

**THE ART AND PASSION  
OF RHÔNE VALLEY  
WINES**



**LOUIS BERNARD**  
— VALLÉE DU RHÔNE —



# THE SPIRIT OF LOUIS BERNARD

## THE ART AND PASSION OF RHÔNE VALLEY WINES

- ✓ Winery founded in **1976** in the heart of the **Rhône Valley** and its renowned Crus by **Mr Bernard**.
- ✓ He initiated over **20 viticultural partnerships** united in a common objective : to coax from the vineyards **the finest expression of their terroir**.
- ✓ **40 years later**, the Louis Bernard spirit is still alive and has been given a new inspiration thanks to a young and dynamic team established in the village of **Gigondas**.
- ✓ With our partners, we have been committed to **sustainable agriculture** and **earth-friendly** development policies.
- ✓ **Complete range** of Rhône Valley wines : **14 AOP & 15 Estate wines**
- ✓ **3 Collections** : Rhône Classics, Estate wines and Organic wines



# THE SPIRIT OF LOUIS BERNARD

THE ART AND PASSION OF RHÔNE VALLEY WINES



**SYLVAIN JEAN**  
OUR WINEMAKER

Sylvain Jean, winemaker, is the guarantor of the « Louis Bernard » style, which is very much focused on Grenache, the king of grape varieties in the southern Rhône Valley.

What does he like most about his job ? The diversity of his tasks, working hand in hand with the partner winegrowers to create wines that respect the land that they come from and satisfy the expectations of customers worldwide.





## A Worldwide Brand

### KEY FIGURES

- ✓ **3 millions bts** produced last year - About **60 % Export** and **40 % France**
- ✓ Sales growth of **20 %** in 2016 Vs 2015
- ✓ Sold in **27 countries** world-wide
- ✓ **Top 5 market :**  
France, Holland, Denmark, Canada, Belgium
- ✓ **Over 30 wines** in the Louis Bernard range with the most renowned Rhône Valley AOP and Estate wines
- ✓ **Top 5 AOP :** Côtes du Rhône, Costières de Nîmes, Côtes du Rhône Villages, Gigondas and Châteauneuf-du-Pape



## A Worldwide Success

KEY FIGURES

- ✓ Consistent medal winners & press citations
- ✓ Recognized excellent value for money brand
- ✓ Easy drinking, fruit-driven style
- ✓ Accessible in their youth
- ✓ Consistent and reliable quality
- ✓ Impacting and easily recognizable packaging
- ✓ Full range of Northern & Southern Rhône Valley AOPs
- ✓ Solid marketing & sales support



## THE STYLE OF LOUIS BERNARD

### A RECOGNIZABLE PACKAGING

- ✓ **Unique, easily recognizable identity** with the « arch shaped » labels, LB collar, branded case.
- ✓ **Traditional, reassuring packaging :** Coat of arms LB bottle (Côtes du Rhône & Côtes du Rhône Villages) and Embossed bottle for the Crus (Gigondas - Châteauneuf du Pape - Vacqueyras)
- ✓ **AOC easy to read, in bold**
- ✓ **Product differentiation** with a color code for each appellation, distinction of the crus with an another paper and logo in gold foil





# LOUIS BERNARD ON A MAP

A RICH SELECTION – DIVERSITY OF TERROIRS



- AOP SOUTHERN RHÔNE VALLEY WINES**
- Châteauneuf du Pape ●●
  - Gigondas ●●
  - Vacqueyras ●●
  - Tavel ●●
  - Côtes du Rhône Villages ●●
  - Côtes du Rhône ●●●●
  - Ventoux ●●●●
  - Costières-de-Nîmes ●●●●
  - Luberon ●●
- AOP NORTHERN RHÔNE VALLEY WINES**
- Côte Rôtie ●●
  - Condrieu ●●
  - Saint Joseph ●●
  - Crozes-Hermitage ●●
  - Hermitage ●●
- AOP PROVENCE**
- Côtes de Provence ●●



**LOUIS BERNARD**  
VALLÉE DU RHÔNE







# RHÔNE CLASSIC RANGE

SOUTHERN RHÔNE APPELLATIONS







# RHÔNE CLASSIC RANGE

NORTHERN RHÔNE APPELLATIONS





# CÔTES DE PROVENCE

A PREMIUM ROSE

This AOP **Côtes de Provence** comes from the **foothills of the Mont Sainte Victoire** in **south-eastern France**.

This wonderful terroir boasts clay/limestone soils, a sunny, Mediterranean climate, the cooling effect of 300m altitude, fresh maritime breezes and an excellent Southern exposure.

