



WB

WINES AND BRANDS

OUR WINERY PROUDLY PRODUCES PREMIUM AND EXPRESSIVE WINES FROM
THE SOUTH OF FRANCE

Wines and Brands offers a sustainable distribution partnership based on both geographical and brand exclusivity. Since we always strive to implement a brand-building strategy, we mainly focus and emphasize on the following values :

* *Sud de France*

- Top class vinification facilities
- Consumer-oriented wines
- Innovative labels
- Sustainable agriculture
- Competitive rates
- Stable wine quality
- A strong production capacity
- Marketing support according to volumes



We are Producers and, in this respect, we are above all concerned about the quality of our wines. That is why our main concern is to enhance credibility and visibility to secure customers and consumers' loyalty.

To do so, we do not fail to always focus on investing in optimal traceability and therefore quality-control.



First class winemaking facilities gives our wine quality control from grape to bottle. Our bottling facilities are situated in Narbonne in the South of France.

Our bottling capacity is more that 9000 bottles per hour.



THE RESULT is a perfect combination between **QUALITY** and **HIGH VOLUMES**.



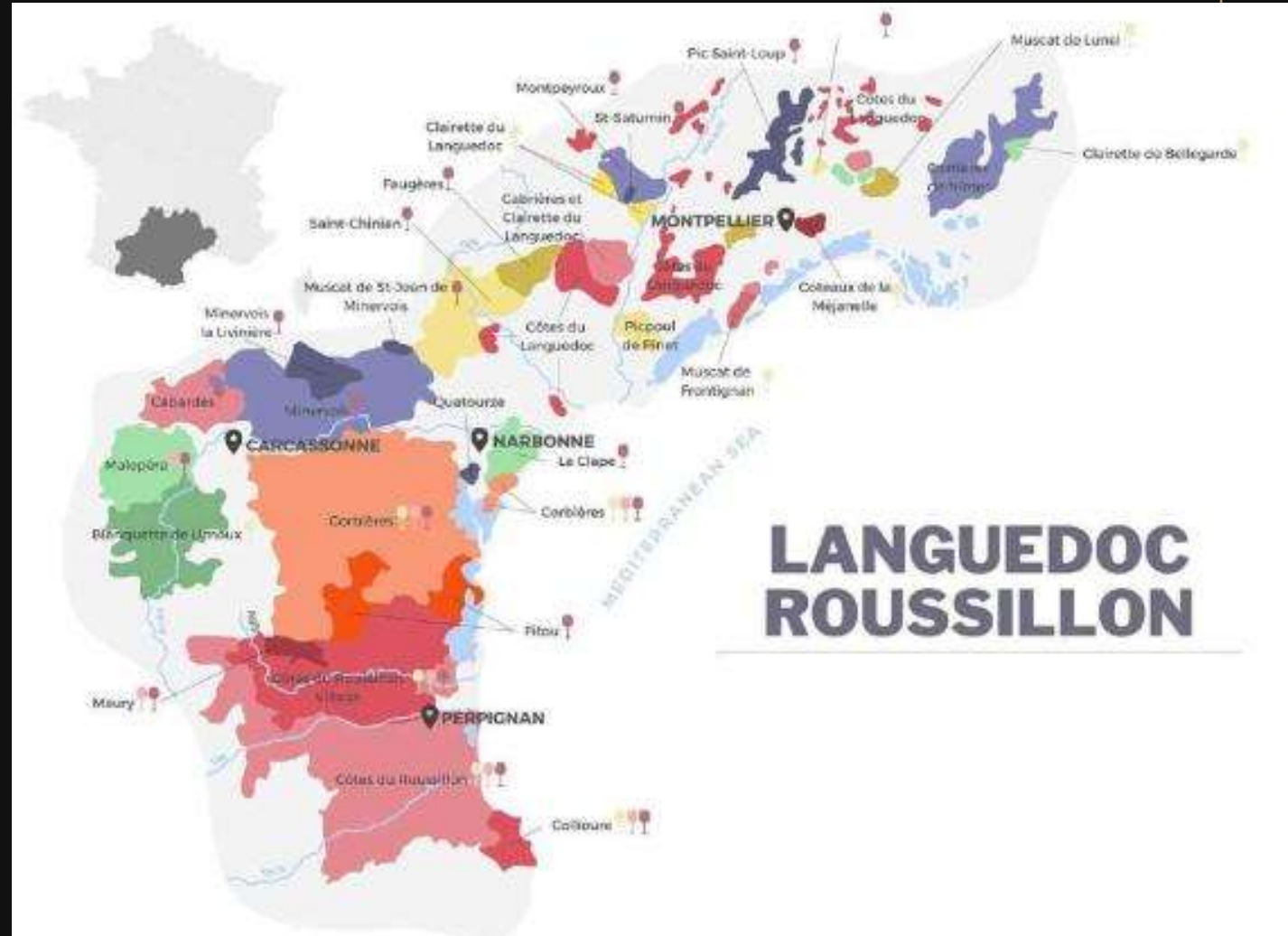
Wines and Brands represents 350 hectares of vineyards in the **South of France**



