

Welcome to The Rosé Renaissance

SWE Conference August 10, 2022 Indian Wells, CA

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AMBASSADOR ALEX DIARD



Alex Diard provides wine education and sommelier services for the premium luxury rosé wines of the Chateau d'Esclans portfolio. He leads on-premise development, tastings and education for trade, media and consumer.

Born in Aix-en-Provence, Alex spent 5 years in France studying food service and hospitality, earning a clumary Arts degree from the Pôle Universitaire de Vichy. He went on to work for legendary chefs Paul Bocuse, Alain Ducasse, and Daniel Boulud, and has also worked as head butler at "R.2" a lusury hotel in Courchevel at the top of the French Alps.

Email: adiard@chateaudesclans.com

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How do vou sav it?











The 3 major producing areas of rosé wine in Provence are:

1. Côtes de Provence

2. Coteaux Varois

3. Coteaux d'Aix-en-Provence



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- The ancient Greeks (the Phoceans) brought grapevines to southern France 2,600 years ago when they founded the city of Marseille, making Provence the birthplace of the French vineyard. At that time, all wines were generally pale in color the color of today's rosés.
- Four centuries after, in 200 BC, the Romans began to settle on Provençal land. They cultivated grapes and set up the Provincia Romana, now known as Provence. Already at that time, the rose wine produced there had a reputation across the Mediterranean for its high quality.



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Château d'Esclans

This estate is in the heart of the Esclans valley and has had many owners over the years, but what would change its destiny was the arrival of Sacha Lichine in 2006.

Founding Leadership



Sacha Lichine - Co-owner & Founder

such a Unline, whose extra ordinary background that has made him an important unimary to tady of clobal Will well activately well well activately well as the important of the interval to take of the control of the interval to the control of the c

Patrick Léon - Winemaker 1943-2018

Patrix Lilon was Sacha's Younding Consulting Dennioging whose will making pedigraps in included working for Nessi Lichine and for orasiny two decades as of restor of Chattera Mouton Rothschild and manages usun Johans of Amishina six as will and these oral Kellin. President consistence superta and unawaring wine making precision, has established to superta and unawaring wine making precision, has established foundation to enurgipating culpins, sandlingly been in in the bottl thoughout all investigates incer the beginning. Doday Patrick's con-Betrase Lilon, under Federal Protection 2011. Continess with and Betrase Lilon, under the Chatter Protection 2011. Continess with and Betrase Lilon, under Federal Protection 2011. Continess with and Betrase Lilon, under the Chatter Protection 2011. Continess with an Betrase Lilon, under the Chatter Protection 2011. Continess with an Betrase Lilon, under the Chatter Protection 2011. Continess with an Betrase Lilon, under the Chatter Protection 2011. Continess with an Betrase Lilon 2011. Continess with a Betrase Lilon 2011. Conti



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Château d'Esclans Vineyards



The Vineyar

Located in the heart of Côtes de Provence, 20 kilometers north of the coast above Saint-Tropez (up in the rocky limestone hillsides of the valley of Esclans away from the sandy flatlands)

Foday, Château D'Esclans consists of 140 hectares of vineyards (producing estate vineyard and bottled rosés).

The total property has 427 hectares.

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Grape Varieties at Château D'Esclans



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Grenache Rolle Cinsault Syrah Tiboure

House Style

Primary grapes:

Grenache: Red berry fruit / roundness / elegance / structure Rolle (Vermentino): Floral / aromatic / length / mouthfeel

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A new technique of rosé winemaking



cultivated grapes is our unmatched Barrel Fermentation approach to making these great wines. This is where traditional form meets modern function as the 600 Liter Demi Muids are individually Temperature Controlled via closed circuit cooling systems which are activated once the Barrels are filled to capacity.

Unique to Château d'Esclans, this method is used to produce a significant portion of Rock Angel and Château d'Esclans in addition to all of Les Clans and Garrus. This Burgumdian method, which includes Battonage, adds to the complexity, style and sophistication of these fine wines. Moreover, this select and refined range of wines contribute to Sacha Lichine's objective, from the start, to make road grand and is part and parcel to his ability.

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A new generation of rosé winemaking

1- Early Morning Picking

Grapes are picked at night and in the early morning to take advantage of cooler temperatures. The goal is to harvest at maximum ripeness for enhanced flavor, yet protect and prevent any unnecessary color/tannin extraction before the grapes are crushed.





2- Optical Eye Sorting

Machine sorting with double sorting of berries on vibrating table with "electronic eye" after de-stemming (new "high tech" Bordeaux Grand Cru technique).