93/100 Ultimate Wine Challenge





# LOUIS

A PARCELLAR SELECTION

- ✓ Louis is a plot selection of our 2 best parcels in southern rhône area, a **Premium** blend of **Côtes du Rhône Villages**.
- ✓ Coming from two amazing terroirs : Sablet and Signargues, the combination produces : minerality, finesse, fruit flavors
- ✓ 80 % **Grenache** and 20 % oak-aged **Syrah**
- ✓ **91/100** Ultimate Wine Challenge  
Great Value, Excellent, highly Commended
- ✓ **90/100** Wine Advocate – Robert Parker







## OUR PARTNER ESTATES

A SELECTION OF TERROIR

- ✓ For over **40 years**, we have established close partnerships with respected vineyard owners.
- ✓ To guarantee the Louis Bernard style, a dedicated winemaker visits our partners on a daily basis and follows vineyard development, from bud-break to harvest.
- ✓ Range **covering all of the major Southern Rhône appellations** (Châteauneuf-du-Pape, Gigondas, Vacqueyras, Côtes-du-Rhône, Côtes-du-Rhône Villages, Tavel, Lirac, Costières de Nîmes, Ventoux, Luberon)
- ✓ A **premium range**, available **in limited volumes** for exclusives, special offers & higher end clients. **Showcases a selection of the terroir that go into the LB family of wines.**



# OUR PARTNER ESTATES

A SELECTION OF TERROIR



Côtes du Rhône



Côtes du Rhône



Côtes du Rhône



Costières de Nimes



Costières de Nimes



Tavel Rosé



# OUR PARTNER ESTATES

A SELECTION OF TERROIR



Côtes du Rhône Villages  
SEGURET



Côtes du Rhône Villages  
PLAN DE DIEU



Vacqueyras



Châteauneuf du Pape



Châteauneuf du Pape





## ORGANIC WINES

A BIODIVERSITY OF EACH TERROIR

- ✓ Over the last decade, we have reinforced our commitment to preserving the environment by actively favoring our partner winegrowers using sustainable viticulture & by facilitating their conversion to organic farming.
- ✓ For more than 10 years, we have been encouraging our partner winegrowers in their **conversion to organic agriculture**
- ✓ A contemporary way of thinking, using **modern viticultural & vinification techniques with respect for traditional practices and the specific biodiversity of each terroir.**
- ✓ In Sept. 2015 our **CSR** (Corporate Social Responsibility) project is recognised with a **“level 3 – confirmed” AFAQ 26000** assessment, a **gold standard** for a wine company like us.





# ORGANIC WINES

A BIODIVERSITY OF EACH TERROIR



Côtes du Rhône  
CLASSIC



Côtes du Rhône  
ESTATE



Côtes du Rhône  
ESTATE



Côtes du Rhône  
ESTATE



Côtes du Rhône Villages  
ESTATE



Ventoux  
ESTATE



# MARKETING TOOLS

## OUR POS

Rhône Valley Map



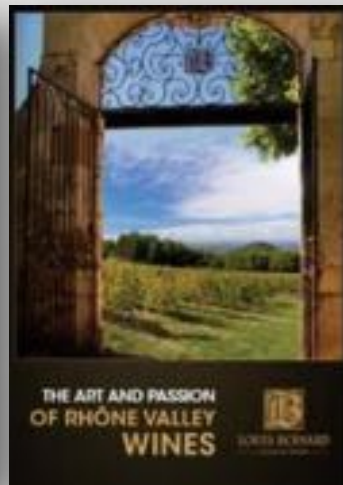
Size 60cm x 85cm H

Poster



Size 60cm x 85cm H

Booklet



Size 15cm W x 21cm H

Apron



USB 4 GO



Corkscrew



Dropstop



Silicone Stopper



Website : [www.louis-bernard.com](http://www.louis-bernard.com)

- Updated bilingual **website**
- Highly detailed **technical sheets** to download
- Great **video** available on the website

Twitter account @LouisBernard84





LOUIS XIV  
FAMOUS FRENCH KING



LOUIS BERNARD  
FAMOUS FRENCH WINE



**BORN TO BE  
A KING.**



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CÔTES DU RHÔNE

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# INTERNATIONAL PRESS

## 2016 SCORES & AWARDS

**18 Medals from Internationally reputed competitions, including 5 gold and 5 Silver**

**Some influential press reviews, including Wine Spectator, Wine Enthusiast, Wine Advocate, Wine & Spirits, Stephen Tanzer, Vinous ...**