The leading French Viticultural Region

First viticultural region in France in area (263 000 hectares or 649 610 acres) and in volume (14.8 million hectoliters or 164.4 million cases), the vineyards of Occitanie represent one-third of total French production and 5% of world production.

Languedoc Roussillon offers a very rich wine history ! Vinification began more than 2600 years ago !



Châteauneuf-du-Pape

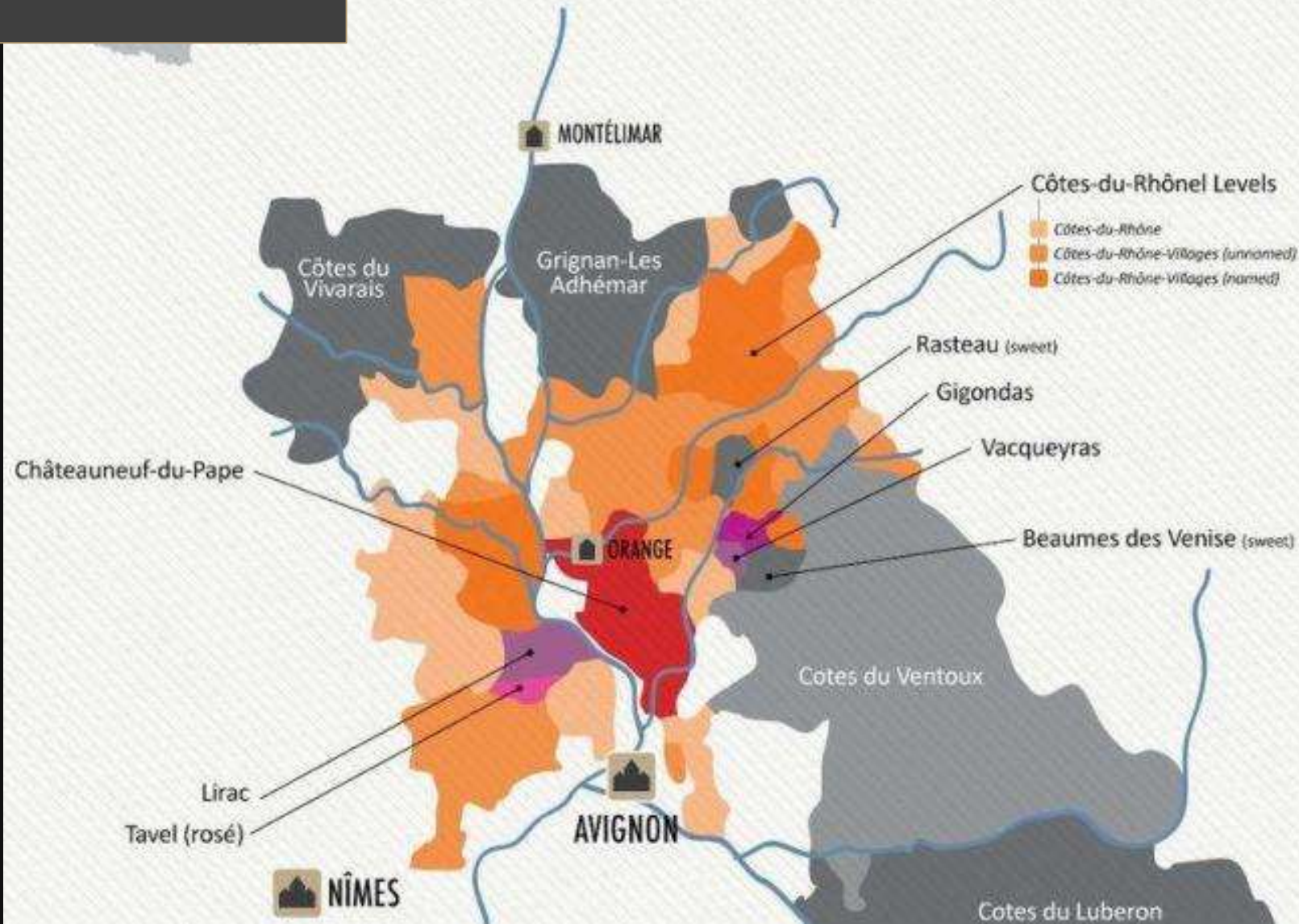
The name of the appellation means "new castle of the Pope". This refers to the early 14th Century when Avignon was chosen as the new home for the Pope's court.

