

LUXE RURAL

News from Domaines Paul Mas

EDITION 15



DOMAINES PAUL MAS

LE LUXE RURAL DEPUIS 1892



Today, the Domaines Paul Mas are made up of 45 different grape varieties, planted across a mosaic of terroirs enjoying different microclimates across 15 domaines in the Languedoc-Roussillon, within which Jean-Claude Mas has identified 17 terroirs which offer to each one of these grape varieties very individual characteristics.

“Respect, understand and accompany nature” is the motto of Domaines Paul Mas.

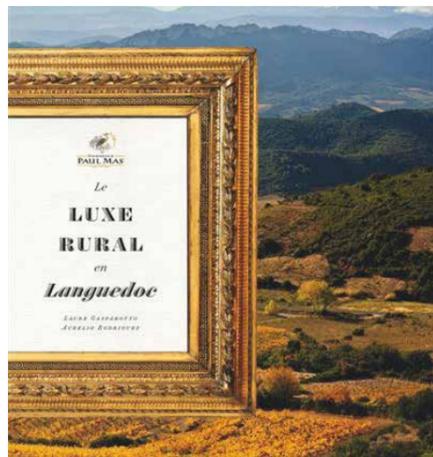
“Nature is generous, you need to listen to her to better understand and accompany her.”



BEST WISHES FROM JEAN-CLAUDE MAS

Jean-Claude Mas sends you his best wishes for this new year and reveals Domaines Paul Mas' ambitions for 2022.

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RURAL LUXURY IN LANGUEDOC

Winegrower Jean-Claude Mas reveals his Rural Luxury in a beautiful book published by Glénat, under the pen of Laure Gasparotto, journalist at Le Monde.

page 3



OUR SUMMER WINES

Discover our iconic 2021 rosés with an exclusive signature bottle, a new appellation and loads of freshness!

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RECIPES

The chefs of the Côté Mas restaurant continue to unveil their flagship recipes, a lovely expression of Rural Luxury.

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BEST WISHES FROM JEAN-CLAUDE MAS



Jean-Claude Mas and Eden

The beauty of our type of work lies in what nature gives us. Yes, the two most recent years are among those where anything could happen, and everything did!

We must recognise that nature, but also human nature helps us to find the balance and harmony which create the magic and beauty in our world, of viticulture and of wine.

We need to know how to listen, understand, assimilate, react, give and receive and then the satisfaction of a job well done gives us the pleasure of drinking a good glass of wine.

2020, the year the pandemic began, saw a magnificent harvest for those who knew how to overcome the ambushes that the weather had in store for us, the lack of workforce, the worries, and frights we and our clients all suffered.

2021, the year that has broken all the records for harvest losses, problems of allocations of dry goods, problems of transport, uncertainties in the global political situation and distinct lack of workforce to carry out the harvest and other important work.

In all of that it was important not to only see challenges: better to innovate, discover, step out of our comfort zones and away from received ideas, question ourselves, work harder; in summary reinvent ourselves to feed our philosophy, our values and to continue to produce wines which truly represent us.

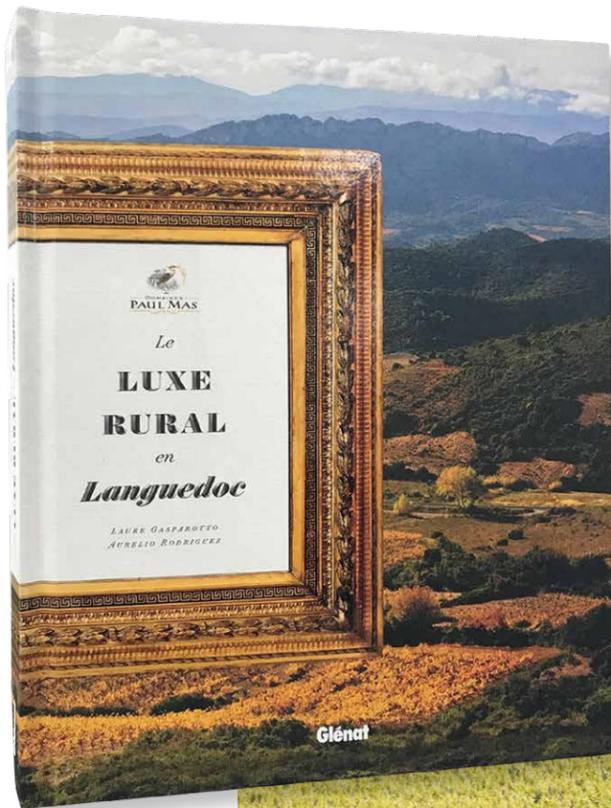
In this our way of living, 'rural luxury' was the fuel of our passion and of our creativity.

