



HB Wine Merchants to Import Benchmark Cahors Malbec From Malbec Specialist Domaine du Théron

New York, NY, June 7, 2016 – HB Wine Merchants (HBWM) confirms its appointment as importer for Domaine du Théron, a leading estate in the Cahors AOC in southwest France, a region known as the birthplace of Malbec.

“Americans love Malbec and, we believe, are ready to embrace a Malbec that offers the fruit-forward style favored by contemporary wine lovers, along with the architecture and density of a traditional Cahors,” -- Robert Shack, founding owner, HBWM

Domaine du Théron Cuvée Prestige 2011 offers both in spades, plus a hallmark minerality. That minerality derives from a presence of volcanic soil at the property -- unusual in Cahors. It is what drew HBWM to import this estate and for its owners, the Pelvillain family, to acquire Domaine du Théron in the first place. Owner-winemaker is the Malbec “experts' expert,” Didier Pelvillain, who has 40 Cahors vintages under his belt and broad experience working with various areas of Cahors, where the family owns three vineyard estates.

Domaine du Théron is a 30-acre property in the village of Prayssac. Here, in the Lot Valley, with its sheltered, sunny terraces, the “Black Wines of Cahors” (a reference to their inky color) are a little fleshier and more open, hence ready to drink a bit earlier. Didier Pelvillain started making wine at Domaine du Théron in 2011, before going on to buy the property in 2013. Under his leadership the estate has attained new heights. Aply negotiating the delicate balance between tradition and modernity, he and his brothers have invested in the best, including a state-of-the-art winery in the medieval village of Albas and over 300 top-quality French oak barrels in the cellars.

Domaine du Théron Cuvée Prestige is the estate’s flagship wine, a 100% Malbec from the property’s best parcels. Unlike many Cahors wines, which are blended with Merlot, this is 100% Malbec. No softening Merlot is used here thanks to the age of the vines (average 29 years) and Pelvillain’s expertise working with Malbec. Low yields from sustainably-grown fruit (38 hl/ha) result in an incredibly concentrated wine, with the rich black color that is a signature of Cahors.

**Domaine du Théron Cuvée Prestige Malbec 2011 retails for approx. \$18 per bottle
Available nationwide**

High-res bottle shot available at:

http://hbwinemerchants.com/welcome/image_viewer.php?File=pages/bottles/ddtprestige11bottle.jpg

Known for finding unique yet consumer-friendly wines, HB Wine Merchants is a wholesale producer, importer, and marketer of fine wines in the United States. They represent more than 60 growers of estate-bottled wines in Burgundy, Chablis, the Rhône, Loire Valley, Alsace and Southern France as well as Spain, Portugal, New Zealand, Australia, France, Germany and Italy.

Jane Kettlewell, Creative Palate Communications
E. Jane@CPalate.com or T. 718-704-4041

Kate Corcoran, Creative Palate Communications
E. Kate@CPalate.com or T. 347-239-1976