

S I G N A T U R E<sup>®</sup>  
by WB

A stylized signature in gold script, reading 'Chef', is positioned over the word 'SIGNATURE'. The signature is written in a fluid, cursive style with a long horizontal stroke at the bottom.

WINES CREATED BY DANISH CHEF - CLAUDS HOLM

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GH.

CLAUS HOLM

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## EXCELLENCE IS THE RESULT OF TRUE DEDICATION

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Our vineyard has always aimed to enhance the quality of wines from the South of France. Our Commitment to quality led to the creation of the Signature Chef Wine Collection. This collection highlights World famous Chefs and their know-how. The gourmet Selection by Chef Claus Holm is the fruit of a long partnership with us. Deeply committed to our wine heritage and environment, we are involved in the highest levels of quality in our approach to both the vineyard and the winemaking. This is all orchestrated by the wonderful work of our oenologists. The terroir is the keystone of this collection. Thanks to the commitment of Chef Claus Holm, this collection offers exceptional wines.

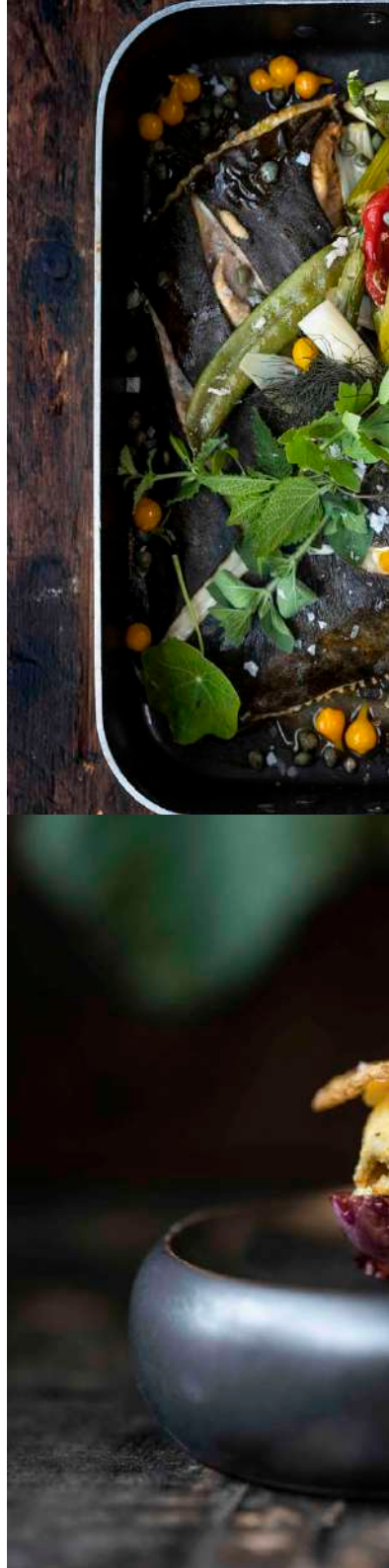
Klaus Hansen  
CEO Wines and Brands

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## CLAUS HOLM – DANISH CELEBRITY CHEF

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Claus Holm is a chef both creative and loved by the danes. After more than 30 years of experience as a Chef, he is now a consultant, author of numerous cookbooks and best known as a Chef in the program « Go'Morgen Danmark » on the national channel TV2. In this program, he presents a new recipe every morning with focus on taste and accessibility. He has cooked for Her Majesty Queen Margrethe and has worked as a chef in countless places including Cairo and Zurich.







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Claus  
HOLM

GOURMET VINE

## FOOD AND WINE

Each bottle of wine comes with a recipe created specifically by chef Claus Holm for each of the wines. The recipe can both be read and viewed on video via an QR code on the neck hanger.



## PREMIUM WINES FROM THE SOUTH OF FRANCE

All the vintages come from plots scrupulously selected for the quality of our vineyards in the southwestern part of the South of France, North of the city Narbonne.

Here, rocky soils, sun, wind and sea humidity create wines with lots of fruit and fine balance. All wines come from 50-year-old vineyards, and only the best grapes are harvested. Both the red wines and the white wines are aged from 6-12 months in oak barrels of the very highest quality.

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## SIGNATURE CHEF PREMIUM COMMUNICATION TOOLS

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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.*



*Trademark registered and owned by*

**WINES AND BRANDS**  
PREMIUM CREATIVE WINES

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