I hope that in our teams and our families, we go into 2022 with the peace and tranquility which we have up to now had to feign, that excellence remains our goal to be able to taste wines which surprise, which give to those who taste them the greatest satisfaction and the strongest emotions. I hope that beyond simple pleasure, that our wines bring you a little of our dream and some well-being.

In hoping we can share some good moments together at the earliest opportunity, I wish you a good and happy 2022.

*Jean-Claude Mas,
Owner and Winemaker*

RURAL LUXURY IN LANGUEDOC



Jean-Claude Mas unveils his Rural Luxury in a very beautiful book published by the publishing house Glénat, under the pen of Laure Gasparotto, journalist at the newspaper Le Monde.



Clos Astelia

Owner of 15 estates across 850 hectares of vineyards from the Rhône to the Pyrenees and from the Cévennes to the Mediterranean, Jean-Claude Mas is the ambassador of the Languedoc and the champion of a certain art of living that he calls "Rural Luxury".

"In the Languedoc, you can grow from what you do, not from what you own", asserts Jean-Claude Mas.



View of the Canigou from Château Lauriga vineyards

Raised near Pézenas, the man is at the image of an Occitanie which reinvents itself day by day, proud to work his terroirs with the open-mindedness of the New World. Since 2000 and the creation of Domaines Paul Mas, he has established himself as the promoter of a luxury of the earth, which is the opposite of the luxury of the frivolous. To explore his properties spread over the Limoux, Terrasses du Larzac, Pézenas, Pays d'Oc, Grés de Montpellier, Corbières, Minervois, Roussillon, Costières de Nîmes appellations, it is with all senses awake, and spirit connected to the elements that he cultivates the vines and produces his wines, inspired by nature and his instincts.

"At home, innovation and tradition combine to feed a philosophy that we define as "Rural Luxury": we want to create great affordable wines and stimulate real emotions, only from the senses. Isn't that the luxury of today?"

Jean-Claude Mas shares the passions that drive him on a daily basis: landscapes with a strong character, from Carcassonne to Sète and from Perpignan to Nîmes; obvious, subtle or complex wines, from forty-five different grape varieties; the pleasures of flavours at the Côté Mas restaurant, established with a guest house in the winery at Montagnac, his "fief"; the love of horses housed nearby in a corral, for riding and ploughing; the need for simple products from the vegetable garden, the orchard, the beehives, the sea, and the meadows, which he cooks himself; the science of fine mechanics to be repaired and revved up; the sense of noble materials, art and craftsmanship...