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3- Crushing & Heat Exchanger

After crushing (slightly crushed to break the skins of the grapes), the must is chilled from 20+ °C to 7-8 °C as it passes through a heat exchanger.

This continues to prevent the risk of color and oxidation before the must reaches the press.



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4. Pressing

The grapes are transferred to our state-of-the-art pressing machine. This process operates in three Press 1: natural free on pick; no pressure on the grapes.

Press 2: the first press with light pressure on the grapes, the sish has fallen off, the pice is sightly dative.

Press 3: the first press with more pressure on the grapes, the darkest pice.

Use of "free-run" juice is employed in order to ensure maximum concentration akin to a classic Champagne "Prestige Cuvée" technique.

5. Fermentation

A- Stainless steel tanks.

The classic size 225 liter barrel would result in wines with too much oak contact.





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6. Assemblage

- Grape Varietal
 Age of Vine
 Soil Type / Elevation / Terroir
 Stainless Steel vs. Barrel Fermented

Today, the Château d'Esclans winemaking team is led by Bertrand Léon (Technical Director) who oversees all aspects of production.







Luxury Carus—the most exclusive Rode in the world Francisco flower and the control of the cont



The Pale Rosé by Sacha Lichine



Grape Varieties
Predominantly Grenache, Rolle, Cinsault and Syrah

Vineyards

Tue comes from the best terrors in the

The Pale comes from an assembly of softly pressed juices selected with the greatest care. Aging is done on fine lees 5-8 months in stainless steel tanks.

Taste Profile & Style

are pink with green nues both of which are clear & very expressive. Great aromatic freshness on the nose followed by more subtle, fruity notes or the palate. Crisp and suave finish.

A user-friendly wine to begin your journey down the road of rose

Authentic rosé from Provence Signed by Sacha Lichina

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Whispering Angel



Grape Varieties:
Predominantly Grenache Cinsult, and Rolle (Vermenting

Vineyards

old vines. Lower elevation vineyards. Clay and gravel soils. AOC Côtes de Proven

Vinification

100% Stainless steel fermentation tanks. A controlled fermentation temperature (14°C) is used as well as "bătonnages" of the yeast lees. Three to four months aging in tank on yeast lees.

Taste Profile & Style:

Hear it do berry fruit contractensists with inoral noise. Rope and nearly reef on the plaste. Dry (pero sugar), Great concentration. Smooth and round finish. No astringent aftertaster of bite. Extremely asy drinking. No matter what style of wine you drink, everyone finds something in Whispering Ang that they enjoy and can identify with (from beginner to wine experts)

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Whispering Angel



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Januis Pool an 16/20 Januis Rikkitanan ma 16/20 Januis Rikkitanan ma 18 mark a faint their of fermentation Good, clean fruit or short of sicohol.

The most famous rose in the world and, is now firmly established as the most glammorus prisk wine on the planed 70 glammorus prisk wine on the planed 70 2009 wintage is absolutely sturning. Nathew Jules

JAMESSUCKLING.COM 91pts
A rosel with temons, cantaloupe, enames
peel and peaches. Medium-bodied with
hints of tennins. Fruity, yet not over the
top. Crispy and creamy. Summer
pleasures. Drink now.

Whispering Ange



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Rock Angel



Grape Varieties: redominantly Grenache, Cinsault, as

Vineyards:

Vinification

70% Stainless steel fermentation tanks blended with 30% demi-muids. (600 liter French oak barrels Temperature controlled in both cases with "bătonnages" of the yeast lees. Six months aging in tank and barrel lata betti

Taste Profile & Style

Shiny and transparent pale rosé color. Delicate red berry aromas with mineral notes. A touch of floor as well as spice notes. A touch of oak adds a creamy feel and texture. Rich and racy on the palate. Fir acidity with a long and sliky finish. Powerful and elegant. A classy wine. If you like the minerality of a Senegare, we will be the like.

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Rock Angel





The right right is pasked with memtransfer from the pasked with memtransfer finds. Aprilly backed by analysis and the same and an alterative gives promoting a new weight statement and decade, with a real balls of concern of the way. Dark of the right

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ASTED by Andreas Larsson	91 рт
by Andreas Larsson	
Bright rosé de Provence calour. Fri	agrant and flo
nose with fresh red berries, pink	grape and n
pice notes. Rather full palate with	fine extract a
freshness, layered red berry and	citrus notes w

18/20
Class You'd in roths it is based on the first of the complete of the com



Vinification:

50% Stainless steel fermentation tanks blended with 50% demi-muids (600 liter French calk barrels).

Temperature controlled in both cases with "blackmages" of the yeast lees. Seven months aging in tank and barrel. Late bottling (after Easter), so additional extended contact with yeast lees and barrel aging.

