

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 THE MICHELIN STARRED CHEF MICHEL SARRAN



S I G N A T U R E[®] by WB

EXCELLENCE IS A RESULT OF A HIGH LEVEL OF REQUIREMENT

Our winery has always aimed to enhance the quality of wines from the South of France. Our requirement of quality led to the creation of the Signature Chef collection. A collection, which highlights the best French Chefs and their know-how. This gourmet collection by the Chef Michel Sarran is the fruit of a long term teamwork. Deeply committed to our heritage and our environment, we are involved in a demanding qualitative approach both in the vineyard and the winemaking, all orchestrated by a sublime work of our oenologists. The terroir is the keystone of this collection. Thanks to the commitment of the Chef Michel Sarran, this collection offers exceptional wines.

Klaus Hansen
CEO Wines and Brands

MICHEL SARRAN – 2 STARS IN THE MICHELIN GUIDE

In 1995, 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.

MICHEL SARRAN
2 stars in the Michelin Guide

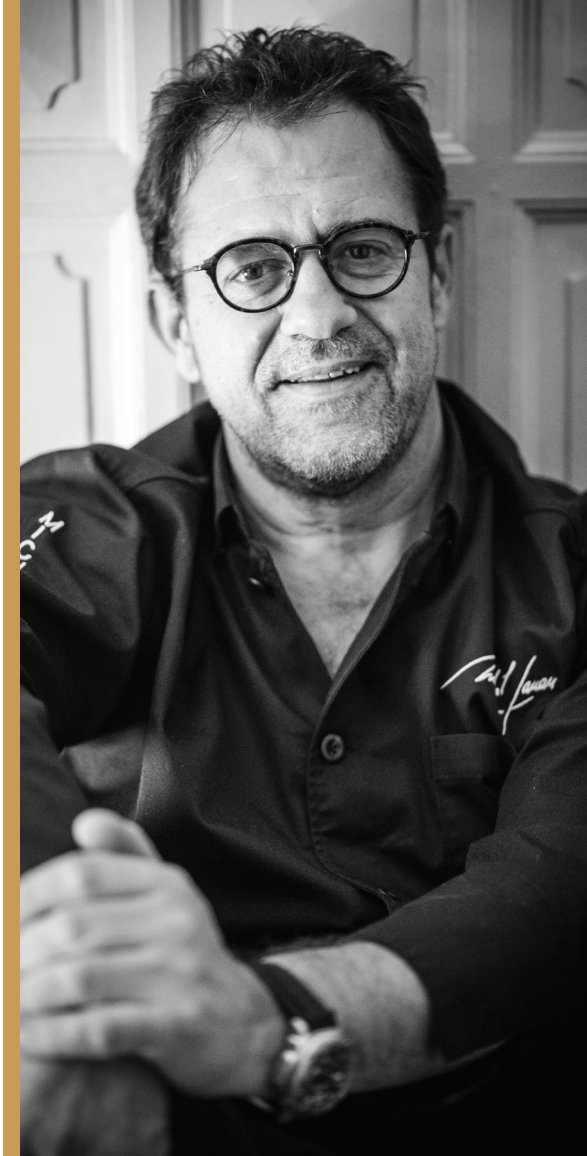




CHEF MICHEL SARRAN

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.



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

257, Allée du Mas Nègre, 349700 Lattes - France

+33 (0)6 07 71 20 36 • contact@winesandbrands.com

VAT number : FR 22832202741 • Company registration number : 83220274100019 • Excise number : FR017002E4459

www.winesandbrands.com