MADMED

Provence, France

Winemaker: Harry Gozlan & Max Gamard
Region: Provence, France
Location: Montfort-sur-Argens
Appellation: Vin de France

Estate vines on clay-limestone soil with North-East exposure at 200 m altitude.

Direct pressing of the black grenache with maceration in infusion of the destemmed roll during the entire alcoholic fermentation. 50% malolactic fermentation and aged in concrete tank.

Certified Organic

80% Grenache & 20% Rolle

About the Winery/Winemaker

Harry Gozlan and Maxime Gamard started this project in 2019 with the goal of bringing natural wine to the world in cans. The creation of MadMed came from the desire to change the approach to wine consumption in France: a moderated consumption, healthier for the consumer, respectful of the environment, adapted to all occasions, for all budgets. The desire to make wine consumption accessible and relaxed, like a “craft beer”, as well as the undeniable ecological notion that is the can, pushed them to go beyond the norms imposed by the French tradition around wine. This desire to create, to innovate, to share gave birth to this beautiful project. Fruit is all sourced from Cotes du Provence appelation all Certified Organic with minimal sulfur additions. In Harry's words MADMED is: Med as "Méditerranée" (for French speakers) or Med as "Medicine" (for English speakers). Mad for the touch of madness in this project, for the crazy Mediterranean medicine!