

PRESS KIT



WINE & WINE TOURISM IN LUBERON



DESTINATION
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LOCATION & DISTINCTIVE CHARACTER

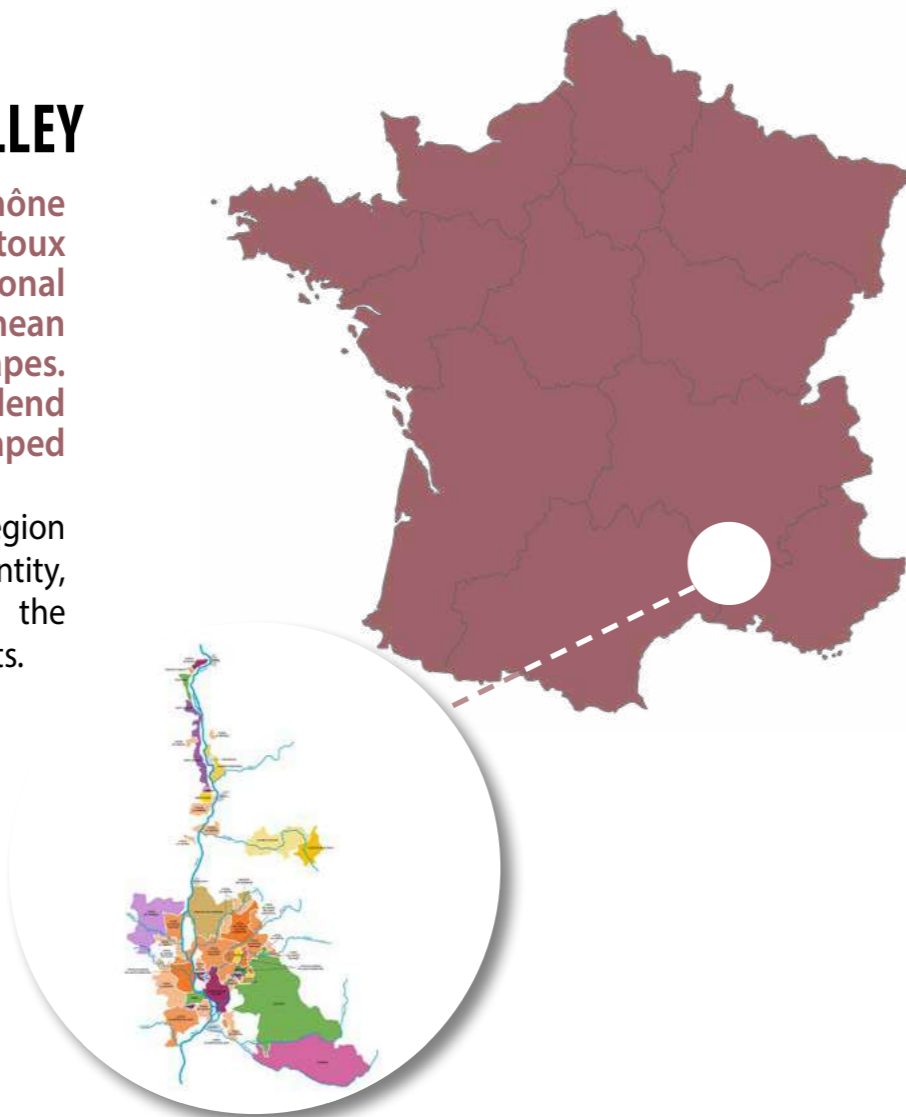


© Judith Voyage

WELCOME TO THE SOUTHERN RHÔNE VALLEY

Located in the southern Rhône Valley, the Luberon and Ventoux appellations are part of a transitional territory, between Mediterranean influences and Alpine landscapes. Here, the vineyards blend seamlessly into a landscape shaped by iconic mountain ranges.

This unique setting gives the region a distinctive wine-growing identity, shaped by light, contrasts, and the diversity of its natural environments.



LUBERON & VENTOUX

VINEYARDS IN RELIEF

The wine destination is built around two neighbouring and complementary appellations: Luberon and Ventoux. Together, they form a coherent wine-producing area, shaped by the terrain, the light, and a long winemaking history shared across the region.

The landscape is defined by striking reliefs. To the west, the Luberon massif rises to over 1,100 metres. To the east, Mont Ventoux, an iconic landmark of the region, dominates with its altitude and climatic influence. Between these two ranges, the vineyards are mainly planted at elevations between 200 and 500 metres.



