

DOMAINE MORIN-LANGARAN

PERDU PICPOUL

WINE STYLE

A crisp, mineral-driven Mediterranean white with vibrant acidity, citrus freshness and a distinctive saline finish.

WHY THIS WINE?

Picpoul is one of France's classic indigenous white grape varieties, grown almost exclusively around the Bassin de Thau in southern France. This unique coastal environment—Mediterranean sunshine, cooling sea breezes and limestone-rich soils—creates a style that is unmistakably Picpoul: bright citrus, lively acidity, mineral tension and a subtle saline character. Because the appellation is small and geographically defined, Picpoul remains a genuine regional specialty rather than an internationally planted variety.

TELL THIS STORY

Every wine region has a grape that simply belongs there. Picpoul belongs here. For generations, families around the Bassin de Thau have enjoyed Picpoul with local oysters harvested from the lagoon. While much of the wine world focuses on international varieties, Picpoul has quietly remained true to its home. That is why Communal selected it: authentic, place-driven, and memorable.

COMMON OBJECTION

"I've never heard of Picpoul." Perfect. That is the opportunity. Introduce it as one of France's classic indigenous white grapes and invite customers to discover something new. "I already have a Picpoul. There isn't enough demand for two." If your current Picpoul is selling, that validates consumer interest in the category. Perdu offers a different expression from a historic producer beside the Bassin de Thau, where maritime influence creates the vibrant saline style that made Picpoul famous. It provides a different story, a different producer perspective, and an opportunity to offer a benchmark example of the appellation.

FOOD PAIRING & CROSS-SELL

Perfect Pairings: Oysters, shellfish, grilled fish, sushi, fresh salads and goat cheese. Cross-Sell: Sauvignon Blanc, Pinot Grigio, Albariño and Muscadet.

ONE THING TO REMEMBER

Some wines become famous because they are planted everywhere. Others become memorable because they could only come from one place. Picpoul is one of them