

S I G *chef* N A T U R E [®]
by WB

WINES CREATED BY THE MICHELIN STARRED CHEF GILLES GOUJON

Meilleur Ouvrier de France



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 Gilles Goujon 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. Thank's to the commitment of the Chef Gilles Goujon, this collection offers exceptional wines.

Klaus Hansen
CEO Wines and Brands

THE STRENGTH OF A CAREER

For Gilles Goujon, being a Chef has always been an ability showing the way to the quest for excellence. In 1996, he won the blue-white-red collar of the Meilleur Ouvrier de France and obtained his third Michelin star in 2010. In the same year, Gilles Goujon was ranked 9th in the world list of best Chefs and he was awarded the following year, the title of Knight in the Order of the Legion of Honor in France.

GILLES GOUJON
3 stars in the Michelin Guide
Meilleur ouvrier de France





PREMIUM WINES CREATED
ACCORDING TO METICULOUS
SPECIFICATIONS.

The Signature Chef collection, created by Gilles Goujon, is available in Red and White.

GG CUVÉE GOURMET
SIGNATURE CHEF - Gilles GOUJON

All the vintages come from plots scrupulously selected for the quality of the terroir and the age of the vines. Harvested by hand, all clusters are sorted to select only the best. After the winemaking, the aging is done in barrels. The result is precious wines with a perfect expression of the soil the south of France.



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