Recognised in 1973, the **Ventoux appellation** stands out for its wide temperature variations, natural freshness, and diversity of exposures, giving rise to balanced and well-structured wines. The **Luberon appellation**, recognised in 1988, is rooted in a great diversity of soils – limestone, marl, sandstones and molasse – shaped by combined Mediterranean and continental influences.

Together, these two appellations form a unified wine destination, where the diversity of terroirs, altitudes, and landscapes enriches the expression of the wines. Reds, rosés, and whites reveal a bright aromatic palette, defined by balance, freshness, and a close connection to the surrounding terrain.

This geographical continuity allows visitors to explore a single wine region stretching from the Luberon to Ventoux, and to experience wine as a common thread linking the landscape, the history, and the local art of living.

WINE TASTING INTRODUCTION

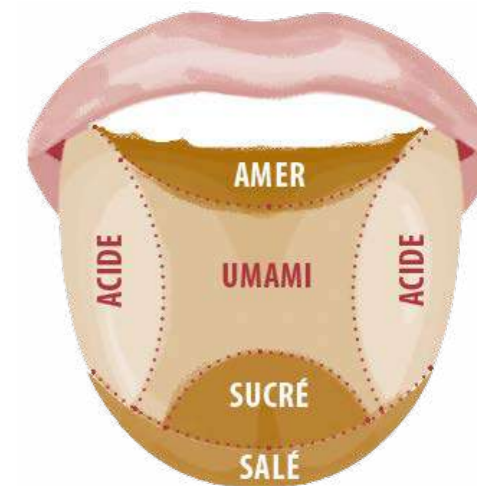


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WINE, A SENSORY EXPERIENCE

You do not need to be an expert to taste wine. All it takes is time to **OBSERVE**, **SMELL**, and **TASTE**. Wine tasting is above all a sensory experience that helps you better understand the wine, its origins, and the expression of its terroir.

Tasting is not a rigid exercise but a living, accessible, and evolving experience. To go further, many introductory sessions are offered by local winemakers and wine merchants, in a spirit of sharing and transmission.



THE THREE STAGES OF WINE TASTING

1. VISUAL

The first contact with the wine. Colour, brilliance, and clarity already provide clues about its age, grape variety, and sometimes its winemaking process. Whites with pale or golden highlights, delicate or more intense rosés, ruby, garnet or tawny reds... The appearance tells a first story.

2. AROMA (NOSE)

The wine reveals itself in two stages. **The first nose** captures the initial impression. **The second nose**, after swirling the glass, reveals the full aromatic richness. You can then identify families of aromas: fruity, floral, mineral, spicy, vegetal, woody, empyreumatic or tertiary notes. Intensity, finesse, and complexity become clearer.

3. TASTE (PALATE)

The palate confirms, or nuances, the impressions perceived. The tongue detects the balance between acidity, sweetness, bitterness, salinity, and umami.



Visual appearance

observe the wine in daylight by holding your glass above a white surface



Colours and shades

white : gold, straw, amber
rosé : purplish, raspberry, salmon, onion skin
red : purplish, garnet, ruby, mahogan



Intensity, brightness & clarity

intensity : light, medium, deep
brightness : dull, matte, sparkling
clarity : cloudy, hazy, clear



Olfactory aspect

gently *inhale* the wine using short, successive breaths



1st nose

first impression : pleasant, less pleasant
intensity : light, medium, strong
quality : elegant, ordinary, coarse
complexity : rich, simple



2nd nose

after swirling : as the wine aerates, aromas become more intense and their complexity increases. The broader the aromatic range that emerges, the higher the wine's quality



Taste (palate)

take the wine into your *mouth* and gently swirl it while drawing in a little air through your lips



Entry on the palate & balance of flavours

palate entry : soft, smooth, direct
balance of flavours : : acidic, sweet, bitter, salty



Finish & length on the palate

after swirling : the finish should not be aggressive. This is the moment when bitterness, dryness, tannins, and alcohol can be detected

VINEYARDS & DISCOVERIES

TWO DESTINATIONS, ONE VINEYARD



A BENCHMARK LABEL

A NATIONAL INITIATIVE

Created to highlight wine destinations committed to a high-quality and well-structured wine tourism offer, the Vineyards & Discoveries (*Vignobles & Découvertes*) label recognises regions where wine can be experienced through complete and immersive experiences: meetings with winemakers, accommodation, restaurants, heritage sites, cultural activities, and outdoor experiences.

