



WB

WINES AND BRANDS

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



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# Exceptional and vibrant wines

Wine&Brands is a premium winery based in the South of France.

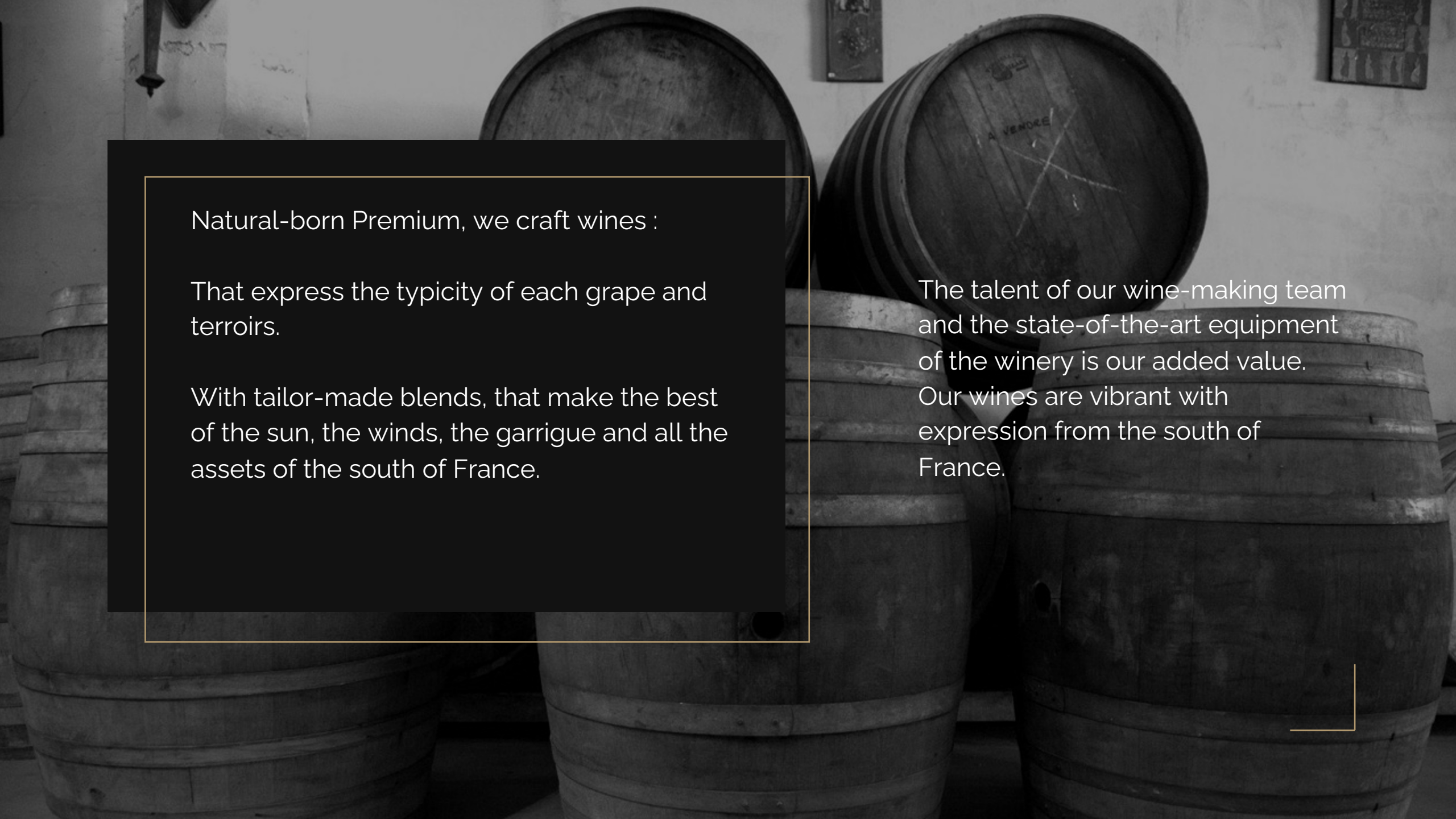
Our work is all about respect. Respect for our people, our gorgeous landscapes, the vines and the grapes and respect for the consumer.

