

Alain de la Treille Touraine Sauvignon Blanc

THE FACTS

COUNTRY: France

REGION: Loire

APPELLATION: Touraine

THE STORY

Alain de la Treille was born in 1925 in Saint Georges sur Cher, located in the heart of the Touraine vineyards. A farmer and wine enthusiast, he spent his life promoting the Touraine area and Loire Valley wines.

When Alain passed away in 1985, Jean-Claude decided to create a wine brand to pay tribute to his good friend, and Alain de la Treille wines were born. Jean-Claude's son Noël took over in 1988, becoming the fifth generation of his family to make wine. Still the owner today, Noël Bougrier created 3 cellars, widening the wine growing area of the estate to the entire Loire Valley, from Sancerre to the Pays Nantais. He was joined by his son Nicolas in 2015, and the 2 generations work together to carry out their only goal of revealing the best expression of the Loire Valley.