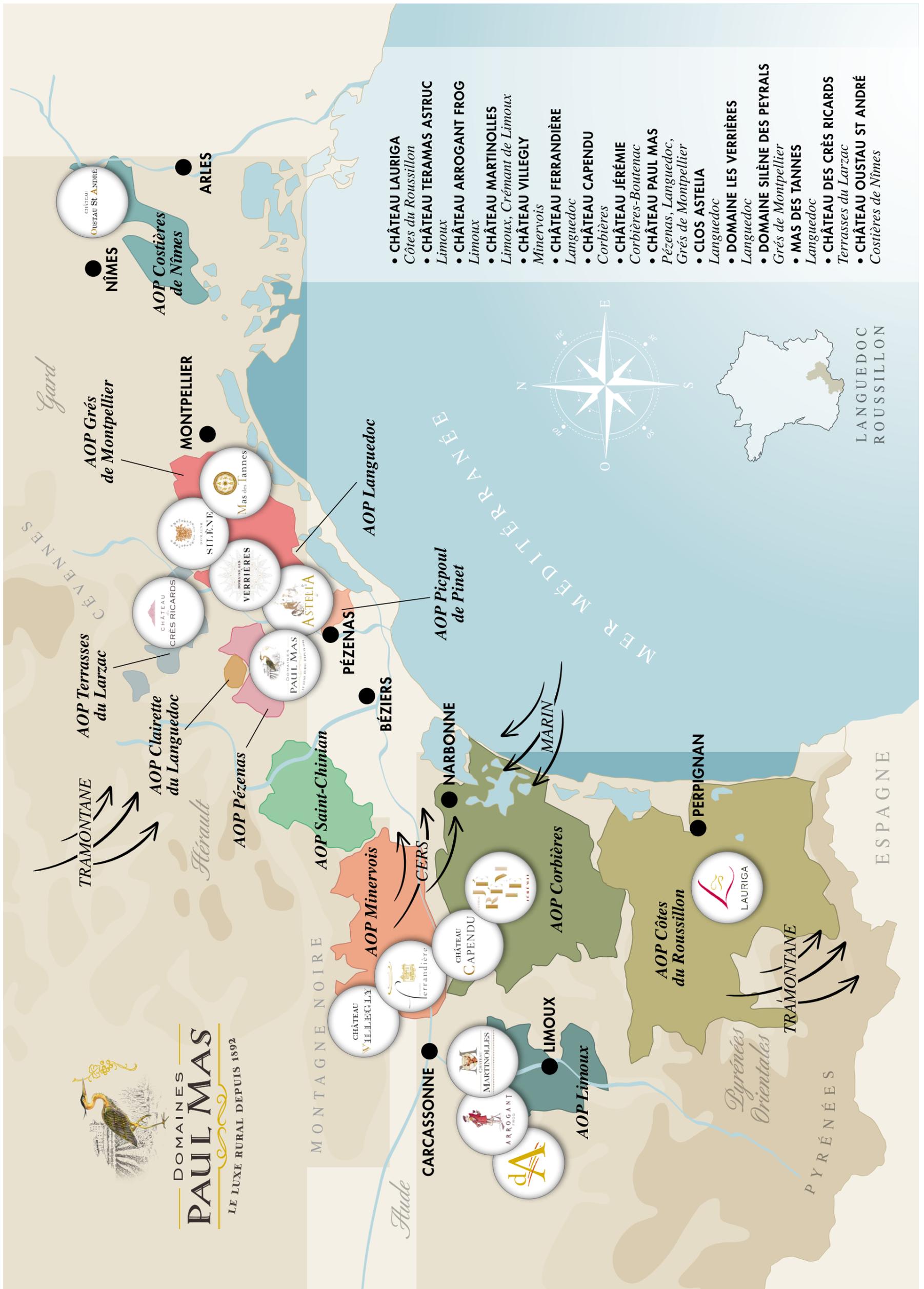
With this book, Jean-Claude Mas offers a real invitation to discover his native region.



The flooded vineyards of Domaine de la Ferrandière

Available for sale in French bookstores or online at www.cote-mas.fr

MAP OF THE ESTATES



ROSÉS 2021: AN ENCHANTMENT!



The very healthy condition of the grapes at the start of the harvest, just before the first rains, allowed us to be patient to harvest at optimum aromatic maturity.

The extraction of anthocyanins (which give the wine its colour), was not too marked, which lends the rosés a very clear and attractive hue with, for some, bluish, orange-pink or mauve hints.

With notes of forest fruits and wild strawberries, sometimes cherries, and raspberries, even very floral notes of white flowers, the 2021 rosés offer a very successful and promising vintage to brighten up 2022.

From a more general point of view, Languedoc rosés benefit from a good balance between freshness and roundness in the mouth, with a complex elegance to say the least. Qualitatively, the 2021 rosés are excellent.

From left to right:

Jean-Claude Mas - Mon Rosé - IGP Pays d'Oc

Chai Mas Rosé - IGP Pays d'Oc

Côté Mas - Rosé Aurore - IGP Pays d'Oc

DA - Pastel de Rosé - IGP Pays d'Oc

Jardin de Roses - AOP Languedoc

Château Paul Mas Rosé Bio - AOP Languedoc

Jean-Claude Mas - Rosé Aurore - IGP Pays d'Oc

CLAIRETTE FROM LANGUEDOC

Produced from a single grape variety, the Clairette grows in the smallest and most historic appellation of Languedoc.