The Châteauneuf-du-Pape appellation covers about 3200 hectares.

Wines and Brands represents 25 organic hectares in Châteauneuf du Pape.

RHÔNE

SOUTHERN RHONE





RARES
TERROIRS

CLÉ DE LA PASSION



finally!



La Grande
Collection Des Papes

FRENCH BOULEDOGUE

S I G N A T U R E[®]
chef
by WB

WB
WINES AND BRANDS

All our wine collections offer quality wines from the best terroirs in the South. Wines and Brands offers 7 brands. We also offer private labels. Each brand has a specific consumer target, which allows to offer a winning marketing and innovative strategy.



Wines & Brands, offers a premium partnership which means an efficient marketing support.

Various boosting elements are available :

- Promotional Events
 - Sales training
 - Merchandising
 - Advertising concepts
 - Videos
 - Samples
 - Product and packaging innovation
 - Client reception in France





Wines and Brands

is represented in many countries :

- ◆ France
- ◆ Denmark
- ◆ Ireland
- ◆ Germany
- ◆ Belgium
- ◆ Vietnam
- ◆ Great Britain
- ◆ Czech Republic
- ◆ Poland
- ◆ Italy
- ◆ Monaco



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WINES AND BRANDS

MANAGEMENT





Klaus Rune Hansen

CEO



Klaus Hansen was born in Denmark and has been living in France since 1993. As owner of a publicity agency he created solutions in advertising and marketing strategy for more than 15 years for prestigious clients including The Bains de Mer Society in Monaco, Grimaldi Forum, The Palais des Festivals in Cannes, Castel House, Gérard Bertrand, Arrogant Frog, Wines of Provence, Inter Rhône (Côte du Rhône wines). Today he is the CEO and Sales Director of Wines and Brands. Driven by a passion for the French wine and food culture he has a great network of Michelin star chefs, politicians and people from the art world. Therefore Klaus Hansen, describe himself as an ambassador for French southern lifestyle.



Gérard Guiter

Head of production



Graduated from the prestigious l'Ecole Nationale d'Administration (ENA) **Gérard Guiter** has been a high ranked civil servant for many years in the french government in Paris. During several years he was a regional Prefect of the « Gers » in the South west of France. As a wine lover he owned a winery and obtained many distinctions with his famous wines from the Domaine Cachiquet.

Today Gérard Guiter is in charge of the production and corporate adviser for Wines and Brands.



Eric Fromenty

CFO



Eric graduated from the university of Montpellier as a PHD in Economy and administration.

His family has been in the wine industry during several generations.

The Occitanie region is his playground ... Thank's to beautiful landscapes, wine and southern life style, he surely is among the happiest CFOs in the south of France.



Brand ambassador
Yvan Cadiou





Yvan Cadiou

A world traveller from France



Yvan Cadiou is a creative chef and comedian ! He has animated more than 350 cooking TV shows in France, China and Great Britain. His passion is reflected in his 15 cooking books published throughout his career. He truly is a passionate chef and a showman ! He decided to be the ambassador of Wines and Brands to share his passion for the South of France.

Our partnership with Yvan Cadiou offers several boosting tools such as : Live animations (personal events, cooking lessons etc..) and Sales supports : Publicity concepts, merchandising...

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WINES AND BRANDS

FINALLY



Millennials, an important market to conquer !

Millennials drank 42% of all wine consumed in the world in 2022 !

