



HOUSE OF TOWNEND

Madiran, Néomad

Price £13.99
Code NEOM001

This is modern style Tannat from the Madiran wine region, South West France. Here Tannat has been given a modern twist: ripe, refined and surprisingly accessible, without losing its tough edge. The Néomad is an ode to the tradition of Madiran, but with a playful, contemporary vibe.

Tasting Notes:

Dark coloured with intense aromas of ripe blackberries, cassis and dried plums and in the background liquorice, black pepper and a hint of cocoa. On the palate, the attack is fresh, the tannins are very discreet and the mouthfeel is balanced. A powerful wine but with a velvety texture it is long and intense.





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Specification

Vinification The grapes are harvested at optimal ripeness, ensuring vibrant aromatics and balance. A gentle maceration in vats over several days allows for the delicate extraction of fresh berry aromas. After 48 to 72 hours of infusion, the free-run juice is separated to complete alcoholic and malolactic fermentation in vats. The wine is then aged for 12 months, primarily in vats, with 20% matured in large oak tuns to gently refine the tannins and enhance structure.

ABV 13.5%

Size 75cl

Drinking Window Drink now

Country France

Region Madiran

Type Red Wine

Grapes Tannat

Genres Vegan, Vegetarian

Vintage 2023

Body Hearty, rustic and full flavoured

Producer Producteurs Plaimont

Producer Overview Situated in the heart of South-West France, the Plaimont vineyards stretch from the foothills of the Pyrenees to the hills and valleys of Gascony covering a uniquely rich terroir.

Closure Type Cork

Food Matches This is a real meal wine, with beef, stews, and hearty vegetarian dishes with earthy tones

Press Comments Gold Medal, Decanter World Wine Awards, 2025, 95 points: "Mixed red berry fruit and violet aromas fan over the rounded, supple structure. Soft tannins, fresh acidity and an ample, mouth filling finish." Jancisrobinson.com, 2025, 15.5 points: "Plaimont are aiming to rewrite the books on Tannat with this wine, making it fruity, more approachable, more for the younger generation. And they've really done a great job. It tastes of fresh mulberries, still has Madiran's rustic, gamey, small-black-olives bitterness and slightly rusty minerality but the tannins are so much more supplicant to the fruit than is typical for Madiran. It's great fun and also very affordable.

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