Clairette was vinified during the Gallo-Roman era and for more than 2,500 years.

Today Jean-Claude Mas uses his know-how to obtain a wine appreciated by modern palates, while respecting the precious heritage of the region. This wine is fruity, floral, warm, and rich with a nice roundness. It will accompany your dishes of grilled fish, shellfish, white meats and is also an excellent aperitif.

From left to right:

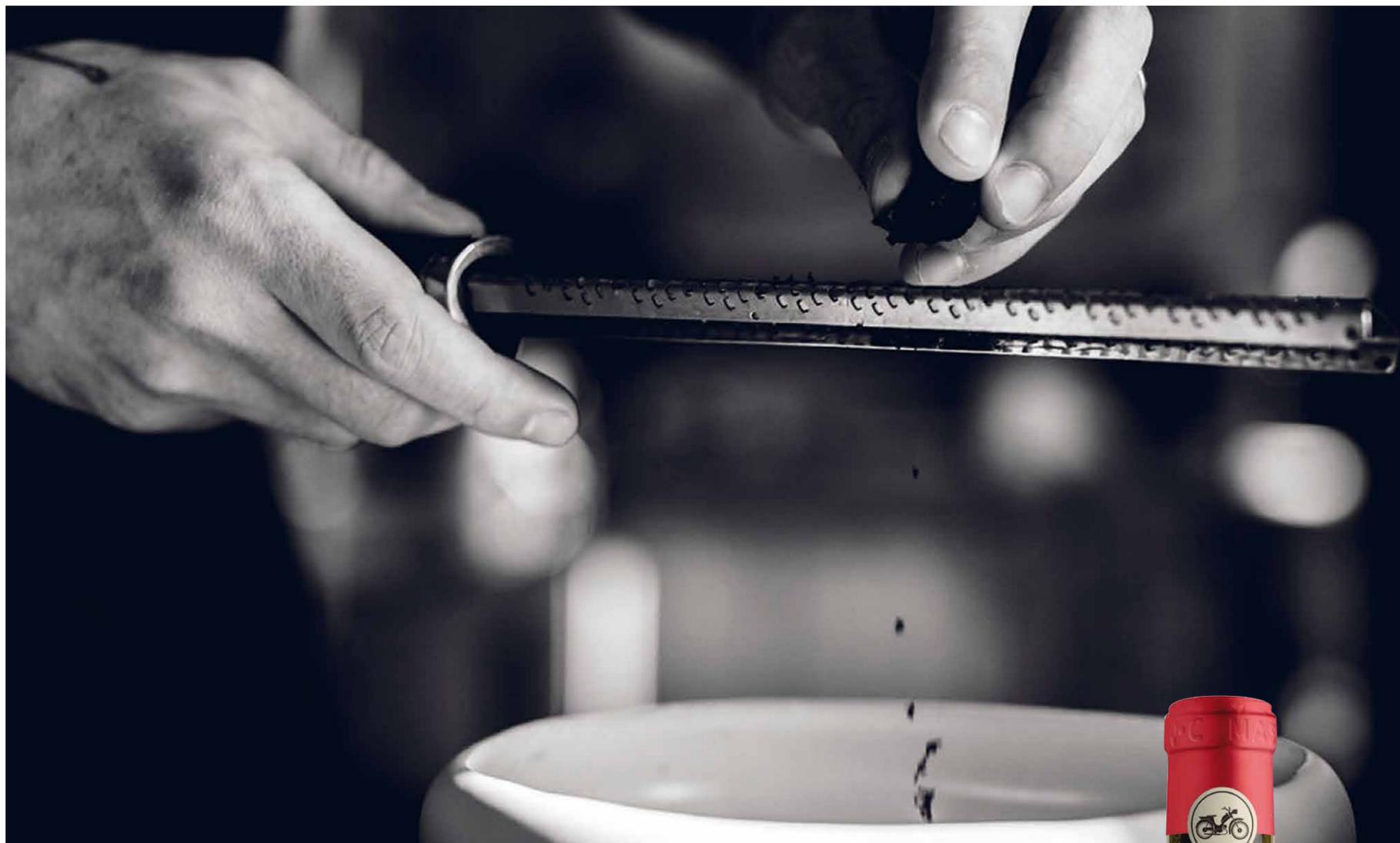
Vinus Clairette du Languedoc

Paul Mas Clairette du Languedoc

Paul Mas Héritage Clairette du Languedoc

RECIPES

TAGLIOLINI WITH TRUFFLES



For 4 people

INGREDIENTS:

