

Mas Cal Demoura



In 1970, during the exodus of discouraged vigneron from the Languedoc, Jean-Pierre Jullien named his domaine “Cal Demoura”, which in Occitan means “one must remain”. He came from a long line of vigneron and, at that time, followed most of his colleagues as they closed their caves and attempted to survive by moving to the local cooperative. Jean-Pierre’s son, Olivier, refused to follow and established his own domaine, the Mas Jullien, in 1985. Jean-Pierre, inspired by his son, resigned from the co-op in 1993, recreating his own estate. He sold off a portion of his vineyards and retained only the best 5 hectares, with which he helped lead the qualitative revolution and cultural revitalization of the Languedoc. In 2004, Jean-Pierre retired, selling the estate to Isabelle and Vincent Goumar. Seduced by the estate’s philosophy and the local terroir, this young couple, having studied oenology in Dijon, spent a year working with Jean-Pierre in the vineyard and the cellar before taking full control of the estate.

The estate now encompasses 11 ha of vineyards in the village of Jonquières and the neighboring Saint Felix, approximately 30 km northwest of Montpellier. They are situated in the heart of the Terrasses du Larzac, an independent subdivision and microclimate within the Coteaux du Languedoc AOC that was recognized in 2004 for its distinctive ability to render wines of exceptional balance and depth. Mas Cal Demoura, having found its own direction under Isabelle and Vincent, offers a superb interpretation of the compelling terroir of the Terrasses du Larzac.

Viticulture:

- **Farming:** Certified organic, practicing biodynamic since 2013, awaiting biodynamic certification from Biodyvin
- **Treatments:** Only copper sulfate and biodynamic preparations
- **Ploughing:** Annual ploughing to promote soil health
- **Soils:** Limestone-rich stony soil and limestone clays
- **Vines:** Average age 35 years, trained in Gobelet except for Grenache, which is trained in Cordon de Royat. Vines planted at 4,500-8,000 vines/ha.
- **Yields:** Controlled through severe pruning, debudding, and an occasional green harvest. Average yields 15-25 hl/ha.
- **Harvest:** Entirely manual, in mid-late September
- **Purchasing:** Entirely estate fruit



Vinification:

- **Fermentation:** All fermentations are spontaneous. Rosé ferments in stainless-steel tanks; reds ferment in concrete vats and stainless-steel tanks after partial destemming. Cuvaision lasts 20-35 days.
- **Extraction:** Puchdowns and pumpovers
- **Chaptalization and Acidification:** None
- **Pressing:** Pneumatic pressing
- **Malolactic Fermentation:** Blocked with sulfur for rosé, spontaneous following alcoholic fermentation for reds

Aging:

- **Élevage:** Reds spend 12 months in demi muids and foudres followed by 4-6 months in stainless-steel tanks prior to bottling. Rosé ages in stainless-steel tanks.
- **Lees:** Wines remain on their fine lees until racking following malolactic fermentation.
- **Fining and Filtration:** Wines are unfinned and unfiltered
- **Sulfur:** Applied at harvest, racking, and bottling; 45 mg/l total sulfur, 25 mg/l free sulfur.