOC Cahors could become
'the new Pomerol
within 15 years'.*

Michel Bettane,
Editor in Chief

Malbec from its native terroir

It is in Cahors, in the Lot region, on the foothills of the Massif Central, between the causses and rivers, on a mosaic of soils shaped by a complex geology over millions of years, that Malbec has revealed its most beautiful and authentic expressions for centuries.



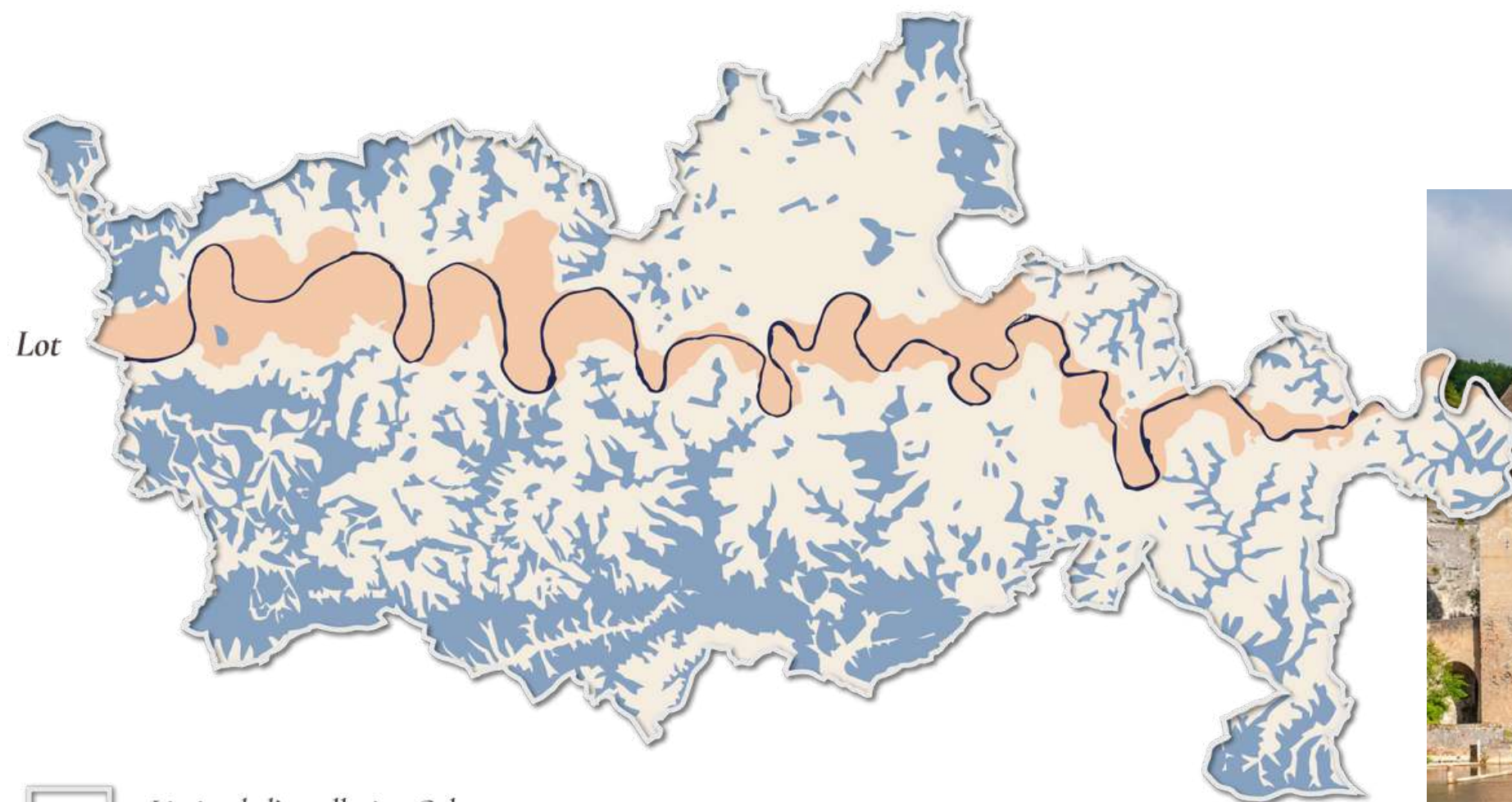
2000 years

that the Malbec grape variety
is tasted in France and abroad



85%

of the grape varieties in
the Cahors vineyard are
Malbec.