Wine label design plays a significant role in 89.7% of their wine purchase decisions. 60% of Millennials are swayed by “fun and contemporary looking” labels. Colorful, wacky, and creative design elements on labels attracts them !


The Finally collection is single varietal wines and appeals in a funny way to an instant of consumption and are easy to understand.


Finally!





finally!




finally! 
a French
WINE
YOU can
PRONOUNCE

finally! 
a French wine
that DOESN'T
START WITH
CHÂTEAU

finally! 
A French Wine
that Loves
AUSSIE
FOOD

finally! 
A FRENCH
WINE
that WON'T
BREAK THE
BANK

finally! 
a FRENCH
WINE you
CAN DRINK
IN YOUR
T-SHIRT

finally! 
a French
TO TAKE
ON
A DATE

finally!

finally!

A FRENCH
WINE
that WON'T
BREAK THE
BANK

finally!

a French
WINE
YOU can
PRONOUNCE

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WINE you
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a French wine
that DOESN'T
START WITH
CHATEAU



YOUR GUIDE TO good.
dougswines.com

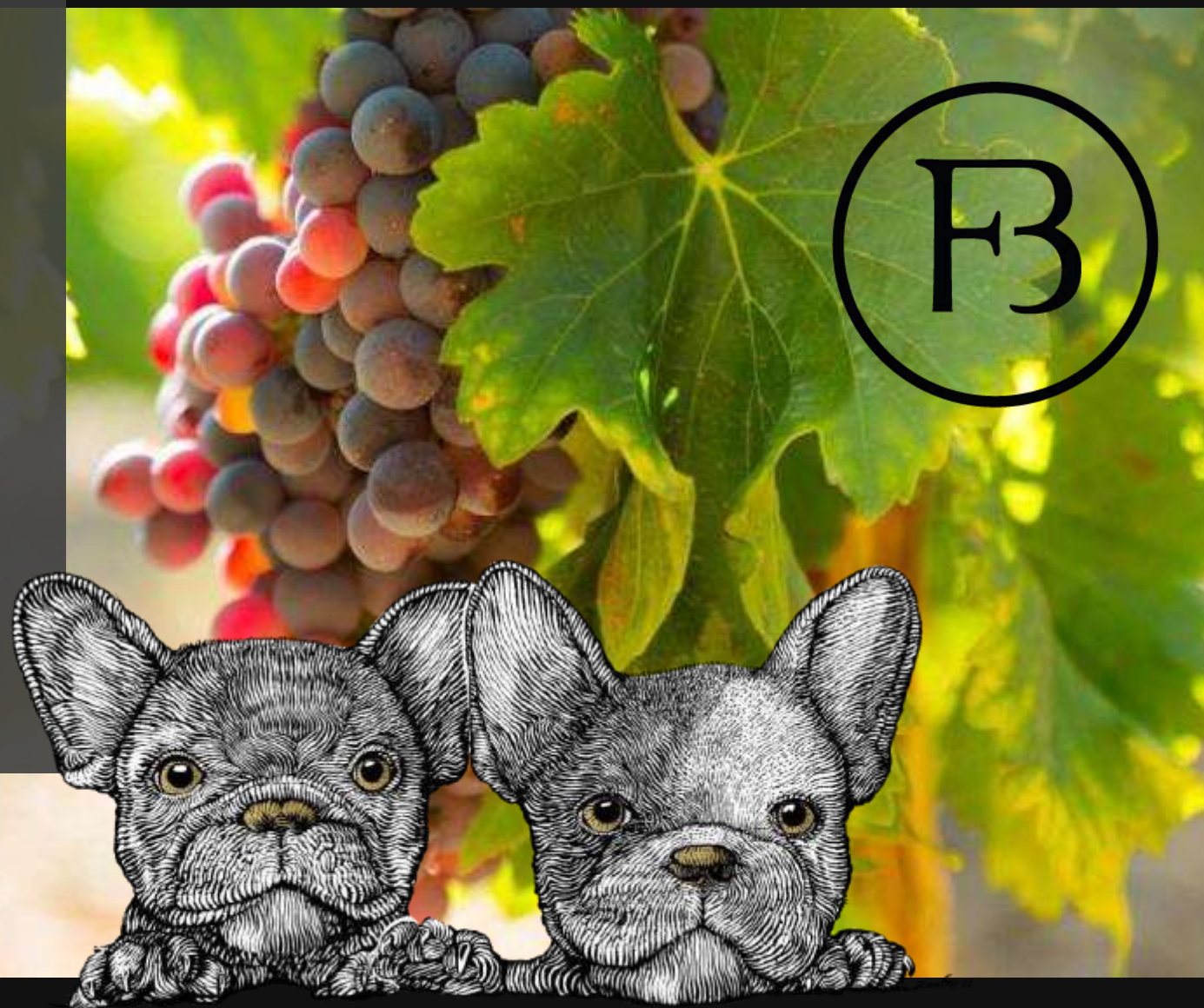


In its search for innovation and development of these products around the world, Wines and Brands has specifically designed a catalog of sales support according to 3 axes :

- TASTE
- COMMUNICATE
- CARRY & WEAR

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WINES AND BRANDS

FRENCH
BOULEDOGUE



The French Bouledogue

has become one of the most popular breeds in the world.



They're incredibly cute and incredibly funny. French Bouledogue have been rising in popularity for a few years now - and they've been a favorite among celebrities, too, with stars like Taylor Swift, Jennifer Aniston, and Paris Hilton all adopting one.

FRENCH BOULEDOGUE

Expressive and vibrant premium wines
FROM FRANCE



French Bulldog is a premium french wine from Occitanie in an elegant design.

A collection of different labels and single varietals is available : Chardonnay, Picpoul de Pinet, Viognier, Grenache, Cabernet Sauvignon / Merlot, Pinot Noir and a Sparkling wine as well as an elegant rosé wine.

An arrogant, stubborn and cheerful Bulldog makes you discover a powerful and fruity wine with silky tannins.