Our vineyards, from Béziers to Carcassonne and in the Châteauneuf du Pape region, are all Haute Valeur Environnementale (HVE3) certified.

Covering 350 hectares, our locations span an infinite variety of terroirs and cépages, which provide for the many colours of the palette.







Natural-born Premium, we craft wines :

That express the typicity of each grape and terroirs.

With tailor-made blends, that make the best of the sun, the winds, the garrigue and all the assets of the south of France.

The talent of our wine-making team and the state-of-the-art equipment of the winery is our added value. Our wines are vibrant with expression from the south of France.





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**.





# Natural-born Premium wines

Respect of the land and the vines rules over our list of requirements. Our grapes achieve at least HVE 3 standards.

- We limit our interventions on natural processes to the minimum. HVE3 requires that we apply the right dose of the right treatment at the right moment, no more, no less. After harvest, we aerate the soil by ploughing as deep as 30 cm (12 inches), which allows for the autumn rainfalls to be fully retained. We nurture the soil with plant-based and animal-based fertilisers, in turn every year, early enough before the growing season kicks in, so that when Spring comes, the soil releases the minerals in due course for the vine's development.
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Around the vineyards, hectares of scrubland ensure that the vines are protected. We maintain the garrigue and treasure it as an essential element of our Mediterranean landscape. We plant olive-trees, almond-trees... and grow hedges, so that the natural diversity can express itself. This environment guarantees a privileged ecosystem.

We limit watering of the vineyards, which develops the root system's depth, and its ability to collect minerals.

Pruning determines the yields. To ensure a good balance of drinkability and concentration, we aim at 35-50 hectoliters/hectare.





# Winemaking is all about balance and expression of the terroir

The grapes are harvested by hand to ensure perfect integrity of the grapes, when they arrive at the winery and thus limit the extraction of plant matter into the must. The bunches arriving intact go through the destemmer where the stalks are removed. After a light crushing, the grapes are immediately cooled to a low temperature and inerted to avoid any oxidation phenomena that would lead to an irreversible loss of aromas and structure.



The whole range is vinified under careful temperature control. Freshness of aromas and a soft quality of tannins are key.

The red grapes come from our oldest vines and are hand-picked to then undergo carbonic maceration. The bunches are vatted intact, and each berry becomes a cell of maceration for the pulp to extract colour and aromas from the skin.





This soft process allows the full expression of our grapes in its voluptuous velvety mouthfeel, balanced with the zest of freshness of its natural acidity. Accomplished maturity guarantees that the tannins are soft and fully integrated.

Some of our red and white wines undergo a long maturation in barrels. During this time, the tannins will soften, the structure of the wine will strengthen, and the finesse will develop.

Wood is used to further polish the tannins and add aromatic complexity, with barrels presenting a specific blend of French oak in the body and American oak at the top and bottom staves. French oak provides a top quality of micro-oxygenation to polish the tannins, while American oak adds to the luscious expression of the grape.

Our signature can be found in each of the bottles produced thanks to a bottling line equipped with the highest technology to preserve our wines from oxidation.





# ENVIRONMENTAL RESPECT

## High Environmental Value

HVE is a French agricultural certification that recognises a high level of commitment to protecting and enriching the environment. It stands for “Haute Valeur Environnementale” – High Environmental Value. It is particularly focused on four key areas:

- Biodiversity conservation
- Flora protection strategy
- Management of water and fertiliser use
- Management of water use.

These sustainable vineyard and winery practices conserve water and energy, maintain healthy soil, protect air and water quality and preserve local ecosystems.

