



LOURENS FAMILY WINES

Paarl - South Africa

Background

Franco Lourens grew up in Paarl, and his first memory of wine was riding his bike to school on vineyard-lined streets sticky with grapes that had fallen off the backs of trucks. Through osmosis, the winemaking desire slowly set in, and a degree from the University of Stellenbosch would soon follow. After uni, Franco sailed off to work at Vasse Felix in Margaret River and at Ramey Cellars in Sonoma. The gears were turning. Later, after many years back in South Africa working alongside Chris Alheit, Franco found his own footing in the industry, falling in love with the immense diversity of grapes, soils, and climates across the Western Cape. He launched Lourens Family Wines with the intention of showcasing a host of different terroirs—whether it be a site in the suburbs of Cape Town, the mountains of Paarl, or the alluvial river plains of Wellington. Working mostly with old-vines, Franco has become masterful at the intricacies of blending to craft quietly confident wines, an acumen that has earned him a deserved place among South Africa's best new-wave producers.

Highlights

- 1** Lourens Family is a South African label that focuses on both single-vineyard wines and Cape blends.
- 2** Winemaker Franco Lourens is part of the new-wave vanguard and his ethos is simple: organically farmed, native yeast, and no additives but sulfur.
- 3** Working mostly with old-vines, Franco has become masterful at the intricacies of blending to craft quietly confident wines.

Wines



Whites SRP \$30-50

'Skuinskrap' Chenin Blanc has a remarkable richness and clear purity of fruit. 'Lindi Carien' is a textured blend of Cape, Portuguese, and Rhône varieties.



Reds SRP \$30-40

'Lua Ilse,' the single-vineyard Grenache, has a perplexing balance of daintiness and depth. 'Howard John' is a Rhône-meets-Cape blend that is highly perfumed and always fresh.

Ethos



Packaging



Press

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"Whereas quite a few New Wave red wines sacrifice fruit depth for freshness, Lourens seems to achieve both."

Christian Eedes, The WineMag