Taste Profile & Style: tremely transparent pale rosé color. Predominately floral notes followed by red berry fruit. A touch of sills and pear. Smooth and creamy texture. Rich and long on the palate. Good balance. A complex and elegant wine. Imagine the sophistication of a Blanc de Blanc Champagne.

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by Andreas Larson
Bright pide rook of Provence colour, Layered nose
with fresh peods, ripe circus, red current and
underrenth Serious structure with firely cheeled
underrenth Serious structure with firely cheeled
normic circus are and alight solly resentation, very
good grip and kength. A substantial and
mauthwatering profit.

falstaff

92 POINTS JAMESSUCKLING.COM

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rel fermented in demi-muids (600 litre French oak barrels; using new oak and one to two year old Temperature controlled with "bistomage" of the yeast lees. Eleven months aging in barrel. Late bottling due to extended contact with yeast lees and barrel aging.

Taste Profile & Style:

Very light transparent pale rosé color. Ripe red berry aromas with toasty and hazel nut notes. Ripe pineapple and ginger on the mouth. Rich and exotic. Black incrice notes as well. Full bodied, yet elegant. A classy wine.

Available in 750ml, 1.5L, 3L

Château d'Esclans "Les Clans"



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Granche. Wirmstein blend from the estates better
Granche. Wirmstein blend from the estates better
mostlis of raise-weekly less-stirring. A definish fine of
savey oak. The a save to drink with food from the
sammer of 2000, fol suggest.

Fig. 10 and 10



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Château d'Esclans "Garrus"



Vineyards:
90-100 (+) year old vines. High elevation vineyards. Very rocky and limestone soils. AOC Côtes d

100% barrel fermented in demi-muids. (600 liter French oak barrels; using new oak and one to two y old barrels). Temperature controlled with "bătonnages" of the yeast lees. Eleven months aging in barr Late bottling due to extended contact with yeast lees and barrel aging.

Extremely transparent and pale rose close color. Concentrated aromas and flavors of dried citrus give the rose plenty of power. Glazed pear and pineappel fill the mid palate, and the creamy finish features rich, spicy notes. Powerful and elegant. It is reminiscent of a vintage Champagne without the bubbles (toasty).

Garrus is the most exclusive Rosé in the world. Produced from the oldest vineyards from the Château D'Esclars highest elevation plots of land. It is an impressive and concentrated rosé that rivals any top white wine or prestige Champagne.

Available in 750ml, 1.5L, 3L

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Château d'Esclans



The Character Ch

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	matthew jukes
***	2018 Gamus is Lesi Clars with the volume knob turned up, rispeed off
inon a	and thrown over the garden hedge. Sensitional, bombistic, imposing, impossibly grand and, for once, relatively forward.

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on most on Committed in development of the Special and a set of the Special and a set of the Special and Special a			
JAMESSUCKLING.COM	96/100		
it is not often see see a road in the top scaring reines har James sky Class de Processor Carrus Road zony (66 paints) as readily something of their it is "setty presented yet makets" and "fall-baded, yet no stigh- freshness and length." A is great to see road being taken on this line	special. This is a unique road in a and compact with femoreic		
This is ready according for a read Very powerful yet solide arranges	and Severa of Gried screeberry.		













PR Highlights





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Media Highlights Digital & Social Media









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Enjoyed Vear Round







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- Sacha Lichine Château d'Esclans is the vision of Sacha Lichine, who grew up in Bordeaux and Burgundy, and who was born in one of the wine world's most prominent family: Sacha Lichine's father was nicknamed "The Pope of Wine".
- A True Estate with some of the Oldest Grenache vines Château d'Esclans is ideally located in the pristine Esclans valley, in the hills above St Tropez. The estate has some of the oldest Grenache vines (100+ years old).
- The former Winemaker of Mouton Rothschild Sacha Lichine brought on board Patrick Léon, who used to be head winemaker at Mouton Rothschild for over 20 years.
- Technology and Innovation The winemaking benefits from unparalleled technical
 expertise and use state of the art technology, such as optical-eyes sorting machine
 and nitrogen to avoid oxidation. Château d'Esclains is the only extate who uses barrel
 fermentation which are individually temperature controlled.



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- Brand Recognition Distributed in 108 countries, it dominates the rosé category with class and panache, endorsed by celebrities.
- A Champagne Marketing Approach to Rosé Our rosés cover the whole price spectrum:
 Whitpering Angel: Britzl NV
 Rock Angel: Virinage
 Ohiteus of Stickens: Virinage Rosé
 Les Clans and Garrus: Prestige Cuvée
- Top Scores Undisputed quality, highest scoring rosés in the world including dominating the Global Rosé Masters*:



