



HACIENDA
Araucano
NATURAL STYLE
FRANÇOIS LURTON

Chile is a country with an exceptional geography. Wedged between the Andes and Pacific, a multitude of valleys with diverse climates gives an astonishing number of different terroirs. Naturally protected from outside diseases and with a natural climate so pristine, the vines grow with great vigor and make 'natural' viticulture a real possibility.

Jacques and François saw this great opportunity when they chose to set up in the relatively cool Lolol valley, a sub-region of the Colchagua valley. Having bought an ideally situated domain on the mountainous pre-Andes slopes, next to the picturesque village of Lolol, they built a winery and planted vines with a view to the production of great wines. Early on, they recognized that working in harmony with the favorable conditions produced healthier vines, more concentrated grapes and better wine. In 2008, the estate has been run entirely under organic principals, with certification starting on vintage 2012. More recently, biodynamic principals were incorporated. The effect of all these green actions has been increased biodiversity in the vineyards, the elimination of artificial chemicals of any kind and increased plant health. The resulting grapes show better physiological ripeness and better balance of acids and sugars, producing wines with better aromatic profiles, improved balance and more varietal character.

The 26 hectare vineyard at the Lolol estate is being used as a pilot, the practices of which are being applied to the other François Lurton estates across the globe.

The eco-responsible logo below is an emblem not only of this commitment to the vineyards and land, but to the greater environment through intensive recycling, reclamation, reuse and conservation initiatives in the winery, offices and the product packaging itself.

Beginning with the concept that it is possible to create world-class wines, within regions of great quality potential, brothers Jacques and François Lurton began several projects — first in France, then in Argentina, Chile and Spain and Portugal.

In 1997, after years of investigation, they founded the JFL Chile partnership, Hacienda Araucano, just outside the small historic village of Lolol in the Lolol Valley, a sub-region of the famous Colchagua Valley. The estate is located in a high valley that runs from East to West, which funnel cold air from the Pacific Ocean. The large temperature differences between the sea and the land create a white fog to develop, which can be seen most mornings just above the estate vineyard here. With hot, dry days and foggy, cool nights, the production of fine wine is ideal — particularly for Sauvignon, Syrah and Pinot Noir.

The wines produced are vinified from grapes produced on two estate properties — the previously mentioned 26 hectare Lolol estate vineyard and the 15 hectare Chomedaue vineyard further down in the Colchagua Valley, where Carmenere and Cabernet excel. Some grapes are bought from viticulturists, who sign specific contracts for high quality production under strict vineyard management from the Lurton viticultural team. All of the red wines (with the exception of Araucano Pinot Noir) are produced from grapes from the Colchagua Valley, while some of the white wine is sourced from grapes from the Casablanca Valley, known for having a great microclimate for the production of white wine grapes.

Since their introduction to the United States markets, the Araucano, Gran Araucano and Alka wines have been an overnight success, garnering best buy accolades and top scores from such publications as the Wine Spectator, Wine Enthusiast, Wine Advocate and Wine & Spirits. It is no surprise that the so-called “flying wine makers” would create excellent wines from Chile. Their concept of producing world-class wines in countries and areas of great potential still holds true and they are consistently bringing exceptional wines to the market.

Today, the company operates in four countries as Domaines François Lurton.

<http://www.francoislurton.com/en>



François Lurton represents the fifth generation of the Lurton wine family, wine producers in Bordeaux since 1897. He created his own business in 1988 with his brother, Jacques, which today he runs single-handedly. Today he is the owner of a number of unique vineyards in five countries in both hemispheres of the world; Argentina 1996 (Mendoza), Chile 1999 (Colchagua), Spain 2002 (Rueda, Toro, Castilla y Leon), France 2001 (Languedoc-Roussillon, Gers), Portugal 2006 (Douro).



Our objective, is to guide the Chilean wine-growing sector towards sustainable wine production, based on a high social, environmental and quality standard. The certification is a transparent independent process carried out through certified companies inscribed in the certifier's Sustainability Code registry. What is certified is the company's sustainable management, obtaining the right to use the “Certified Sustainable Wine of Chile” seal.



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