

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 FRENCH CHEF - PAUL PAIRET

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Paul Pairet

PAUL PAIRET

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## EXCELLENCE IS THE RESULT OF TRUE DEDICATION

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Our winery has always aimed to enhance the quality of wines from the South of France and our commitment to quality led to the creation of the Signature Chef Wine Collection. Signature Chef highlights world famous Chefs and their know-how. The gourmet selection by Chef Paul Pairet is the fruit of a long partnership with our winery. Deeply committed to our wine heritage and environment, Paul Pairet and our oenologists created both elegant, expressive and vibrant wines. The terroir is the keystone of this collection. Thanks to the commitment of Chef Paul Pairet, this collection truly offers exceptional wines.

Klaus Hansen  
CEO Wines and Brands

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## PAUL PAIRET – FRENCH CELEBRITY CHEF IN CHINA

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Paul Pairet is a famous 3 Michelin stars French Chef from Perpignan, South of France. He owns several restaurants based in Shanghai. His cuisine is often described as "Avant Garde". The flagship, ULTRAVIOLET, is ranked as one of the best restaurants in the world. Ultraviolet is the first restaurant of its kind uniting food with multi-sensory technology to create a fully immersive dining experience.

Chef Paul Pairet is also known for his role for the last three years as a Jury in the French TV show : Top Chef (M6). Paul Pairet's cuisine is both thoughtful and refined, and plays on contrasting flavours. His worldwide culinary experience has allowed him to win many awards and recognitions like the 50 most influential French people in the world in 2019 by Vanity Fair France.





PAUL'S RECIPE FOR WINE



Paul  
PAIRET

GOURMET WINE

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## FOOD AND WINE

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Each bottle of wine comes with a recipe created specifically by chef Paul Pairet for each of the wines. The ingredients and the recipe can be found on the neck hanger placed on the bottle.



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## PREMIUM WINES FROM THE SOUTH OF FRANCE

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All the vintages come from plots scrupulously selected for the quality among our vineyards in the South of France, near the city of Pézenas. Here, specific soils, sun, wind and sea humidity create wines with lots of fruit and fine balance. All wines come from 25-30 years old vineyards, and only the best grapes are harvested. Paul Pairet's white wine will be appreciated for its elegance and his red wine for its beautiful balance.



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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..

For any further information, please contact Wines & Brands sales and marketing department:  
contact@winesandbrands.com / Ph: +33 9 62 62 54 48



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**WINES AND BRANDS**  
PREMIUM CREATIVE WINES

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