The vineyards are located less than 30 kilometers from the Mediterranean sea in the Corbières region. In this environment where scrubland and limestone reliefs alternate, the wines are exposed to a particular climate. There is a semi-continental climate ideal for the cultivation of wines and the development of grape varieties such as Grenache.

This is a plot selection, which offers a great complexity. After vinification, the wine is oaked in barrels during one year. The proportion of new wood varies from 30 to 35% depending on the type of vintage.





Wines and Brands presents a publicity concept available in different formats.

On line ads :

- 1. Banner ads : 970 x 250
- 2. Social media banner ads : 300 x 250

Off line ads :

- 1 . Magazine ad full page (A4)
- 2. Magazine ad half page horizontal (A5)

FRENCH BOULEDOGUE

Expressive and vibrant premium wines
FROM FRANCE



French Bouledogue

Expressive and vibrant premium
wines from the South of France !

FRENCH BOULEDOGUE

STUBBORN AND FRENCH



CHARDONNAY

Expressive and vibrant premium wines

French Bouledogue

Stubborn and French !

FRENCH BOULEDOGUE

ARROGANT AND FRENCH



GRENACHE

Expressive and vibrant premium wines

French Bouledogue

Arrogant and French !

FRENCH BOULEDOGUE

CUTE AND FRENCH



MERLOT - CABERNET SAUVIGNON
Expressive and vibrant premium wines

French Bouledogue

Cute and French !

FRENCH BOULEDOGUE

CHEERFUL AND FRENCH



Expressive and vibrant premium wines

French Bouledogue

Cheerful and French !

FRENCH BOULEDOGUE

ELEGANT AND FRENCH



PICPOUL DE PINET

Expressive and vibrant premium wines

French Bouledogue

Elegant and French !

FRENCH BOULEDOGUE

BUBBLY AND FRENCH



Expressive and vibrant premium wines

French Bouledogue

Bubbly and French !

FRENCH BOULEDOGUE

STYLISH AND FRENCH



Expressive and vibrant premium wines

French Bouledogue

Stylish and french!

FRENCH BOULEDOGUE

ORGANIC AND FRENCH



Expressive and vibrant premium wines

French Bouledogue

Organic and french!

WB
WINES AND BRANDS

Collection

**SIGNATURE
SOMMELIER**





SIGNATURE[®]
by WB
Sommelier

Improving both image and quality of wines from the South of France has always been the priority of our wine house. This commitment to excellence gave birth to the creation of the Signature Sommelier collection.

The first Gourmet selection, signed by Sommelier Fabrice Sommer, is the fruit of a long-term partnership.