Awarded by the French government for a period of three years, this



label guarantees visitors a clear and coherent offer, high standards of hospitality, and strong collaboration between local stakeholders. It is aimed at both wine enthusiasts and travellers seeking authenticity, lifestyle, and meaningful experiences.

Since 2022, the "Luberon Vineyard" destination has held this certification and today brings together around sixty partner members.

CERTIFIED DESTINATIONS

In the southern Rhône Valley, the **"LUBERON VINEYARD"** (*Vignoble du Luberon*) and **"AROUND VENTOUX"** (*Autour du Ventoux*) destinations form a coherent and complementary whole. Geographical neighbours, they share a common wine culture, a long winemaking history, and a shared vision of wine tourism based on quality hospitality, experience, and meaningful encounters.

This proximity offers a broader understanding of the Vaucluse vineyard, shaped by varied landscapes, diverse climatic influences, and striking reliefs stretching from the **Luberon** to **Mont Ventoux**.

● LUBERON VINEYARD

This destination stands out for its human-scale vineyard set within a remarkable natural environment. Here, wine is discovered through sensory experiences: tastings with winemakers, walks through the vineyards, cultural events, local gastronomy, and heritage. A wine tourism approach rooted in lifestyle, conviviality, and a strong connection to the land.

● AROUND VENTOUX

Marked by altitude and freshness, this destination offers a complementary perspective on wine, within a spectacular setting dominated by Mont Ventoux.

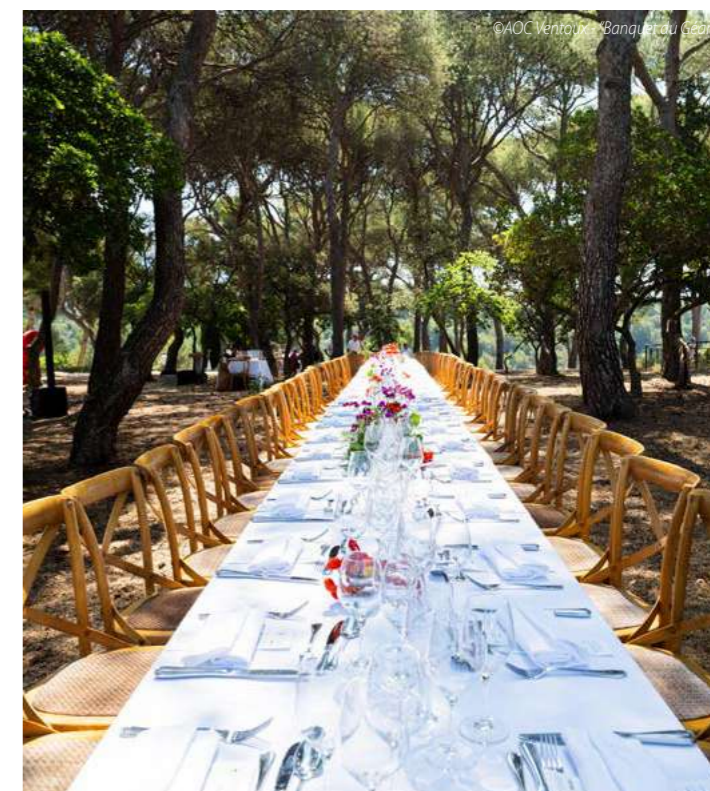
Between characterful villages, wine estates, and iconic landscapes, wine tourism here combines wine discovery with heritage and wide open spaces.

VIGNOBLES EN SCÈNE

"Vineyards in the spotlight"

This national event dedicated to wine tourism is organised each autumn in destinations certified with the Vineyards & Discoveries label. It highlights French vineyards through cultural, artistic, and gourmet experiences created by local wine and tourism stakeholders.

For several years, the "Luberon Vineyard" and "Around Ventoux" destinations have developed a close partnership to offer a shared wine tourism programme during the event. This joint approach aims to strengthen the visibility of the wine tourism offer across Vaucluse by bringing together two complementary wine regions around shared values: quality of hospitality, diversity of experiences, and the promotion of winemaking expertise.



THE VINEYARD COMES ALIVE

THE LUBERON CHANGES PACE



© "Luberon en Tous Sens" - la_baptistine_de_gordes



© Judith Voyage - "Luberon en Tous Sens"

● "LUBERON EN TOUS SENS" "Luberon Through the Senses"

A spring event held in *May*, inviting visitors to discover the region through a sensory and immersive approach. Designed as a key wine tourism and nature-focused experience, it offers a way to explore the Luberon by combining vineyard landscapes, tastings, and heritage.