Limite de l'appellation Cahors

The boundaries of the Cahors appellation



Terrasses de la Vallée du Lot (<200 mètres d'altitude)

Lot Valley Terraces (<200 m altitude)



Plateau calcaire (200 à 300 mètres d'altitude)

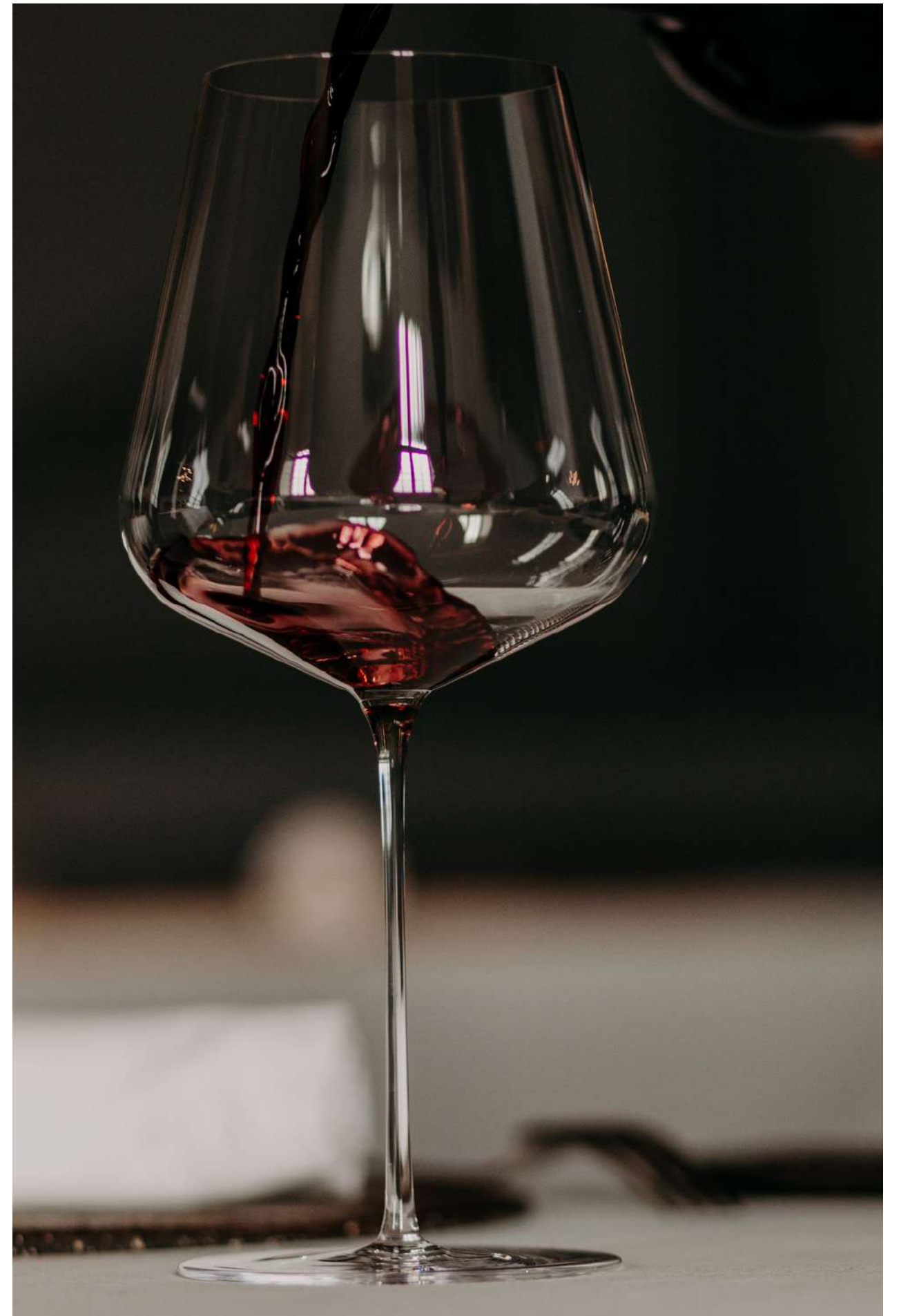
Limestone plateau (200 to 300 m altitude)



The mission Famille G. Vigouroux

Reveal to the world the exceptional character of French Malbec.

