



Welcome to The Rosé Renaissance!
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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 Culinary 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 "K2," a luxury hotel in Courchevel at the top of the French Alps.

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How do you say it?



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Provence AOCs



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

1. Cotes de Provence
2. Coteaux Varois
3. Coteaux d'Aix-en-Provence



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The Provence Rosé Story

- The ancient Greeks (the Phoenicians) 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 later, 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 rosé wine produced there had a reputation across the Mediterranean for its high quality.
- Grape-growing boomed starting in the Middle Ages. From the 5th to 12th centuries, local abbots produced wine and made rosé wine a revenue source.
- In the 14th century, the nobility acquired and managed many vineyards in Provence, laying the foundation for the region's modern-day viticulture. Rosé became prestigious, the wine of kings and aristocrats.



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Château d'Esclans History



Château d'Esclans

Château d'Esclans was built in the mid nineteenth century, inspired by Tuscan Villa design.

The ancient cellars beneath the Château date back to the 13th Century and belonged to the Lord of Esclans, Gérard De Villeneuve.

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.

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Winemaking

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A new technique of rosé winemaking



Temperature controlled Demi Muid

A signature characteristic to our rosés made from estate cultivated grapes is our unmatched Barrel Fermentation approach to making these great wines. This is where traditional form meets modern function as the 500 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 Glans and Garrus. This Burgundian method, which includes Battelage, 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 rosé grand* and is part and parcel to his abiding quest to premiumize the category.

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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.



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A new generation of rosé winemaking



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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A new generation of rosé winemaking

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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A new generation of rosé winemaking



4. Pressing

The grapes are transferred to our state-of-the-art pressing machines. This process operates in three intervals:

- Press 1: natural free run juice, no pressure on the grapes
- Press 2: the first press with light pressure on the grapes, the skin has fallen off, the juice is slightly darker
- Press 3: the final press with more pressure on the grapes, the darkest juice.

The press intervals occur with zero risk of oxidation under nitrogen inside a closed-circuit press ensuring temperature-reduced conditions. This method results in better rosé wines with extremely pure, intense, and vibrant fruit characteristics.

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

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A new generation of rosé winemaking

5. Fermentation

A- Stainless steel tanks.

B- Barrel fermentation in 600 liter French oak demi-muids, with stirring of the lees or "batonnage" (classic White Burgundy Grand Cru technique).

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



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A new generation of rosé winemaking

6. Assemblage

Similar to a Champagne house, the blending process enables the team to create the different expressions of the rosé from Château d'Exclans. Style will vary depending on these key components.

- 1) Grape Varietal
- 2) Age of Vine
- 3) Soil Type / Elevation / Terroir
- 4) Stainless Steel vs. Barrel Fermented

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



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The Wine Range

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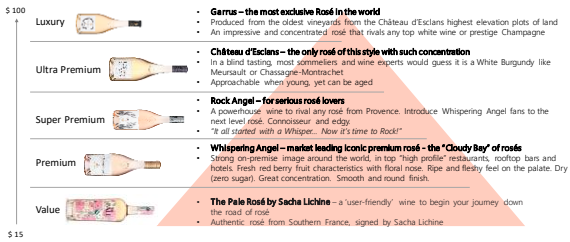
Wine Portfolio



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Key Differentiators

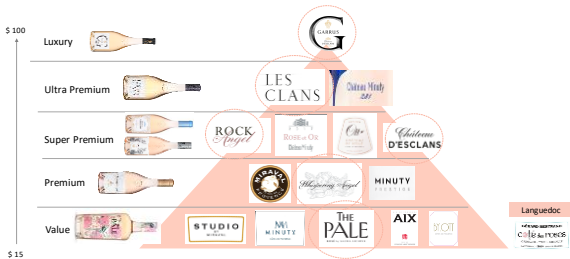
why our rosés rise above the rest



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Provence Rosé Market

Retail



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Media / PR Highlights

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Mainstream Trade & Business Media



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PR Highlights



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PR Highlights



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Media Highlights Digital & Social Media



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Enjoyed Year Round



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In Conclusion

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Key Points

- **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 families. 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'Esclans is the only estate who uses barrel fermentation which are individually temperature controlled.
- **The Pioneer of Premium Rosé** - Our rosé portfolio pioneered the premium rosé category back in 2006.



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Key Points

- **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:
 - Whispering Angel: Brut NV
 - Rock Angel: Vintage
 - Château d'Esclans: Vintage Rosé
 - Les Clans and Garrus: Prestige Cuvée
- **Top Scores** - Undisputed quality, highest scoring rosés in the world including dominating the Global Rosé Masters*:
 - *Scores at the 2019 Drink Business Global Rosé Masters
 - Whispering Angel 2019: 96pts
 - Rock Angel 2019: 93pts
 - Château d'Esclans 2018: 95 pts
 - Les Clans 2018: 96pts
 - Garrus 2018: 96pts



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THANK YOU FOR YOUR TIME!
CHEERS!

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