The event brings together winemakers, local producers, and regional stakeholders. Walks, gourmet stops, encounters, and shared moments shape a day designed to slow down, understand the territory, and appreciate its seasonal richness.

● **THE WINE & DINE IN LOURMARIN**
On the *third Thursday of July*, this flagship event brings together winemakers and visitors in one of the region's most iconic villages. Tastings, encounters, and gourmet delights come together in a warm and convivial atmosphere.



© The Wine & Dine

● **"LES MUSICALES DANS LES VIGNES"** - "Music in the Vineyards"
From June to September.

When music echoes through the vineyard rows, the moment becomes unforgettable. Jazz, classical music, and world music accompany an experience where the landscape is enjoyed as much as the wine.

● **"LES APÉROS LAVOIR"**
At *Domaine de Fontenille* in Lauris, summer evenings take on a gentle and authentic atmosphere. Gathered around a historic washhouse, heritage and conviviality come together for a timeless moment where the vineyard is experienced from a different perspective.

● **"LE FESTIVAL PASSIONS"**
Held at *Château de Sannes* in July, this day of encounters offers a wonderful introduction to the world of wine. Activities and tasting workshops come together in an exceptional setting.

«LES BANQUETS DU GÉANT»

"The Giant's Banquets"
These events reflect the spirit of sharing and conviviality embodied by the Ventoux appellation. Long open-air tables or gatherings in unusual locations, shared wines, and generous local cuisine: these festive meals celebrate togetherness at the heart of the wine region.

KEY WINE TOURISM HIGHLIGHTS

● THE "SUNSETS VIGNERONS IN LUBERON"

Every Tuesday evening, from June to September

A unique experience in the heart of the wine estates: a walk through the vineyards, a visit to the cellar, followed by a tasting at sunset. An iconic event that is both immersive and accessible, offering a different way to discover the Luberon.



© The Sunsets Vignerons in Luberon

Attend a concert, sing, and dance in the exceptional setting of a wine estate. Luberon winemakers welcome you to events held in the heart of the vineyards.

FOR FOOD LOVERS

MUST-HAVE EXPERIENCES



Olive oil, characterful wines, seasonal fruit and vegetables, wild flowers, and candied fruits create a gourmet palette emblematic of the Luberon. A rich and generous terroir that inspires chefs.

SIGNATURE EXPERIENCES

● HARVEST MORNINGS

At *Domaine de Fontenille* in Lauris, visitors can experience the grape harvest firsthand. For a day, participants discover the harvest gestures, exchange with the estate teams, and immerse themselves in the unique atmosphere of this emblematic period. An authentic experience shaped by vineyard work, Luberon landscapes, and conviviality.



● BLENDING WORKSHOP

At *Domaine de Fontenille*, the “**Master Blender**” activity reveals the secrets behind wine creation.

Guided by the estate team, participants learn the principles of blending, taste different cuvées, and experiment with the balance between grape varieties, aromas, and textures. A fun and educational experience that highlights the complexity of winemaking and offers a deeper understanding of the identity of Luberon wines.

● PICNIC IN THE VINEYARDS

Treat yourself to the simple luxury of settling between vineyard rows and sunlit hills. A tablecloth, a selection of local products, a bottle chosen on site, and time that gently slows down. In the Luberon, the landscape becomes your dining table, and wine tourism is as much to be savoured as it is to be admired.

A destination where wine tourism naturally continues at the table. Discover the experiences available to book.



● FOOD & WINE PAIRING WORKSHOPS

At *Château la Verrerie* in Puget, food and wine pairing masterclasses offer a privileged immersion. Guided by the estate team, participants discover how different cuvées express themselves through culinary pairings, in dialogue with local gastronomy. Each session becomes a shared moment where participants refine their palate and better understand a wine's balance, structure, freshness, and generosity.

BONUS EXPERIENCE

OLIVE OIL WORKSHOPS

In Cadenet, *La Bastide du Laval* offers discovery and introductory sessions centred around olive oil: identifying aromas, understanding varieties, appreciating textures, and learning how to create gourmet pairings. A sensory experience that perfectly complements a day in the vineyards, always in the same spirit: terroir, expertise, and transmission.

KEY TAKEAWAYS

- harvest experiences and blending workshops to enjoy in full immersion
- gourmet pairings: truffle, wine, and olive oil in the spotlight
- a destination where the landscape is savoured as much as the wines

HERITAGE & WINE

THE LUBERON TELLS ITS STORY THROUGH TASTING



©Julien Audigier - Lourmarin Castle

Castles, museums, troglodyte sites, and unusual places... in the Luberon, heritage is explored with curiosity, but also guided by taste.

