

FAMILLE LAUDET

LA TEUF GROS MANSENG

Wine Style
A bright, dry, high-acid Southwest French white combining Gros Manseng's aromatic character and texture with a small amount of Colombard for lift and linear freshness.

Why This Wine?
La Teuf offers the freshness people already want from white wine without giving them another Sauvignon Blanc or Pinot Grigio. Gros Manseng and Colombard are rooted in Southwest France but remain largely undiscovered by American consumers, and Cotes de Gascogne delivers genuine regional character without the provenance premium attached to better-known French appellations. The result is an energetic, distinctive white that overdelivers for the price and gives buyers something new without asking their customers to embrace a challenging style.

Tell This Story
Eight generations of Armagnac pedigree, and La Teuf shows what happens when that history becomes a starting point rather than a set of rules. Cyril brings together Gros Manseng from the family's historic Bas-Armagnac estate and its Atlantic vineyard, and Communal works with him each vintage to add just enough Colombard to keep the wine bright, linear and refreshing. Then there is the name: La Teuf means “the party.” Zachary Fleming's disco-ball label makes an unfamiliar grape feel inviting rather than intimidating. It is serious provenance without taking itself too seriously - and a fresh way into an overlooked corner of France.

Common Objection
"Nobody knows what Gros Manseng is."
They do not need to. Lead with what the customer already understands: a crisp, aromatic, dry French white with bright acidity. Gros Manseng becomes the discovery rather than the hurdle. The playful label gives the wine an immediate visual entry point, while the price allows someone to explore a lesser-known region and grape without paying the premium commanded by more familiar French appellations.

Food Pairing & Cross-Sell
The combination of acidity, aromatics and texture makes La Teuf particularly useful with seafood, shellfish, fresh cheeses, salads, grilled vegetables and dishes with herbs or citrus. Its freshness also makes it a strong aperitif. Position alongside other crisp, mineral or high-acid whites for customers considering Sauvignon Blanc, Picpoul, Albarino or other coastal and aromatic European whites. The opportunity is not to present La Teuf as an imitation of those categories, but as another route to the freshness the customer is already seeking.

One Thing to Remember
Sell the freshness first and let Gros Manseng be the discovery.