

Brilliant Archetypes

DELVING INTO THE PORTFOLIO OF C. MONDAVI & FAMILY'S VILLA PEREIRE

by Deborah Parker Wong

A VILLA WITHIN sight of the serene Pereire Beach on the southwestern coast of France provided the inspiration for the wines of Villa Pereire (*pair-AIR*), C. Mondavi & Family's newest overseas wine venture. Just 30 minutes west of Bordeaux, the seaside village of Arcachon, which is heralded for its oyster harvest, is home to the picturesque 18th-century villa known to the locals as L'Éclat, or "The Brilliant."

The three wines that comprise the Villa Pereire portfolio—a classic Bordeaux Blanc, a monovarietal Merlot, and a Côtes du Rhône—were crafted from selected small lots by producers who harvested for ideal flavor profiles. The winemaking team at C. Mondavi had a hand in determining the final blends for the wines, which are clean and refreshingly archetypal. For instance, in the case of the white wine, a blend of 85% Sauvignon Blanc and 15% Sémillon that spent six months in neutral oak, vibrant grapefruit and saline

notes make for a flavor profile suited to piqueing U.S. consumers' continued interest in Sauvignon Blanc.

David Brown, president and CEO of C. Mondavi & Family, attributed the impetus for the development of the brand to the Peter Mondavi Sr. family's keen interest in paying homage to world-class regions: "We wanted to develop a brand from the ground up that would reflect our company values and appeal to a younger audience," he says. In support of Arcachon's renowned beaches and waterways, Villa Pereire donates 1% of sales to various approved environmental organizations as a certified member of 1% for the Planet.

"With Villa Pereire, we selected producers that possessed those same values, including a commitment to quality and sustainable techniques—a natural fit and a way to diversify our portfolio for a broader [consumer base]," said Brown. **81**

Villa Pereire 2021 Côtes du Rhône, France (\$23) A very well-made, textbook example of Côtes du Rhône with a medium-deep hue as well as notes of beautifully lifted red fruit, including raspberry; cracked pepper; and star anise. Showing intensity and range, it has ample weight on the palate yet is so well balanced; enjoyable from the moment it's opened, it develops further with some aeration. Grenache provides the foundation, while Syrah adds layered complexity and a small amount of Mourvèdre lends aromatic range. **93** —*Bob Paulinski, MW*

Villa Pereire 2020 Bordeaux Rouge, France (\$23) This is very well crafted, possessing wonderful aromatics of cassis, ripe plum, blackberry, and dark cherry. A balanced level of concentration and weight meets a slight savory note and a texture that's medium-full, round, and accessible; subtle oak character lends polish and refinement. Nice length on the back palate along with well-integrated tannins. Produced entirely from Merlot. **92** —*B.P.*

Villa Pereire 2021 Bordeaux Blanc, France (\$23) Pale, youthful appearance with a slight greenish tinge. Lifted aromas of fresh herbs. Light citrus notes are fresh, bright, and pure on the palate, which strikes a nice balance between vibrancy and richness while nicely layered oak adds complexity. Made from 85% Sauvignon Blanc and 15% Sémillon. **90** —*B.P.*

C. MONDAVI & FAMILY

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