- 4 eggs
- Truffle from the Aude or Uzès
- 400 g fresh Tagliolini
- 100 g lean bacon
- 3 tablespoons crème fraîche
- 3 tablespoons olive oil (extra virgin olive oil from Les Tannes en Occitanie, for instance)
- Parmesan flakes
- Salt

PREPARATION:

- A few days (ideally five days) before preparing the recipe, put the eggs with the truffle in a closed container and leave in a cool place so that the eggs absorb the aromas of the precious fungus.
- On the day of preparation, cut the bacon into small dice.
- Cook the fresh pasta for 2 to 3 minutes, then drain. It must be al dente!
- Fry the diced bacon in a pan without adding any fat.
- Keep it on a low heat.
- Separate the egg yolks from the whites. Stir the yolks and the diced bacon together. Put aside.
- Heat the equivalent of 3 coffee cups of crème fraîche and olive oil.
- Add to the pan with the eggs and diced bacon. Stir again.

- Add the pasta.
- Season with salt and pepper to taste, then stir again.

Presentation:

Cut the truffle into slices. Add these and the Parmesan flakes to the pasta mixture, then serve in soup bowls.

FOOD AND WINE PAIRING:

Jean-Claude Mas L'Artisan Pinot Noir 2020



RECIPES

MARINATED TURBOT COOKED IN OLIVE OIL WITH GINGER



For 6 people

INGREDIENTS:

- 1 turbot, about 2 kg
- 200 g fresh ginger
- 2 limes
- 1.5 litres olive oil
- 2 lemons
- Salt, pepper, Espelette pepper
- 1 orange

This recipe can be used for any kind of fish: cod, salmon, John Dory...

PREPARATION:

- Remove the fillets from the fish or cut it into steaks (the cooking process is the same either way).
- Zest the lemons and limes, then mix the grated zests together.
- Season the fish with the lime and lemon zests, salt, pepper and Espelette pepper.
- Then wrap the fish in clingfilm and leave for about an hour so that the lemon and lime zests infuse the fish.
- Peel the ginger and cut it into small pieces.
- Pour the olive oil into a medium sized pan with the ginger and heat it to a temperature of 58 °C.
- Remove the clingfilm, then gently plunge the turbot in the oil. Cook for 10 to 12 minutes, keeping the oil at 58 °C.

- Stick a toothpick in the fish and if there is no resistance, it is cooked. (This tip works for any kind of fish, regardless of the way it is cooked.)
- Once the fish is cooked, carefully remove it from the oil.
- Serve at once or put it in the refrigerator. Fish prepared in this way can be eaten hot or cold. It can be served with an orange flavoured fennel salad, whose aniseed flavour and fresh taste go extremely well with this dish.

FOOD AND WINE PAIRING:

Jean-Claude Mas l'Artisan Le Chardonnay 2021



OUR AWARDS



- CHATEAU DES CRES RICARDS Enothéra AOP Terrasses du Larzac 2019: 94 points
- CHATEAU DES CRES RICARDS Stéicia AOP Terrasses du Larzac 2019: 92 points
- SILENUS AOP Languedoc Grés de Montpellier 2019: 94 points



Effervescents du Monde.
International competition between the Best Sparkling Wines in the World

- PAUL MAS PRIMA PERLA BLANC Brut AOP Crémant de Limoux NV: Silver Medal
- CHATEAU MARTINOLLES Blanc Brut AOP Crémant de Limoux NV: Silver Medal
- CHATEAU MARTINOLLES Rosé Brut AOP Crémant de Limoux NV: Bronze Medal

- PAUL MAS PRIMA PERLA Rosé Brut AOP Crémant de Limoux NV: Bronze Medal
- PAUL MAS PRIMA PERLA Blanc de Blancs Brut Vin de France NV: Bronze Medal