The G. Vigouroux family tirelessly highlights the excellence of the Malbec grape and the exceptional richness of its terroir. Château de Mercuès, a wine-growing Relais & Châteaux estate, rooted on the third terrace of the Lot Valley, stands as a true "Malbec Destination," while Château de Haute-Serre, located on the siderolithic plateau from the Kimmeridgian, stands out as an exception thanks to the bold signature of its terroir.





Manifesto Famille G. Vigouroux

"At Family Vigouroux, we champion the excellence and grandeur of French Malbec in its finesse and complexity; when it expresses its unique identity and tells the story of its birthplace. As passionate winemakers, we are convinced that this internationally recognized grape variety expresses itself nowhere as well as on the great terroirs of Cahors. On its original lands, in northern Occitania, in Cahors, Malbec reveals its exceptional potential to be among the greatest wines in the world."

FG Vigouroux

The finesse of the Malbecs from Famille G.Vigouroux



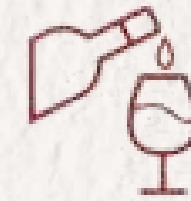
Historical 'jewel' terroirs

A meticulous and uncompromising selection of the appellation's best terroirs.



High-density cultivation

While the average planting density in the appellation was 4,000 vines per hectare, the Vigouroux family increased it to 6,666 vines per hectare. The result: a concentration of aromas.



All the expertise of a renowned winemaker

Bertrand-Gabriel Vigouroux recognised as the world's best Malbec winemaker in 2024.

the
drinks
business



**'Quite simply
the best French
Malbec I've
ever tasted...'**

Colin Hay, The Drinks Business
Bordeaux Correspondent



Bertrand-Gabriel Vigouroux, Malbec expert winemaker

Representing the fourth generation of the family, Bertrand-Gabriel Vigouroux aims to carry on the achievements of those who came before him, while bringing his own vision and fostering a collective dynamic — that of a team and an entire family.



*Château
de
Haute-Serre*



Château de Mercuès



Château de Haute-Serre

Great wines are not born by chance, nor
on just any land...

A historic vineyard with exceptional terroir, Château de Haute-Serre has continuously highlighted the finest expressions of French Malbec since the 16th century. On its lands, a natural alchemy takes place where nature delivers the excellence of a hidden treasure revealed in every vintage and offered to us in every sip.