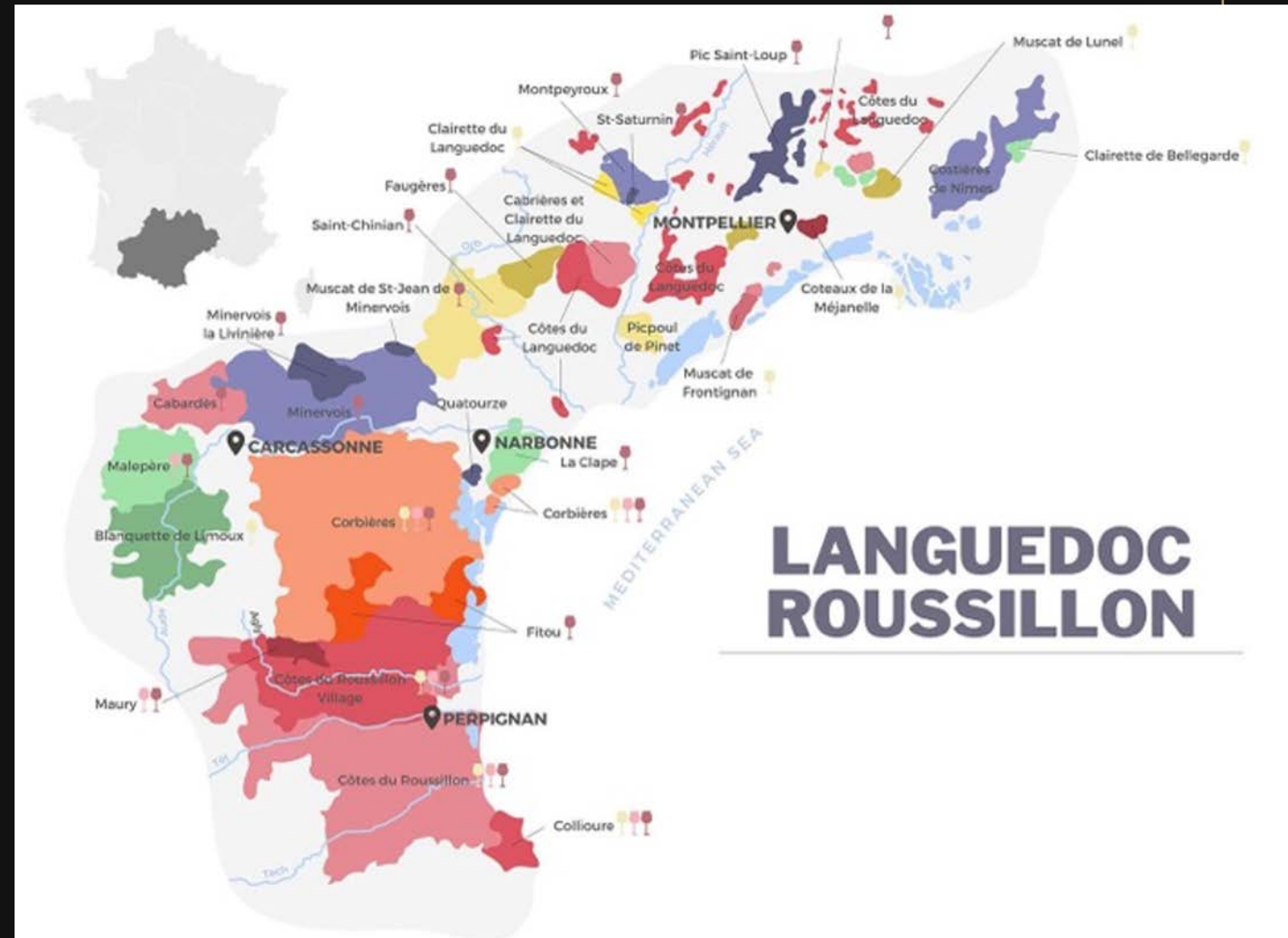
Wines and Brands HVE certification shows our significant and diverse efforts to practice sustainable viticulture.