Fabrice SOMMIER was nominated Meilleur Ouvrier de France in sommellerie in 2007 & Master of Port in 2010. In 2021 he passed the Certification of the Association de la Sommellerie Internationale ASI at Gold level with in addition the place of Best of Class. Each wine comes with service and tasting advices.



WB
WINES AND BRANDS

Collection
**SIGNATURE
E CHEF**



Signature Chef

Prestigious and unique

With this brand, Wines & Brands highlights world leading chefs and their know-how.

All vintages are signed by famous Chefs.

Wines and Brands offers premium communication tools such as, events, cooking books, publicity concepts...





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.

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.



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.



Chef Gilles Goujon

3 STARS GUIDE MICHELIN

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. The Chef Gilles Goujon wins the award for best restaurant in the world on TripAdvisor in 2020.



Chef Michel Sarran

2 STARS GUIDE MICHELIN

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

1 STARS GUIDE MICHELIN

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 created 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.



Chef Paul Pairet

3 STARS GUIDE MICHELIN

Born in Perpignan France, Chef Paul Pairet runs three restaurants of different natures in Shanghai: Mr & Mrs Bund, Polux, and Ultraviolet.

Ultraviolet, 3 Michelin stars since 2017 and among The World's 50 Best Restaurants since 2015, is the first restaurant of its kind attempting to unite food with multi-sensorial technology, in order to create a fully immersive dining experience. A single table of 10, a 20-course avant-garde set menu, 5 senses. Supported by the multi sensorial technologies, each course is enhanced with its own taste-tailored atmosphere, including visual, audio and olfactory compositions. Almost instantly, Ultraviolet wows Shanghai, and has been blessed with passionate reviews from the diners, trade and critics, and described as "the best dining experience ever".



Chef Dak Wichagoen

Dak Wichagoen is the former one star Michelin Chef. As head chef of a restaurant in Copenhagen, Dak Wichagoen has managed to retain the Michelin star for 10 years. Today, Dak is a well-known face and TV personality. She is a regular TV judge on the popular MasterChef Denmark.



Chef Claus Holm

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.



Chef Kevin Dundon

Kevin Dundon is an Irish celebrity chef, TV personality and author, he is a regular feature on Irish TV. He is the author of the book Full on Irish: Contemporary Creative Cooking. He has appeared many times on Irish, British and American television, including The Afternoon Show on RTÉ One, and BBC One's Saturday Kitchen. Owner of the Dunbrody House hotel, he runs the renowned Dunbrody Cookery School. Dundon is known in Ireland as the Good Food Ambassador for the largest food retailer Super Valu and internationally is often selected as the Face of Irish Food by Tourism Ireland. Committed to his terroirs and the quality of his ingredients, Kevin Dundon has cooked for great personalities such as Queen Elizabeth II, former US President George Bush and Bono, the famous singer of U2.



Chef James Martin

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 and the acclaimed The Kitchen at Chewton Glen Hotel in Hampshire. Committed to the quality and freshness of his ingredients, his cooking has earned him a place in Harden’s Best Restaurants Guide 2019.



Chef Premek Forejt

Premek Forejt, Czech celebrity and head Chef of restaurant Entrée in Olomouc. He has been working in top-level gastronomy for more than 15 years and he is a regular member of the jury in the TV show MasterChef in Czech Republic.

Thanks to his exceptional cooking style, he offers unique gastronomic experiences. He has been awarded many times, for example in the prestigious Czech competition “Golden cook”. Since 2019 he has been selected every year as a judge in the Czech MasterChefTV show. Premek's creativity has no limits and we are pleased to introduce one of his creations - Signature Chef-Premek Forejt wines. Best Restaurants Guide 2019.



Chef Simone Rugiati

The chef and TV presenter Simone Rugiati became a famous face on TV in Italy with a seven-year run on the hit cookery show La Prova del Cuoco - the Test of the Cook - a hugely popular daytime programme on Rai Uno.

Rugiati has also presented numerous programmes on the satellite TV food channel Gambero Rosso and since 2010 he has been the face of Cuochi e Fiamme - Cooks and Flames - a cookery contest on the La7 network in which two non-professional chefs cook the same dish and see their efforts marked by a panel of judges.



Chef Anna Haugh

Since graduating, she has worked at L'Ecrivain - one of Ireland's top restaurants - and worked alongside chefs like Gualtiero Marchesi and Gordon Ramsay.