WINE A GATEWAY TO HERITAGE

● CHÂTEAU DE MILLE

The oldest wine estate in the region. Papal archives mention it as early as 1238, though the history of the site goes back much further. On site, a grape-pressing vat carved into the rock and dating from 2000 BC bears witness to the ancient roots of viticulture in this territory.

Built both on and into a rocky escarpment, the château features troglodyte dwellings, a suspended staircase, Renaissance mullioned



©Philippe Magoni - Château Saint Pierre de Méjans

windows, a vaulted hall, and a perched chapel, details that give the place a truly unique atmosphere.

The estate covers around one hundred hectares, including vineyards, between *Apt* and *Bonnieux*. Here, heritage is not only visited, it is truly felt.

● CHÂTEAU TURCAN

In *Ansouis*, Château Turcan invites visitors to travel back in time into the heart of Provençal winemaking. Here, the visit takes on a strong heritage dimension thanks to its Museum of Wine Arts and Crafts, a true reference for both enthusiasts and curious visitors. The site brings together nearly 3,000 objects illustrating every stage of grape transformation. The highlight of the tour is a remarkable collection of 14 presses, dating from the late Middle Ages to the early 20th century, showcasing the evolution of techniques and winemaking expertise.

The Luberon offers a heritage-focused wine tourism experience: historic sites, cellars, local expertise, and tasting experiences come together to create an itinerary that is as cultural as it is gourmet.

● CHÂTEAU SAINT-PIERRE DE MÉJANS

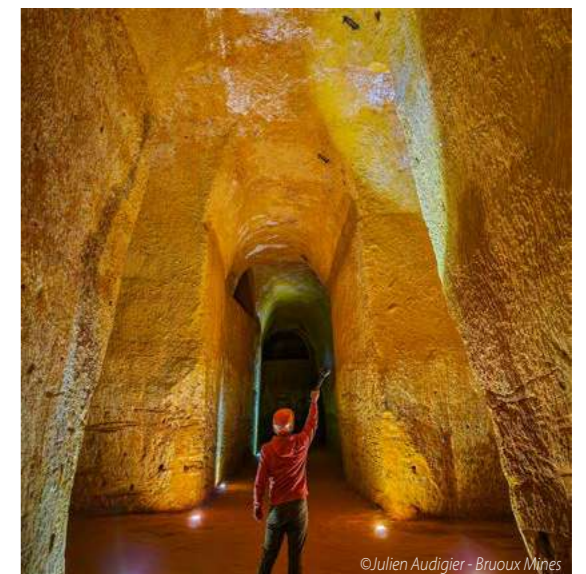
Set within a former priory in *Puyvert*, it offers another perspective on heritage: that of a place steeped in history.

The estate also reveals a lesser-known facet of the region, silk farming, a legacy from a time when silk played a central role in the Provençal economy and daily life. A visit that enriches the wine tourism experience by connecting it to a living heritage shaped by materials, craftsmanship, and memory.

● BRUOX MINES

An unusual visit... ending with a tasting. In *Gargas*, discover one of the most spectacular sites in the Luberon. Beneath the ochre earth, a labyrinth of man-made galleries reveals an impressive, almost surreal setting, where industrial history, underground coolness, and mineral silence come together.

And because heritage here is also experienced through the senses, some visits may continue with a tasting offered by **Domaine de la Coquillade**, linking the discovery of the site to the region's wine identity. A unique way to conclude the exploration: through an encounter, a glass of wine, and a lasting memory.



©Julien Audigier - Bruoux Mines

SPORT, WINE & NATURE

BREATHE,
WALK, CYCLE...
& SAVOUR



©Judith Voyage



©JC Bonnier AGC Ventoux

To go further, Destination Luberon offers GOURMET HIKES: an experience combining guided nature walks, landscapes, encounters, and tastings of the region's flagship products (honey, truffle, olive oil, and of course wine). An original way to discover the behind-the-scenes of the vineyard, slow down, and enjoy a wine tourism experience deeply connected to the territory.

CYCLING THROUGH THE VINEYARD

ROUTES THAT LEAD TO THE CELLAR DOOR

Many cycling routes run alongside wine estates, perfect for adding a tasting stop to your ride.

The "Luberon by Bike" route stretches over 236 km, favouring quiet country roads.