# 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

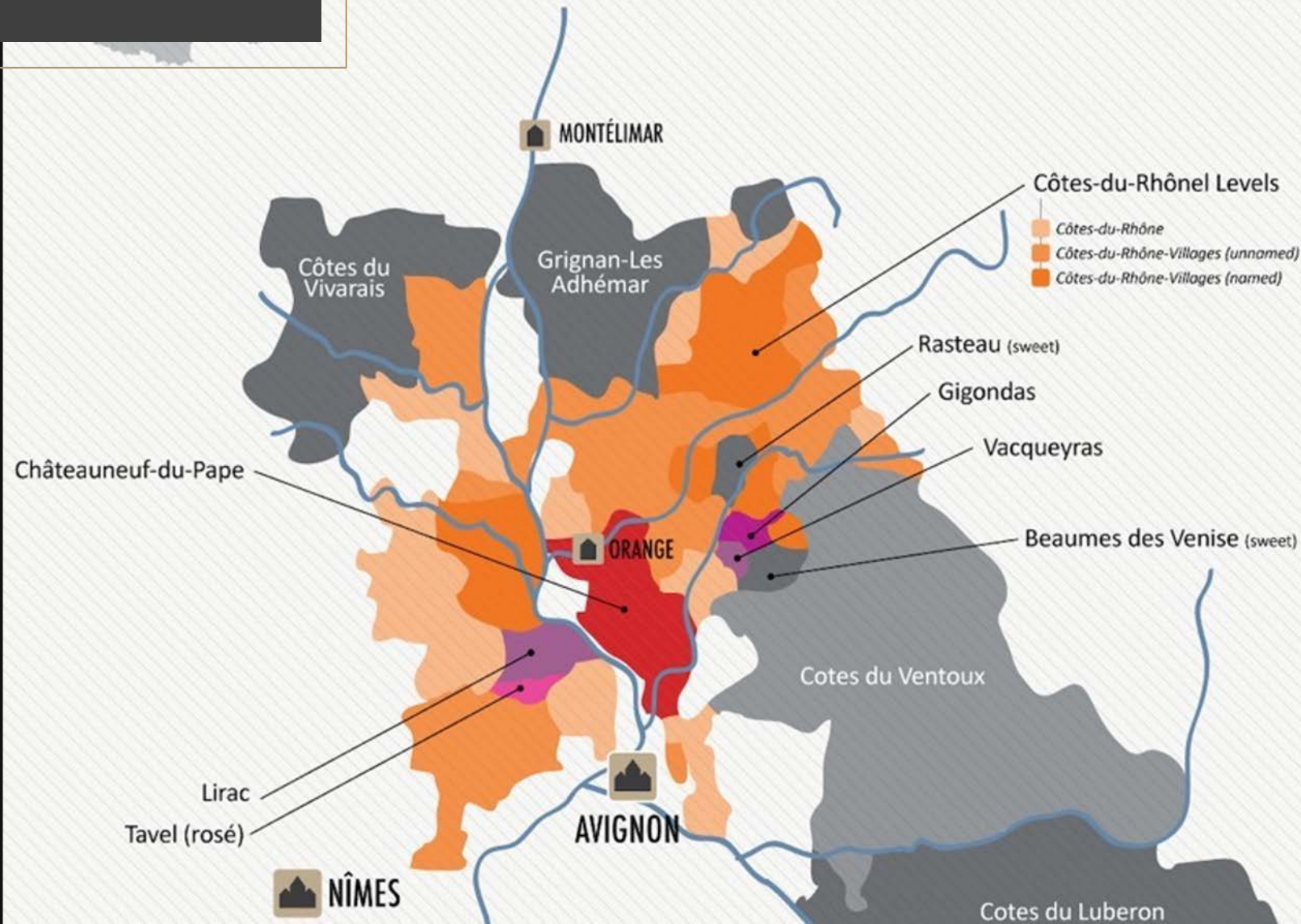
The name of the appellation means "new castle of the Pope". This refers to the early 14th Century when Avignon was chosen as the new home for the Pope's court.