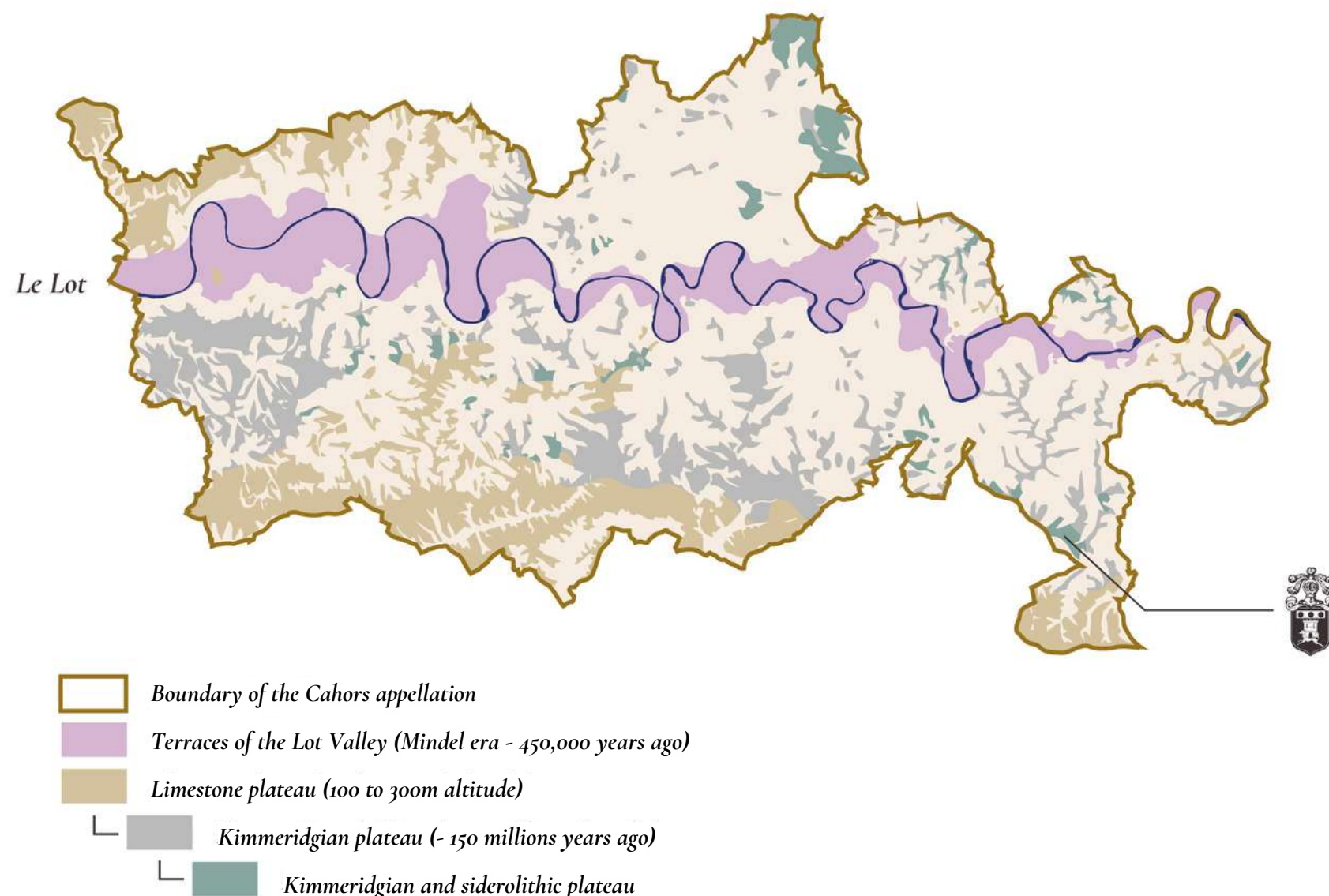


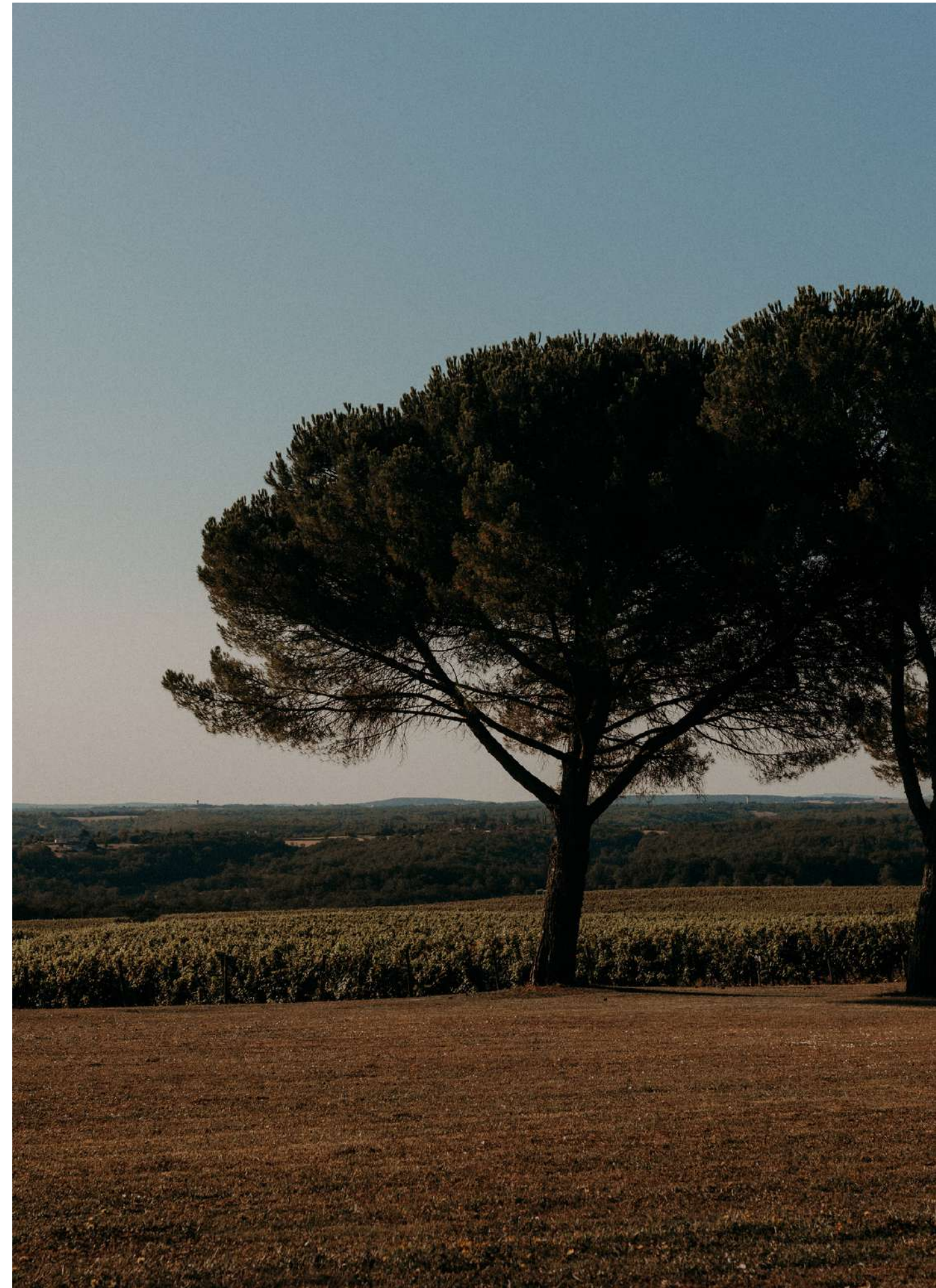
A virtuoso terroir.

At the heart of the vineyard lies an invaluable underground treasure that gives the vines an unparalleled superior quality

blue clay.

