



During the Wine Paris 2025 trade fair, Château Roquefort launched a range of spirits distilled using traditional methods in the village of Lugasson under the name “Lug & Son”

Lug & Son is above all the result of an encounter between the Bellanger family of Château Roquefort & the founders of the Distillerie de Guyenne – two companies located in Lugasson, in the heart of the Entre-deux-Mers wine region. This range of craft spirits was inspired by their shared passion for creating products that embody a region and encourage conviviality.

“The Bordeaux spirit, distilled in the present”



Arnaud & François from the Distillerie de Guyenne with Frédéric, Camille and Eva from Château Roquefort.

A project driven by a new generation

The inspiration behind this project came from **Eva Bellanger**, a third-generation Bellanger, who wanted to provide a fresh approach by creating a brand of spirits that complemented the existing range of Château Roquefort wines. **Lug & Son** is inspired by the etymology of the village of Lugasson, and especially by **Lug**, the sun god, to highlight its local roots.

Roquefort Wines & Spirits: a wine and spirits publishing house

As part of this launch, a new Roquefort Wines & Spirits division was set up. **Lug & Son** is the very first project of this **publishing house** dedicated to showcasing innovative artisanal wines & spirits. **Roquefort Wines & Spirits** wishes to affirm its commitment to the Bordeaux region by offering projects inspired by encounters with artisans who are deeply rooted in the area.

A range of spirits imbued with our winemaking identity

Created to complement Château Roquefort wines, **Lug & Son** spirits are designed to be shared. This limited-edition range, crafted in the village of **Lugasson**, is the result of the successful collaboration between **Arnaud & François** from the Distillerie de Guyenne, and **Eva** and the estate’s technical team. It includes a refreshing Vermouth Blanc, a delicately fruity Vermouth Rouge and a London Dry Gin that has mineral notes.



“With Lug & Son, we took new consumer expectations and desires as our starting point to create a brand that is in tune with the times. Tasting experiences are being reinvented, driven by innovative approaches and a growing curiosity for artisanal wines and spirits.”
 — Eva Bellanger —

The Vermouth Blanc & Rouge

Created from “Les Roches Blanches” cuvées – Sauvignon Blanc for the Vermouth Blanc and Claret for the Vermouth Rouge – Lug & Son vermouths stand out for their balance and unique aromas. The Vermouth Blanc, with its fruity, herbaceous and mineral flavours, subtly captures the freshness of the limestone terroirs so distinctive of the Entre-deux-Mers region. The Vermouth Rouge is well-balanced, tangy and very aromatic, and reveals the character of Merlot vinified on the fruit. For both vermouths, nine botanicals were left to macerate in the estate’s wines – artemisia, coriander seeds, juniper berries, lemon verbena, thyme, basil, lemon, cardamom and hops.

Lug & Son Vermouth Blanc, produced using “Les Roches Blanches” Sauvignon Blanc 2024 as a base, maceration of plants & berries. 750ml. Batch 1. Vintage 2024. 1,200 bottles.

Lug & Son Vermouth Rouge, produced using “Les Roches Blanches” Claret as a base, maceration of plants & berries. 750ml. Batch 1. Vintage 2024. 1,200 bottles.

The London Dry Gin

Inspired by the “Roches Blanches” Sauvignon Blanc cuvée, this artisanal gin reveals fruity, mineral notes as well as a delicate freshness. Distilled from eight plants – juniper berries, coriander, lemon verbena, thyme, basil, lemon, cardamom and hops – it captures the very essence of the Bordeaux region.

Lug & Son London Dry Gin, in the spirit of “Les Roches Blanches” Sauvignon Blanc, double distillation of steeped plants & berries. 700ml. Batch 1. Vintage 2024. 1,200 bottles.

Lug & Son Negroni

3cl Lug & Son Vermouth Rouge
 3cl Lug & Son London Dry Gin
 3cl Campari
 A slice of orange
 Ice

Lug & Son Mule

5cl Lug & Son Vermouth Blanc
 10cl ginger beer
 2cl lemon juice
 A slice of lemon
 A mint leaf
 Ice

Lug & Son Spritz

5cl Lug & Son Vermouth Blanc
 10cl tonic water
 A slice of cucumber
 A mint leaf
 Ice



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