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

SIGNATURE<sup>®</sup>  
by WB  
*Sommelier*

SIGNATURE<sup>®</sup>  
by WB  
*chef*

FRENCH BOULEDOGUE

**Avenue de la Mer**  
SEA AVENUE



*I love the Games*

**WB**  
**WINES AND BRANDS**

All our wine collections offer quality wines from the best terroirs in the South. Wines and Brands offers **11 brands**. We also offer event and private labels. Each brand has a specific consumer target, which allows to offer a winning marketing and innovative strategy.







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

**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



# MANAGEMENT







# Klaus Rune Hansen

## CEO

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**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

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**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 CFO's 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...

**WB**  
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

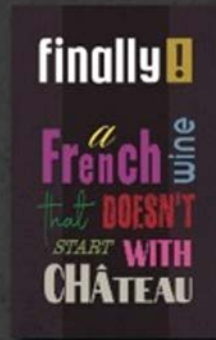
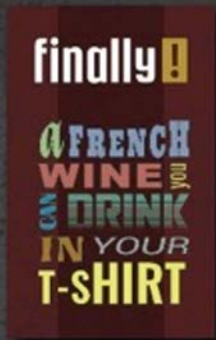
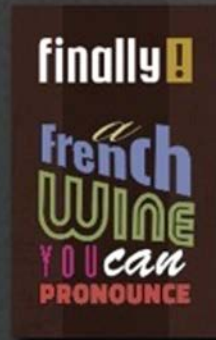
finally!   
French Wine  
that loves  
AUSSIE  
FOOD

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

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

finally!   
a French  
TO TAKE  
ON  
A DATE

# finally!



YOUR GUIDE TO *good.*  
[dougs wines.com](http://dougs wines.com)



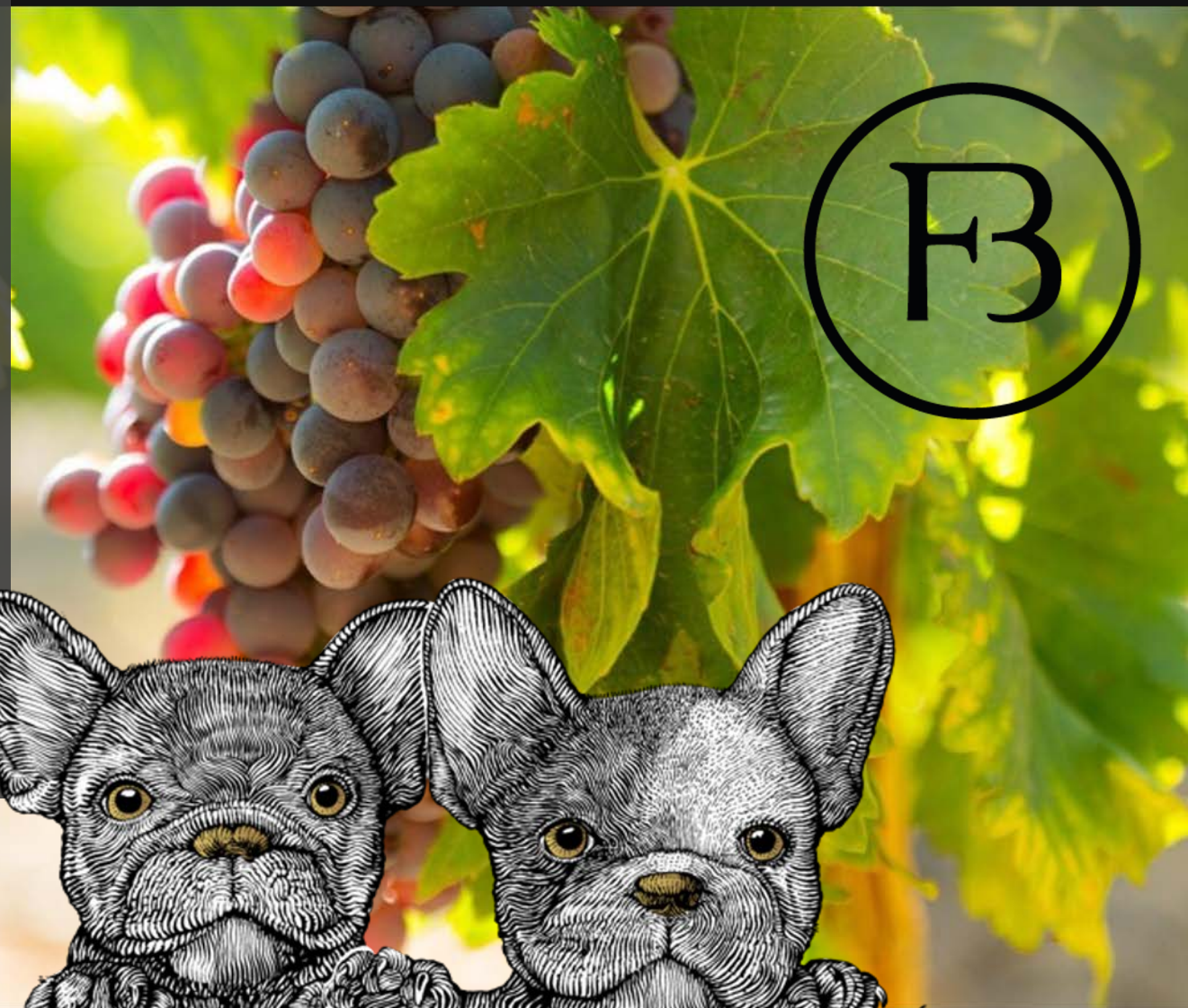
In its search for innovation and development of these products around the world, Wines and Brands has specifically designed a catalog of sales support according to 3 axes :