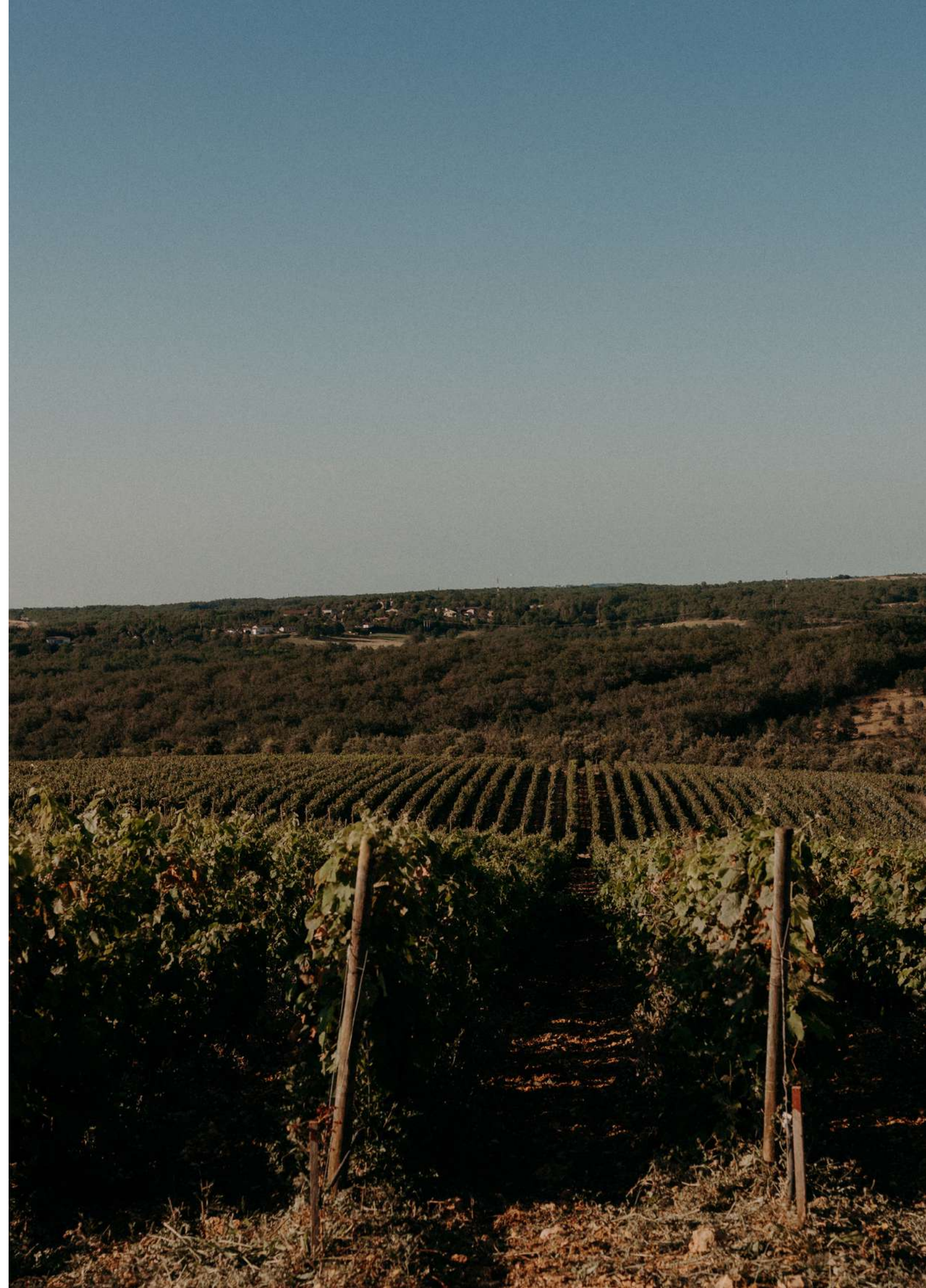
This natural rock material, in the form of a vein running through certain plots of the estate, is a rare natural element that allows the vines to better regulate their access to water and minerals. The blue clay, forming a water reserve, is considered a precious and natural source.







Silky tanins Malbecs...





GRAND MALBEC - 2023

AOP Cahors - 100% Malbec

The "Grand Malbec" cuvée represents the culmination of 15 years of research and exploration by the expert winemaker Bertrand-Gabriel Vigouroux. This wine benefits from a subsoil rich in blue clay, a natural element that provides the Malbec with optimal regulation of water and minerals. The result: an unparalleled Malbec, with deep aromas of ripe fruits and spices, embodying the essence of French Malbec.

ICÔNE - 2015/2020

AOP Cahors - 100% Malbec

The "Icône" cuvée comes from a plot planted at high density (6060 vines/ha) and benefits from the rare and sought-after subsoil, rich in blue clay. The vines are meticulously cared for, with each grape being carefully monitored throughout its maturation. This meticulous work results in an unparalleled Malbec, with aromas of ripe fruits and spices.





GÉRON DADINE - 2017/2018

AOP Cahors - 100% Malbec

A valiant protector and owner of the estate in the 16th century, Geron Dadine lends his name to this cuvée. Exclusively made from vines planted at high density, this deep wine with spicy notes reveals elegant, silky tannins, perfectly sculpted; a signature of the estate's excellence.

GEORGES - 2020

AOP Cahors - 100% Malbec

The "Georges" cuvée honors the pioneer and visionary Georges Vigouroux, who, by rehabilitating the historic Haute-Serre vineyard in 1971, recognized the potential of this terroir, a place of rich biodiversity. The grapes, coming from the estate's best plots, produce a wine with silky tannins and aromas of spices and black fruits.





LUCTER - 2022

AOP Cahors - 100% Malbec

The "Lucter" cuvée honors the last warrior of the Gallic War, a determined resistor deeply attached to his Cahors lands. A delicate and indulgent wine, with notes of peppermint and stewed red fruits, it illustrates the uniqueness of Haute-Serre.