- ARROGANT FROG Chardonnay ORGANIC 2020 IGP Pays d'Oc: Gold Medal
- MAS DES TANNES Classique Blanc ORGANIC 2020 IGP Pays d'Oc: Gold Medal
- ARROGANT FROG Cabernet Sauvignon, Merlot ORGANIC 2020 IGP Pays d'Oc: Silver Medal
- MAS DES TANNES Classique Rouge No Sulphites ORGANIC IGP Pays d'Oc: Silver Medal



INTERNATIONAL WINE CHALLENGE

- LA FORGE ESTATE Cabernet Sauvignon IGP Pays d'Oc 2020: Gold Medal

HOT OFF THE PRESS



Rural Luxury in Languedoc

Owner of 15 wineries on 850 hectares of vineyards in the Languedoc-Roussillon, Jean-Claude Mas is the ambassador of his native region and the promising of a certain art of living "Rural Luxury". All his senses are alert as he cultivates his vineyards and vinify his wines, inspired by nature and his instincts. A conception of wine that has proven itself since Domaines Paul Mas have been named producer of the year 2020 by Bettane and Desseauve, European producer 2020 by Wine Enthusiast, Best French Producer 2021 by Mundus Vini.

Author: Laure Gasparotto
photographer: Aurelio Rodriguez
Editions Glénat
Article from 4 to 9 November 2021 /
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Jean-Claude Mas launches his signature bottle to enhance his wines

The promoter of "rural luxury" takes a step forward with the new "MON / MA" cuvée which offers an exclusive glass container from Verallia to hit new markets, including the French one. JC Mas engraving on the ring, facets on the shoulder, and honeycomb prints visible thanks to the dead leaf color: the bottle of the new "MON Viognier" and "MON Grenache" cuvées in IGP Pays d'Oc des Domaines Paul Mas is for sure unique. "I take the risk of differentiating myself with my identity bottle" summarizes Jean-Claude Mas, at the head of the Paul Mas estates (870 hectares of vineyards owned and 1,500 ha under purchase contracts), presenting this September 30th, the "Flute Gothique" model that is being exclusively made for its wines by Verallia group at the Verrerie Ouvrière d'Albi (VOA).

Read the full article: Vitisphere, 1/10/2021



Domaines Paul Mas: Rural Luxury

Among the visionaries who took part in the renewal of the Languedoc vineyards, Jean-Claude Mas made the bet of combining quality of wines and hospitality.

It all started with Auguste, Jean-Claude Mas' great-grandfather. In 1892, he bought his first vineyard: 9 hectares located not far from Saint-Pons-de-Mauchiens, in the heart of the Hérault department. He established, without knowing it, a lineage that would lead, almost 110 years later, to the creation of Domaines Paul Mas. "It all started in 2000, explains Jean-Claude Mas, I took over from my father Paul on the 35 hectares I inherited, he worked until the early 1980s with his brother Maxime, they developed the family estate and then they went their separate ways."

Read the full article: Le Point Vin, published 01/05/2022, by Olivier Bompas



Luxury in the countryside

Jean-Claude Mas combines wine, fine cuisine, riding, and buggy tours to experience his "Rural Luxury".

Behind long rows of olive trees, a dozen kilometers from the Mediterranean Sea near Mèze, Côté Mas invites you for a visit. An elegant building with red tile roof, the upper floor is framed by its balcony and terrace. A lot of lights fall through large windows into the restaurant decorated with taste, modern art, and grandiose chandeliers. Here, the three chefs celebrate innovative, cosmopolitan cuisine based on local products, home-grown vegetables, and eastern spices. "Rural luxury symbolizes our culture and our philosophy," explains Jean-Claude Mas.

MEININGERS WEINREISEN I 2022

COME AND MEET US!

We will be exhibiting at the following trade fairs:

- Millésime Bio - Montpellier, France - February 28 - March 2, 2022
Hall B2 - Stand 615
- Wine Paris & Vinexpo Paris - Paris, France - February 14 - 16, 2022
Paul Mas - Hall 4 Stand EF240
Paul Mas Astelia - Hall 3 L'Avenue stand B0128
- ProWein - Düsseldorf, Allemagne - May 15 - 17, 2022
Hall 11 Stand A40
- Vinexpo America - New-York, Etats-Unis - March 9 - 10, 2022
Booth 412, Premier Level