- TASTE
- COMMUNICATE
- CARRY & WEAR



WB  
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 Bouledogue 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 Bouledogue 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!



FRENCH BOULEDOGUE

ARROGANT AND FRENCH



PINOT NOIR

Expressive and vibrant premium wines

French Bouledogue

Arrogant and French !



FRENCH BOULEDOGUE

ARROGANT AND FRENCH



CABERNET SAUVIGNON

Expressive and vibrant premium wines

# French Bouledogue

Arrogant and French !





FRENCH BOULEDOGUE

STUBBORN AND FRENCH



SAUVIGNON BLANC

Expressive and vibrant premium wines

# French Bouledogue

Stubborn and French !



FRENCH BOULEDOGUE

CUTE AND FRENCH



MERLOT / CABERNET FRANC

Expressive and vibrant premium wines

# French Bouledogue

Cute and French !





FRENCH BOULEDOGUE

ELEGANT AND FRENCH



SYRAH

Expressive and vibrant premium wines

# French Bouledogue

Elegant and French !



FRENCH BOULEDOGUE

CHEERFUL AND FRENCH



MERLOT

Expressive and vibrant premium wines

# French Bouledogue

Cheerful and French !





FRENCH BOULEDOGUE

CUTE AND FRENCH



SAUVIGNON BLANC / MUSCAT

Expressive and vibrant premium wines

# French Bouledogue

Cute and French !



FRENCH BOULEDOGUE

CUTE AND FRENCH



CHARDONNAY / VIOGNIER

Expressive and vibrant premium wines

# French Bouledogue

Cute and French !



**WB**  
WINES AND BRANDS

Collection

SIGNATURE  
SOMMELIER





## Signature Sommelier by Fabrice Sommier, our premium of excellence

A deep respect for regional heritage and the environment met our own quest for authenticity and excellence.

In the vineyard as well as during the winemaking process, Fabrice Sommier brought his touch and his perspective to the expert work and professional expertise of our oenologists.

The terroir is thus the keystone of the style of the Signature Sommelier collection, with excellence, expertise and authenticity as its pillars. All the best for the best! Both demanding and inspired, Fabrice Sommier is the ambassador of our uncompromising premium positioning, all around the world.







Originally from Berry, sommelier Fabrice Sommier won the title of « Best Craftsman » in sommellerie in 2007 and the Master of Port in 2010.