OPUSCULE DE HAUTE-SERRE, PRUNELARD 127 - 2022

IGP Côtes du Lot - 100% Prunelard

Through the rare and ancient grape variety, the "father" of Malbec, Bertrand-Gabriel Vigouroux explores a new facet of the Haute-Serre terroir. This 100% Prunelard is the result of work initiated 10 years ago on the estate. An ambivalent wine, it reveals notes of prunes, pepper, and garrigue, along with silky tannins.





OPUSCULE DE HAUTE-SERRE, PINOT NOIR 127 - 2022

AOP Cahors - 100% Malbec

The king of great wines, Pinot Noir finds its place on plot 127 of the Haute-Serre estate. The similarity in typicity between the Kimmeridgian limestone soils of Vosne-Romanée and Haute-Serre highlights the clear opportunity to explore the grape and its expressions. Notes of vibrant fruits and coffee, accompanied by smooth and elegant tannins, offer a beautiful interpretation of Pinot Noir.

OPUSCULE DE HAUTE-SERRE, MALBEC SOBRE - 2022

Dealcoholized wine- 100% Malbec

Coming from the vines of Château de Haute-Serre and its Kimmeridgian terroir, this 100% de-alcoholized Malbec cuvée is concentrated in fruit and reveals all the authentic aromas of the grape, influenced by the blue clay and iron concretions. Elegant, the spirit of the terroir is precisely captured in the bottle.





ALBESCO DE HAUTE-SERRE - 2022

IGP Côtes du Lot - 100% Chardonnay

Chardonnay adapts perfectly to the Kimmeridgian soil of the estate, expressing its opulent flavors of pear and ripe citrus. This cuvée, named "Albresco," means "I become white" in Latin.

CYBÈLE DE HAUTE-SERRE - 2024

IGP Côtes du Lot - 100% Malbec

"Cybèle", the goddess of wild nature, lends her name to this cuvée as a nod to the biodiversity of the estate. The grapes for this 100% Malbec rosé are harvested early in the morning to preserve the freshness of the fruit and allow for an optimal expression of the terroir in this sensual and unique wine.





BELLEFLEUR DE HAUTE-SERRE - NM

Vin de France - 100% Malbec

This 100% Malbec brut rosé cuvée, with its violet hues, combines fine bubbles and the lightness of red fruit, crafted using traditional methods for a fruity and aromatic result.





Château de Mercuès

Malbec destination



A sacred treasure and true haven of peace in Occitania, the Château de Mercuès, perched on its dizzying cliff, overlooks the Lot and dazzles with its grandeur. As a wine-producing Relais & Châteaux property and a prestigious place of hospitality since its beginnings, it is a dream destination for a timeless escape in the heart of nature. This majestic site, steeped in history, invites you on a unique journey in France; at the heart of the great Malbecs.



The temple of exceptional French Malbecs.

In the tranquility of this Malbec temple, Bertrand-Gabriel Vigouroux orchestrates with precision and passion every step of the winemaking process. The rigorous selection of grapes, cuve by cuve, plot by plot, along with long pump-overs to extract the most delicate tannins, allow the amphorae and barrels to reveal the quintessence of French Malbec.

*Malbecs
with a velvet touch...*









ICÔNE - 2015/2020

AOP Cahors - 100% Malbec

The "Icône" cuvée is the result of an intra-parcel selection planted at high density, with its winemaking crafted with meticulousness and precision to produce an exceptional cuvée: seductive, powerful, with fine and velvety tannins.



6666 - 2018/2020

AOP Cahors - 100% Malbec

This cuvée from Château de Mercuès is the result of all the technical expertise dedicated to our Malbecs. Its name reflects the exceptionally high density chosen for the Mercuès vineyard, 6666 vines per hectare. The concentrated aromas of candied fruits and velvety tannins create a wine full of indulgence.



LES ÉVÊQUES - 2020

AOP Cahors 100% Malbec

A nod to the first occupants of the estate, the "Les Evêques" cuvée honors its guests with the richness of its elegant and velvety tannins. An intense wine with aromas of black fruits.

LES AILES DE MERCUÈS - 2020

AOP Cahors - 85% Malbec, 15% Merlot

"Les Ailes de Mercuès," a nod to the winged headdress of the God of travel, Mercury, is a wine with crisp black fruit aromas, offering remarkable freshness.