In Chelsea, London, United Kingdom, she now runs her own restaurant named Myrtle Restaurant. Her restaurant concentrates a great deal on European cuisine.

Anna's broadcasting career to date includes: three series of Royal Recipes; one of the main chefs on BBC's Ready Steady Cook and is regular on Saturday Kitchen and Sunday Brunch.



Chef David Hemmerlé

1 STARS GUIDE MICHELIN

In June 2021, David Hemmerlé took over as Grand Cru Head Chef in Moscow.

David was the head chef of Yannick Alleno's Pavillon Ledoyen restaurant (Paris, 3 * Michelin), restaurants in 5 * Hotel One & Only (Dubai) and Four Seasons (Moscow). He also worked with chefs Michel Del Burgo and Laurent Pourcel in the south of France.



Chef Renaud Augier

1 STARS GUIDE MICHELIN

Renaud Augier is the head chef of the Tour d'Argent in Tokyo, a restaurant considered as an ambassador of French gastronomic culture in Japan.

Before Japan, Renaud Augier was a Chef in gastronomic restaurants such as Georges Blanc in Vonnas or Louis XV in Monaco, where he worked besides world renowned Chefs such as Gauthier Daniel, Michel Trama or Alain Ducasse.

His gastronomic creations have been awarded in the highest gastronomy competition and in 2018 Renaud Augier becomes « Meilleur Ouvrier de France ».





Collection

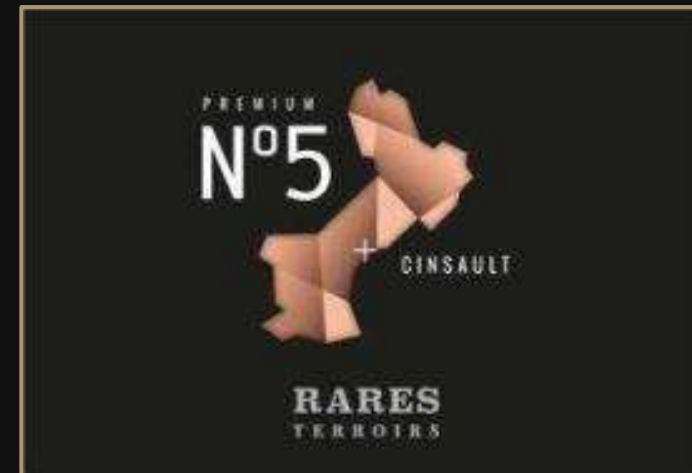
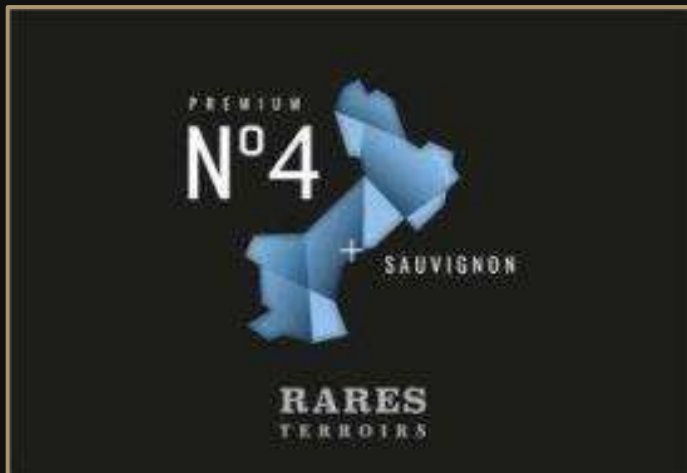
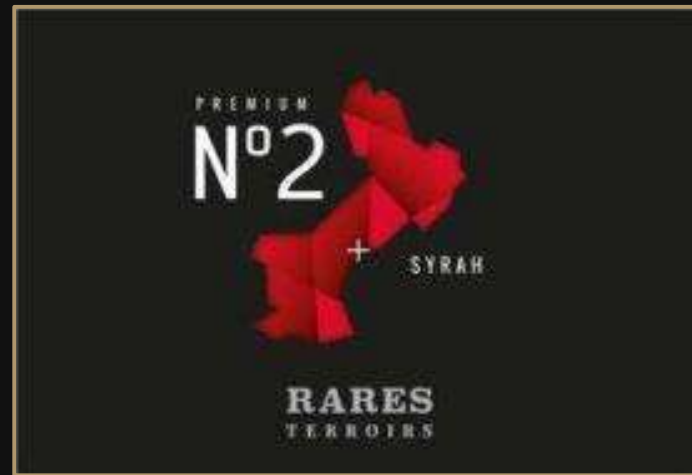
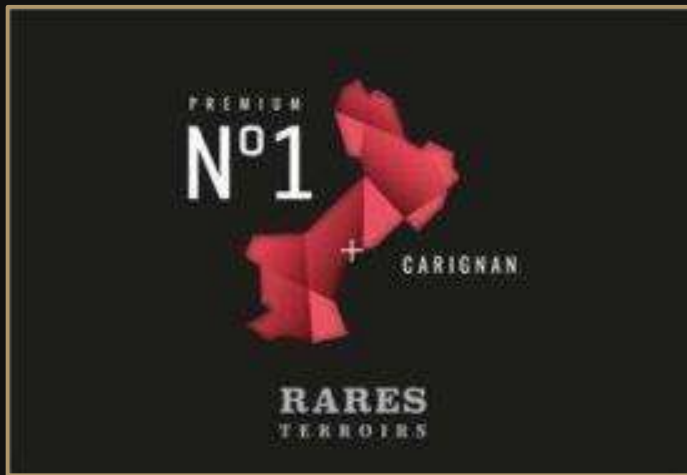
RARES TERROIRS PREMIUM