On March 9, 2021, he passed the Certification of the Association de la Sommellerie Internationale ASI at the level Gold with the addition of "Best of Class" (1st place in the world). After more than 35 years in luxury hotels and Michelin starred restaurants, he opened the Wine School in Macon in 2021. Fabrice Sommier is also president of the French Union of Sommeliers (UDSF). UDSF is a major player in the world of wine both in France and internationally.

SIGNATURE<sup>®</sup>  
by WB  
*Sommelier*



**WB**  
WINES AND BRANDS

Collection  
**SIGNATURE  
CHEF**

S I G N A T U R E<sup>®</sup>  
by WB





# 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...





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.

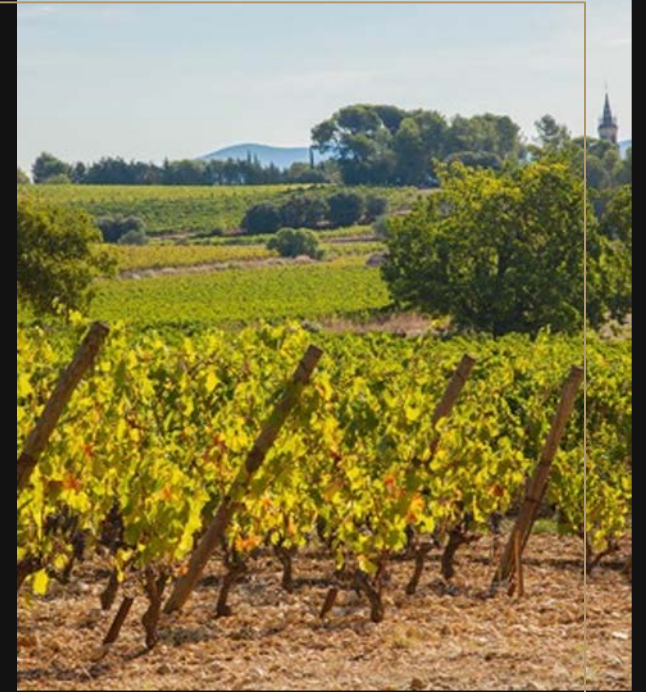
As with their culinary creations, the chefs have selected exceptional vines from our vineyards. The cuvées are, in fact, made from grapes scrupulously chosen and elected by the Chefs.

In a deep sense of respect for the regional heritage and the environment, the chefs are involved in a very demanding qualitative approach.



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

## 1 STAR 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 STAR 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 creates 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 Wichangoen 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 MasterChef TV 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

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 STAR 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 ».



# Chef Justine Piluso

Of Franco-Italian origin, Justine Piluso started being passionate about cooking from an early age. She studied culinary studies at the Bocuse Institute. She also worked in various establishments, and in particular the Michel starred restaurant Le Petit-Nice-Passédat, in Marseille.

Her cuisine is defined as sensitive, gourmet, subtle and sometimes surprising.

She participated in Top Chef on M6 and she was in Chef Paul Pairet's team. She hosts the Batch Cooking program on TEVA (M6 Group) with great success and has a very large audience on social networks.



S I G N A T U R E<sup>®</sup>  
by WB



# Chef Fanny Rey

Fanny Rey is recognized as a finalist in season 2 of Top Chef on M6.

After obtaining the Maître restaurateur label, Fanny Rey won her first star in the Michelin Guide in 2017. At the age of 35, the only woman being rewarded by Michelin in 2017 in France, among the 70 new stars. A few months later, Fanny Rey obtained the title of Female Chef of the Year. She is also a jury of the prestigious Bocuse d'Or competition. Today she is owner and chef in the restaurant L'Auberge in the city of Saint-Rémy-de-Provence.



# Chef William Douglass

Chef Douglass Williams spent decades mastering his craft in kitchens across the globe before being highlighted as Food and Wine Magazine's best new chefs of 2020, calling him a "master of texture." Four years ago, the Atlantic City, New Jersey native bet big on himself, going from chef to chef and owner, opening his Italian-inspired restaurant Mida in Boston. Known for his deft technique with hand-made pasta, generous hospitality, and a smile and spirit that light up the room, Williams is committed to making a difference in both the kitchen and the community.

