

S I G N A T U R E[®]
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 BRITISH CHEF - JAMES MARTIN



JAMES MARTIN

EXCELLENCE IS THE RESULT OF TRUE DEDICATION

"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 James Martin 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 James Martin, this collection offers exceptional wines."

Klaus Hansen
CEO Wines and Brands

JAMES MARTIN – BRITISH CELEBRITY CHEF

James Martin, British Chef, author and TV presenter is most famous for his collaboration with the BBC and ITV. Since 2017, he has presented a weekly cooking show «Saturday Morning with James Martin».

His passion for food began during his trip to France with his father where he experienced the best food and wine in some wonderful French Chateaux.

James started his chef training in France at the "Maison Troisgros" in Roanne, a 3-star restaurant. His cuisine is also inspired by his childhood memories in Yorkshire.

For the renowned Chef, Food and Wine go hand in hand. James Martin runs a restaurant in Manchester specialising in contemporary cuisine. Committed to the quality and freshness of his ingredients, his cooking has earned him a place in Harden's Best Restaurants Guide 2019.





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chef

JAMES RECIPE FOR WINE



James
MARTIN

GOURMET WINE

FOOD AND WINE

Each bottle of wine comes with a recipe created specifically by chef James Martin for each of the wines. The recipe can both be read and viewed on video via a 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.

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.



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WINES AND BRANDS
PREMIUM CREATIVE WINES

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

www.winesandbrands.com