

## 農業觀光風潮 酒莊究極體驗

### *A Night at the French Château*

位於法國西南部的 Château de Mercuès 酒莊鄰近波爾多，其 2014 年份 Vassal de Mercuès Cahors 酒款贏得 2016 年 Decanter World Wine Awards 金牌。Vassal 為 88% 的 Malbec 與 12% 的 Merlot 葡萄品種混合，於不鏽鋼酒槽釀製，酒體香氣濃郁，酒色深沉飽滿，單寧成熟，尾韻散發雅致的香料氣息……

Château de Mercuès 酒莊，又譯「美思酒莊」，屬於 George Vigouroux 家族所有。George Vigouroux 家族在法國西南產區是著名的酒商，其 Malbec 馬爾貝克葡萄酒遠近馳名，家族在過去的一百年間皆從事葡萄酒業，由於釀酒技術代代相傳，使得家族在業界贏得了良好聲譽。Georges Vigouroux 是家族的第三代成員（目前已進入第四代），從 1963 年起開始接管家族事業，選擇改用瓶裝銷售葡萄酒的方式，進而扭轉了公司瀕臨破產的困境。1971 年，他開始在 Cahors 山坡上種植葡萄樹，隨即變成了職業的葡萄農和釀酒人。

Cahors 的葡萄園是歐洲最古老的葡萄園之一，至少擁有 2000 年以上的歷史，12 世紀起由英國人開始擴張，在大約 1310 年左右達到巔峰，並占了波爾


多出口酒總數的五成。1987 年，George Vigouroux 於洛特（Lot）地區成立公司，該公司從創建以來已為推廣法國西南產區的葡萄酒做出卓越貢獻，是 Cahors 產區的酒業先鋒，更是法國 Malbec 的釀製能手，目前獲得許多獎項，並累積了釀製洛特地區 Malbec 葡萄酒的豐富經驗。進入 21 世紀後，公司為產品打開廣闊的市場，並為自己最喜愛的葡萄品種—法國 Malbec 在國際市場上成功爭取了一席之地。

#### 法國酒莊旅遊先驅

事實上，George Vigouroux 極具遠見，1980 初期買下了 Château de Mercuès 酒莊（自 1950 年代起即為 Relais & Château 羅萊夏朵的成員之一），即在當時開始發展奢華葡萄酒的旅遊業。將 13 世紀的古堡轉型，現在的 Château de Mercuès 酒莊搭上風靡歐洲的 Agritourism 農業觀光旅遊熱潮；Mercuès 或 Mercury 源自羅馬神話的旅行之神，同等於希臘的信使之神 Hermès。George Vigouroux 的兒子 Bertrand-Gabriel Vigouroux 於 2010 年後，將舒適與優雅兩大元素融入古堡！不走過度浮誇的路線，提供遊客難忘的住房體驗。







George Vigouroux 在 1980 初期買下了 Château de Mercuès 酒莊，將 13 世紀的古堡轉型，現在正好搭上風靡歐洲的 Agritourism 農業觀光旅遊熱潮。George Vigouroux bought the Château de Mercuès in the early 1980s, and began to develop luxury wine tourism.

Text by 曾仁正 Rodison TSENG · Photo from Chateau de Mercues

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George Vigouroux 家族在法國西南產區是著名的酒商，其 Malbec 馬爾貝克葡萄酒遠近馳名，釀酒技術代代相傳，使得家族在業界贏得了良好聲譽。The Château de Mercuès is run by George Vigouroux and his family, whose wine business has gained quite a reputation in the South of France.

歷經不同時期的藝術風格影響，Vigouroux 家族與 Axel Letellier 建築師合作，致力於保存並提倡這些文化遺址，包含文藝復興、路易十五、路易十六、拿破崙、Art Deco 等時期。古堡內共有 24 間客房與 6 間套房，風格各異，且各自有專屬的名字；房間內的寢具採用手工縫製的 Treca 法國崔卡名床及棉被、坐墊、靠枕等；鑲嵌於牆上的「鏡面電視」則突顯高科技的應用，即使住在歷史建築中，依然能享有現代生活的便利。

美酒自然要搭配美食享用！Château de Mercuès 有兩間餐廳，分別是 Mercuès 與 Treize Heures。同名餐廳 Mercuès 由年輕主廚 Julien Poisot 掌舵，擅用西南法地區的食材，強調食材本身的原汁原味，像是梭鱸佐草本植物與 Malbec 紅酒、紅菜頭與根莖類總匯料理、嫩煎乳鴿佐鵝肝料理等，都是主廚的拿手好菜。至於 Treize

Heures 則提供午餐及下午茶，品嘗番茄韃靼、煙燻鮭魚、羅勒冰沙、巧克力塔等輕食，沉浸在悠閒的露天用餐環境裡。

The Château de Mercuès, situated in southwest France near Bordeaux, won the Decanter World Wine Awards gold medal for its 2014 Vassal de Mercuès Cahors red wine. The Vassal, a blend of 88% malbec and 12% merlot, is a very aromatic wine with a deep robe and mature tannins completed by elegant spices.

The Château de Mercuès is run by George Vigouroux and his family, whose wine business has gained quite a reputation in the South of France, with their malbec red wine a particularly well-regarded symbol. Over the past hundred years, the Vigouroux have been making wines,



酒莊擁有兩間餐廳，其中同名餐廳 Mercuès 由年輕主廚 Julien Poisot 掌舵，擅用西南法地區的食材，強調食材本身的原汁原味。The restaurant Mercuès is led by the young chef Julien Poisot, who expertly uses local ingredients to make dishes.

building their position and expertise. In 1963, George took over the family business. In 1971, he began growing grapes on the hills of Cahors, bringing the business to the next level.

The vineyard in Cahors is one of the oldest in Europe, with at least 2,000 years of history. In 1987, George established his company in the Lot area and exerted great effort to promote wine produced in the southwest. Having won plenty of awards, the house of Vigouroux is known as the pioneer of Cahors. It not only opened up many opportunities, but also gained a position in the global market with its own malbec.

### The Pioneer of French Winery Tourism

George is a visionary. After buying the

Château de Mercuès (a member of the Relais & Château Group since the 1950s) in the early 1980s, he began to develop luxury wine tourism. He renovated the 13th-century castle and followed the trend of agritourism, which at that time was raging throughout in Europe. Mercuès (Mercury) is the Roman god of travel, equivalent to the Greek god Hermès. In 2010, Bertrand-Gabriel Vigouroux, son of George Vigouroux, made renovations to add extra coziness and elegance to provide guests an unforgettable traveling experience.

Influenced by many historical periods, people and art styles, including the Renaissance, Louis XV, Louis XVI, Napoleon, and Art Deco, the Vigouroux family worked with the architect Axel

Letellier to preserve the location's cultural heritage. Offering 24 guest rooms and six suites, each with its own name and style, the castle merges tradition and convenience. It features luxury touches such as famous French Treca bed, cushion and linen products as well as high-tech devices such as a "Mirror TV" embedded on the wall.

There are two restaurants in the Château de Mercuès: Mercuès and Treize Heures. The former is led by the young chef Julien Poisot, who expertly uses local ingredients to make dishes like pikeperch with herbs and malbec wine and braised young pigeon with foie gras. Treize Heures offers lunch and afternoon tea dishes like tomato tartare, smoked salmon, basil sorbet, and chocolate tart in a relaxing open-air dining area. 22