William's broadcasting career to date includes : Iron Chef, and CBS Morning.







Collection

# RARES TERROIRS PREMIUM

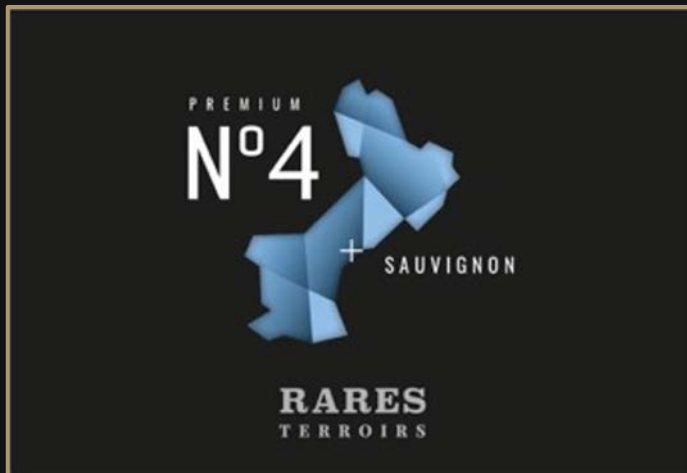


# RARES

## 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



WB  
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 and Wines and Brands present : 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, recognized 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.







# EVENT COLLECTIONS 2024



# OUR EVENT COLLECTIONS

highlight the Olympic Games  
and all sport events !

The Paris 2024 Olympic and Paralympic Games will be the biggest event ever organized in France. The Olympic Games will take place from 26 July to 11 August 2024. The Games are a popular, multicultural festival, a celebration to share worldwide. The event represents Billions of television viewers worldwide and more than 350,000 hours of TV broadcast.





# I LOVE THE GAMES

I love the Games highlights the Olympic Games.

All the wines come from our plots scrupulously selected for the quality of the terroir and the age of the vineyards.

Bursting with fruit, with a lot of finesse and sharpness, this range is a faithful companion as your aperitif or simply to enjoy with friends.

A gourmet range available in rosé, Pinot noir and Chardonnay.



# INSTANT DE JEUX

## Instant de Jeux highlights the Olympic Games.

All the wines come from our plots scrupulously selected for the quality of the terroir and the age of the vineyards.

Bursting with fruit, with a lot of finesse and sharpness, this range is a faithful companion as your aperitif or simply to enjoy with friends.

A gourmet range available in rosé, Pinot noir and Chardonnay.





**WB**  
WINES AND BRANDS

SEA  
AVENUE





# SEA AVENUE

The « Sea Avenue » spirit is evocative of the cool sea breeze, that blows on the range's six premium wines.

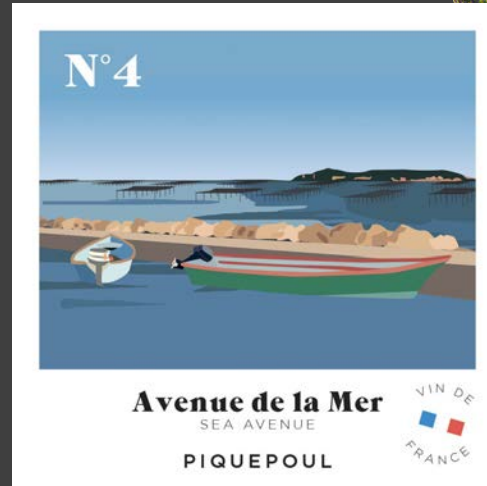
These gourmet wines are resplendent with vivacity, fruity and flavorful, boasting an explosive nose.





# SEA AVENUE

This range truly celebrates the Mediterranean lifestyle and highlights the iconic Mediterranean vineyard in Languedoc.







WB

WINES AND BRANDS

END

THANK'S FOR YOUR ATTENTION !