RARES

TERROIRS





Great terroirs selected for you !

The numbering offers light, medium, and full-bodied red wines. The higher the number is the more complex flavors and richer mouthfeel you will find. The collection also include a white and a rosé.



- Premium numbered collection Pays d'OC
- Designed for off and on trade
- Easy understanding helps the service in restaurants
- Numbering offers a drink by the glass experience in wine bars
- Single grape variety
- Our selected plots between Montpellier and Carcassonne
- Premium and elegant labels
- Numbering offers an easy shelf recognition !
- The label design shows the geographical situation

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WINES AND BRANDS

DOM DENISE



DOM DENISE

Dom Denise was a Cistercian monk who wrote a manuscript of viticulture and oenology of exceptional quality. Dom Denise is the quintessence of this story and the know-how of the sommelier. Thus, this wine is imagined from the best vines of the Languedoc Roussillon region. The first red wine comes from our parcels scrupulously selected for the quality of the terroir.

The result, very low yields but with undeniable qualities. Harvested by hand, all grapes are sorted to select only the best.







THE GRAND POPE COLLECTION



PALAIS
DES
PAPES

The Palace of the Popes in Avignon presents the Grand Pope Collection !

Listed as a World Heritage Site by Unesco, the Popes' Palace is a true masterpiece. The monument is the largest medieval fortress and biggest gothic palace of Europe.

Thanks to its undeniable qualities and its heritage, the Grand Pope wine Collection is co-branded with the Popes' Palace in Avignon.

The first cuvées honors Pope Clément VI. Pope Clément VI, recognised for his intellectual qualities, progressive ideology, his eloquence and his sense of diplomacy reigned in Avignon from 1342 to 1352.



La Grande
Collection Des Papes

THE FLAGSHIP OF CHÂTEAUNEUF DU PAPE

All the cuvées come from organic vineyard parcels scrupulously selected by the quality of the terroir and the age of the vines, which offers intense aromas and exceptional undeniable quality. Harvested, all grapes are sorted to select only the best, and processed by hand.

After vinification, the aging is done in barrels. The result is a precious nectar with a perfect characteristic of the soil of Châteauneuf du Pape.





CLÉ DE LA PASSION



CLÉ DE LA PASSION

The winemaker reveals his secrets !

All the cuvées are a tribute to the know-how of the South of France. It is also a discovery of our secrets and our passion for wine. Behind the label you will find the 6 main keys and secrets of quality winemaking. Which means 6 different messages in one box of 6 bottles.

In a way, we share with you our secret recipes of both an elegant and gourmet wine. An invitation to discover the excellence of the South of France.



A scenic view of a vineyard with rows of grapevines in the foreground. In the background, there are rolling hills, a line of trees, and a church with a tall spire under a clear sky. The image is framed by a thin orange border.

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WINES AND BRANDS

END

THANK'S FOR YOUR ATTENTION !