Another option is the "Calavon Cycle Route". Its family-friendly section follows a former railway line for 8 km between Cavaillon and Les Beaumettes, before continuing towards Apt, for a total of 36 km.

The Luberon has the rare ability to connect nature with taste, allowing the wine tourism experience to extend naturally.

WALKING THROUGH THE VINEYARDS

THE TERROIR FOOTSTEPS

For walking enthusiasts, the Luberon offers a way to discover wine in its most natural form: through the landscape itself.

Wine estates such as **DOMAINE LA GARELLE** in *Oppède* or **CHÂTEAU FONTVERT** in *Lourmarin* invite visitors to follow marked trails that wind between vineyard rows, woods, and clearings, with information points explaining grape varieties, vineyard work, and the identity of the wines.



©lescheminsdetraverse



©Judith Voyage

● DOMAINE DE LA CITADELLE

Long known for its Corkscrew Museum, this estate located in *Ménerbes* is also home to a botanical garden recognised as a **Remarkable Garden**. Six 18th-century terraces have been uncovered and restored, now hosting a truffle grove, medicinal and aromatic plants, and more. During the walk, which ends with a tasting of the estate's wines, the views over the Luberon, the Monts de Vaucluse, and Mont Ventoux are truly breathtaking.

● LAVENDER MUSEUM

To complete this "nature & expertise" immersion, a visit to the Lavender Museum in *Coustellet* offers the opportunity to discover another emblematic culture of the region. An ideal stop between two wine estates, enriching a wine tourism stay.

THE CIGALES & GUIDONS FESTIVAL

The Cigales & Guidons festival celebrates the meeting of wine, landscapes, and gentle mobility. A travelling cycling route, punctuated by stops at several emblematic wine estates of the Luberon.

Designed as an immersive experience combining gentle effort, the pleasure of the scenery, and wine tasting. The next edition is already scheduled for 2026, with the ambition of continuing this original wine tourism adventure, as close to the vineyards as possible.

WELLNESS & WINE

THE ART OF SLOWING DOWN IN THE LUBERON

©want2becity



Between vineyards, ancient stone, and soothing landscapes, wine tourism also takes the form of restorative experiences, where the body slows down and the mind opens...

SIGNATURE EXPERIENCE

WINE & YOGA

At **Château Saint-Pierre de Méjans**, wellbeing takes on a unique dimension. In the peaceful setting of a former priory, certain experiences combine yoga practice, breathing, and immersion in the vineyard landscape.

The session continues with a shared moment around the estate's wines, offering a gentle and mindful approach to wine tourism.



©AirFit Provence



©Vincent AGNES

SPA & LIFESTYLE AT WINE ESTATES

RELAXING IN THE HEART OF THE VINEYARDS

The Luberon is also home to wine estates where a stay becomes an invitation to let go. At **La Coquillade Provence**, the wine tourism experience is extended through spaces dedicated to wellbeing: a spa, treatments, a serene atmosphere, and nature all around.

Here, time slows down. Between tastings, guests can take care of themselves and reconnect with what truly matters, in a setting where elegance meets the softness of the landscape.

Yoga in the heart of the vineyards, spas within the estates, mindful tastings: wellbeing naturally becomes part of the Luberon wine tourism experience.

DESTINATION WEDDINGS

A SETTING FOR EXCEPTIONAL WEDDINGS

More and more couples are choosing the Luberon as a destination wedding location, drawn by the natural elegance of its wine estates, the beauty of its landscapes, and the authenticity of its historic venues.

In emblematic properties such as **Château de Sannes**, ceremonies take place among French-style gardens, 17th-century architecture, and landscaped parks, before continuing with refined receptions where the estate's wines accompany each highlight of the celebration.

At **Domaine de Fontenille**, the experience is more intimate and contemporary: an exceptional hotel setting, elegant hospitality, a spa, refined gastronomy, and vineyards as a backdrop, creating weddings that are both private and distinctly high-end.

A wedding unlike any other, experienced as a wine tourism stay in its own right.





Bianca OGEL

Promotion Manager

lb.ogel@destinationluberon.com

+33 (0)6 08 94 83 01

Franck DELAHAYE

Director

f.delahaye@destinationluberon.com

DESTINATION LUBERON

CAVAILLON

Place François Tourel

+33 (0)4 90 71 32 01

GORDES

Le Château

+33 (0)4 90 72 02 75

LOURMARIN

Place Henri Barthélémy

+33 (0)4 90 68 10 77

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