ARPÈGE DE MERCUÈS - 2024

IGP Côtes du Lot - 100% Malbec

L'Arpège, a succession of notes that leads towards harmony, reflects the precise viticulture carried out by Bertrand-Gabriel Vigouroux to bring this Malbec rosé from the Lot Valley to express itself with freshness and redcurrant.

LE CHENIN DE MERCUÈS - 2022

IGP Côtes du Lot - 100% Chenin

Bertrand-Gabriel Vigouroux decided to plant Chenin at Mercuès to showcase the full potential of this grape variety on its terroir of origin. This wine combines freshness with aromas of white fruits and pear.





Domaine
— DE —
TOURNELLES

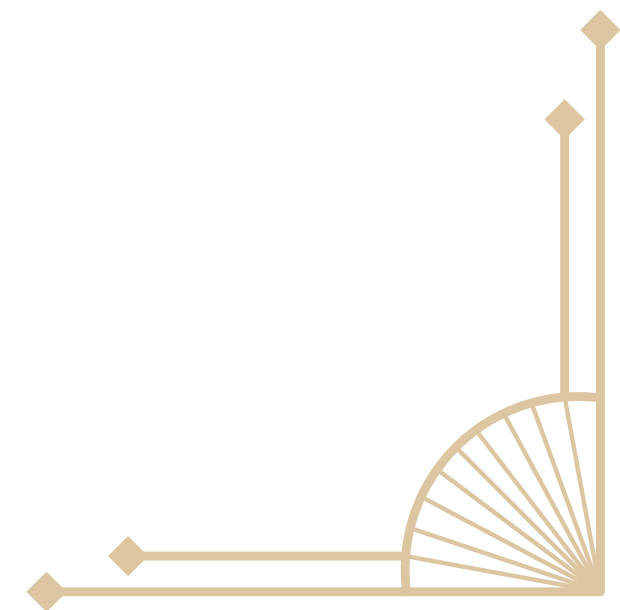




The Domaine de Tournelles is a small 15-hectare vineyard located on the borders of the Buzet appellation, in Calignac, between Garonne and Gascog. The vines thrive on the rolling hills, rich in nectar-producing vegetation.

On a rocky, clay-limestone plateau, the vineyard overlooks the Garonne Valley. The climate is mild and temperate, influenced by the ocean. The vineyard is surrounded by various fruit crops and benefits from the region's rich biodiversity. At the top of the hills, the clay-limestone terroir combined with abundant sunshine allows the grapes to reach their ideal maturity.

The unique qualities of this terroir quickly won the heart of winemaker Bertrand-Gabriel Vigouroux. A native of Occitania, he saw it as a place to freely express his boundless passion for vines.





Today, the winemaker is committed to managing the vineyard with minimal interventions, fostering exchanges between animal and plant species, and respecting the exceptional biodiversity of the region.

DOMAINE DE TOURNELLES
**The bees reign supreme here, and
their song is divine as it
harmonizes with the deep notes of
the wine.**



CUVÉE DE LA REINE - 2020

AOP Buzet - Malbec, Cabernet Franc

An elegant and harmonious wine, offering beautiful freshness and a velvety texture. The nose reveals subtle notes of cocoa and a refreshing hint of eucalyptus.

LE CHANT DES ABEILLES - 2020

AOP Buzet - Cabernet Franc, Cabernet Sauvignon, Malbec, Merlot

A light and fruity wine with aromas of raspberries and redcurrants, enhanced by a refreshing eucalyptus note on the palate. A minimalist vinification reveals the purity of the terroir.



CUVÉE DE LA REINE - 2024

AOP Buzet - Sauvignon Blanc

The Cuvée de La Reine, a pale and elegant Sauvignon Blanc, offers intense aromas of pineapple and grapefruit. Its smooth and balanced palate combines delicacy with controlled freshness.



Malbec lifestyle

Famille G. Vigouroux

Aesthetics, elegance, craftsmanship, hedonism...
values embodied by the Vigouroux family, which
they express through their Malbec expertise.

*Malbec,
More than a grape variety,
A state of mind,
A philosophy!*





Famille G. Vigouroux

FRENCH MALBEC SINCE 1887