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Taylor Swift Documentary Fuels Sancerre Wine Sellout Across U.S. Retailers

Swift’s fleeting on-screen wine choice sparks 200% surge in Sancerre searches and leaves fans scrambling for bottles nationwide

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A brief appearance of a Sancerre bottle in Taylor Swift’s new documentary series, “The End of an Era,” has triggered a surge in demand for the French white wine, leading to rapid sellouts at major retailers and a spike in online searches. The six-episode series, now streaming on Disney+, features a fleeting shot of Domaine de Terres Blanches Sancerre on a mixing table. That moment was enough for Swift’s fans, known as Swifties, to identify the label and rush to purchase what they are now calling “Taylor’s

Choice.”

The wine, produced by the Saget family in the Loire Valley, retails for $40 and is distributed in the United States through Total Wine. According to store representatives, stocks sold out within days of the documentary’s release. Google Trends data shows that searches for “Sancerre” increased by more than 200% following the show’s debut. This phenomenon is being described as another example of “Swiftonomics,” referring to Swift’s ability to influence consumer behavior and even entire markets through her endorsements.

Laurent Saget, who manages Domaine de Terres Blanches with his brother Arnaud, said in an interview that the family was surprised by the sudden attention. The Sagets have been producing wine in the Loire Valley for over 225 years and acquired Domaine de Terres Blanches in 1998. The estate produces about 10,000 cases annually from vineyards located in Bué, an area known for its limestone-rich soils.

“Even if we had wanted to place one of our bottles in such a widely watched series, we couldn’t have afforded it,” Laurent Saget said. “It’s nice to have a spotlight land on the appellation and on our domaine.”

Taylor Swift has previously expressed her preference for white wines, specifically mentioning Sancerre, Sauvignon Blanc, and Pinot Grigio as her favorites during interviews. She has also referenced wine in her lyrics and has been seen enjoying other celebrity wine brands such as Ace of Spades Champagne and Gaslighter Rosé.

Arnaud Saget describes their Sancerre as having a strong acidity component balanced by minerality, which he says allows drinkers to “feel the terroir.” The wine is made from 100% Sauvignon Blanc grapes grown on about 30 acres of limestone soil. It undergoes fermentation in temperature-controlled vats for 20 days and is aged on its lees for six months before bottling.

With Domaine de Terres Blanches Sancerre now difficult to find due to high demand, some retailers are recommending other wines from the Saget family’s portfolio. These include Pouilly-Fumé Hauts de Perrière 2023 from Saget La Perrière, which retails for $33 and recently received high marks from critics.

The sudden popularity of Domaine de Terres Blanches Sancerre highlights both the power of celebrity influence and the ongoing challenges faced by small wine producers trying to keep up with unexpected demand. For now, many fans will have to wait until new shipments arrive or explore other Loire Valley options while hoping for another glimpse of their favorite artist’s drink of choice.