

S I G *Chef* N A T U R E [®]
by WB

WINES DESIGNED BY FRENCH LEADING CHEFS

GILLES GOUJON *** MICHEL SARRAN ** JÉRÔME NUTILE *



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WINE, A PRECIOUS FRENCH LIFESTYLE

In a society that has become more and more demanding, more and more in search of authenticity, more and more epicurean, in which the quality of life takes an increasingly preponderant place, the value of our land, of our roots, has become a major and essential element.

Our passion for the Occitanie region gave birth to a vocation. That of an ambassador of the largest vineyard in the world. The impressive richness that one finds there, fruit of an immense work of passionate wine growers, surely represents an unique wine experience.

From all these passions and discoveries was born an idea. That of offering a collection where wine and the French top "cuisine" creates an common experience. That of offering a collection where wine and the French top "cuisine" creates a common experience. The Signature Chef collection, created with three emblematic chefs, represents the excellence of the South of France.

It is an complete new concept, that we have the honor to present. A unique french wine and culinary experience.

*Klaus Hansen, Founder
G rard Guiter, Corporate advicer*



OCCITANIE CULTURE AND WINE

If the Occitanie region was administratively born in 2016, amalgamating 13 departments, between the southern Mediterranean and the south-western Pyrenees, its history goes back much further in time. Occitanie is the heir to a long culture, a strong identity and authentic traditions. Occitanie represents two flagship cities, Toulouse and Montpellier. Two modern cities, where the wind of youth and economic momentum blows. Two millennial cities renowned for their universities, their research centers, their terroir, their culinary traditions, their varied and multiple landscapes.

Occitanie, the largest vineyard of France with more than 2600 years of winemaking has been producing great wines due to the Greeks and the Romans, who historically tamed these soils. Discovering this rich and intense region through the Signature Chef wines is an ideal way to understand, what is most precious, its terroirs and its men and women.

The Signature Chef wines are a tribute to the historical Occitanie region.



CHEF GILLES GOUJON ❀❀❀

For Gilles Goujon, being a Chef has always been an ability showing the way to the quest for excellence. In June 1992 he opens his restaurant "L'Auberge du vieux puits" in Fontjoncouse. In 1996, he won the blue-white-red collar of the Meilleur Ouvrier de France. He achieved his first star in the Michelin Guide in 1997, second star in 2001, and supreme consecration in 2010 with the attribution of the Third star and the designation of the title of Chef of the year, this, having obtained the previous year five "Toques" in the Guide of Gault and Millau. He was awarded in 2016, the title of Knight in the Order of the Legion of Honor in France.





CHEF MICHEL SARRAN



In 1995, after having been a Chef at the Mas du Langoustier on the Porquerolles islands, he opened his own establishment in Toulouse. The Chef Michel Sarran receives his first star in the Michelin Guide in 1996 and his second in 2003. His cuisine is inspired by Spanish, Moroccan or Japanese influences but with strong bounds to his home region, Occitanie.

The Chef Michel Sarran is a key figure in the French gastronomy. Well known to the public thanks to his role as a judge in the TV Show, Top Chef, this artist is an emblematic Chef from the south of France. In 2017 he receives the title of « Ordre des Arts et Lettres » by the french government.





CHEF JÉRÔME NUTILE



At the Restaurant "Castellas" situated in the village of Collias he achieved one star in 2006 and the second star in 2009. In 2015 he creates his own restaurant "Mas de Boudan" in the city of Nîmes, where he obtains 1 star in 2016.

Guided by a gastronomic star, Jérôme Nutile is today identified as the chef of «culinary haute couture».

An expression that he willingly claims and that sums up his philosophy.

Excellence and team spirit, represent the universe of Jérôme Nutile, Michelin-starred chef at Mas de Boudan, in Nîmes. A cooking artist and a wine lover.



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PREMIUM WINES CREATED ACCORDING TO METICULOUS SPECIFICATIONS

All the Signature Chef wines come from plots scrupulously selected for the quality of the terroir and the age of the vines as a result a very low yields. Harvested by hand, all clusters are sorted to select only the best. After the winemaking, the aging is done in barrels, precise work done by all our winemakers in order to produce exceptional wines, providing a perfect expression of their terroirs.

As with their culinary creations, the chefs have selected exceptional vines from our vineyards. The cuvées are, in fact, made from grapes scrupulously chosen and elected by the Chefs.

In a deep sense of respect for the regional heritage and the environment, the chefs are involved in a very demanding qualitative approach. Both in the vineyards and during winemaking combined with the professional expertise of our oenologists.

The result is fine and harmonious wines, which go wonderfully with the most delicate dishes.



SIGNATURE CHEF PREMIUM COMMUNICATION TOOLS

*Wines & Brands offers several marketing tools and animations to develop this new brand with our selected partners. **

LIVE ANIMATION BY THE CHEFS *

*The chefs organize events of your choice
Demonstrations/Culinary/Personal events.*

CUVEE VIDEO PRESENTATION BY THE CHEF

*All cuvées and recipes are presented by the Chefs
with digital and commercial approach.*

COOK BOOKS

*In partnership with the chefs,
Wines & Brands publishes cook books related to Signature
Chef for a perfect wine recipe combination.*

PROMOTION TOOLS

Store promotion and Turnkey animation.



Marque déposée par

WINES AND BRANDS
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(*) According to the availability and prior validation by the Chefs



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