



LE GRAND *NEWS*

**WELCOME TO OUR 3RD EDITION OF LE GRAND NOIR NEWSLETTER
OUR REGULAR WAY OF SHARING OUR NEWS –
AND SOME OF YOURS – WITH ALL OUR
DISTRIBUTORS AROUND THE WORLD.**



LE GRAND NOIR IS HEADING FOR ITS 20TH BIRTHDAY, AND WE'VE COME A LONG WAY SINCE THOSE EARLY DAYS WHEN WE PRODUCED OUR FIRST CABERNET-SYRAH AND CHARDONNAY-VIOGNIER AND WERE TOLD, IN NO UNCERTAIN TERMS, THAT NOBODY WOULD WANT TO BUY THOSE KINDS OF WINES FROM OUR PART OF FRANCE. TODAY, WE ARE IN MORE THAN 60 COUNTRIES WITH A GROWING RANGE THAT NOW INCLUDES A COUPLE OF BRAND NEW ZERO-ALCOHOL EXAMPLES THAT ARE ATTRACTING A LOT OF ATTENTION...

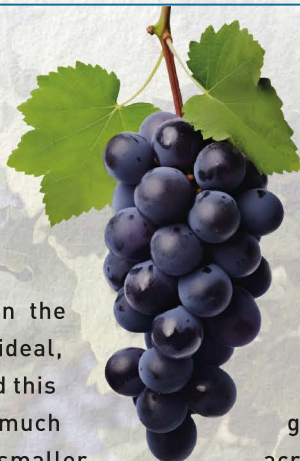
In this newsletter, we reveal a little more about that pair, while going into greater detail about our *les Deux Aristos Cabernet Sauvignon*. We also have news of awards we have been winning and the methods TIM, one of our best distributor-partners, is using to make Le Grand Noir so successful in Poland. The word 'partner' is used very loosely by businesses when talking about their distributors and customers, but in our case, we really mean it. We know that our wines are very good and very fairly priced, but without all of you, Le Grand Noir would not have become one of France's leading export brands. **We really appreciate everything you do every day for the brand.**

IF THERE ARE ANY MORE WAYS WE CAN HELP YOU, PLEASE LET US KNOW.

2024 HARVEST REPORT

Throughout Europe, 2024 was not an easy growing season. Many regions had a lot of frost, rain and hail earlier in the year, and there were widespread cases of powdery mildew. There was particularly poor flowering for Pinot Noir, Chardonnay & Grenache.

Water was another issue. Our vines began the season in a less hydrated state than is ideal, because of a lack of rain in Autumn 2023, and this year was also dry, with less than half as much rain as usual. These factors led to a far smaller



harvest in most regions. In our part of Languedoc, yields varied widely, depending on the variety but late rain favoured our Cabernet Sauvignon. Across the board, we produced 15-40% less wine than would normally do.

Despite these challenges, we are happy with the quality of the fruit and, as ever, grateful to be able to blend using grapes from all the altitudes and soils of the Jean d'Alibert estate which allows us to get the consistency of style and quality that people across the world associate with Le Grand Noir.

LE GRAND NOIR 0.0% INNOVATION



SALES OF NOLO DRINKS OF EVERY KIND ARE BOOMING WHILE, GLOBALLY, THOSE OF TRADITIONAL WINE ARE FLAT. THERE ARE LOTS OF REASONS WHY PEOPLE ARE CHOOSING TO DRINK LESS ALCOHOL. APART FROM SPECIFIC SITUATIONS SUCH AS PREGNANCY, MEDICAL TREATMENT WITH WHICH ALCOHOL IS NOT COMPATIBLE OR PREPARATION FOR A SPORTING EVENT, A GROWING NUMBER OF PEOPLE ARE INCREASINGLY CONSCIOUS OF THE CALORIES ASSOCIATED WITH ALCOHOL.

Big beer companies like *Heineken* and *Guinness* and spirits giants like *Gordon's* and *Tanqueray* have spent millions successfully developing non-alcoholic versions of their drinks. Removing alcohol from wine is much harder, because wine is a far more complex product. Until recently, there have been very few good examples of wine without alcohol, and the most popular have tended to be quite sweet. Our journey into NoLo began when we found ourselves having a number of conversations with friends and family, and with our distribution partners. They all wanted to know whether, as wine producers with a 20-year history of innovation, we might be able to produce a NoLo Le Grand Noir.

start out with really good wine. Eventually, we selected a white blend of *Grenache Blanc*, *Chardonnay* and *Viognier* and a red that brought together *Grenache* and *Pinot Noir*. In both cases, the grapes came from some of our best Le Grand Noir vineyards.

To make our task just a little more complicated, like Guinness and Heineken, we opted for 0.0% rather than 0.5%, because some countries do not accept the second of these, and we decided to aim for a lower sugar level than most of the examples currently on the market.

For the dealcoholisation process, we went for the most sophisticated spinning-cone technology and, for the small amounts of natural flavours

we added, again like top beer companies, we worked with experts at world-leaders, *Givaudan*.



LE GRAND NOIR NAMED LANGUEDOC-ROUSSILLON WINE OF THE YEAR

Of course we think our Grand Noir wines are pretty good, but it's always great to get confirmation from the judges at blind tastings. Among our most recent awards - from the *New York International Wine Competition* - are 94-point Gold medals for the Pinot Noir 2023 and Chardonnay 2023 (More importantly, *le Grand Noir* was named *Languedoc-Roussillon Wine of the Year*). In other news, our Rosé 2023 was given 90 points and our Crémant de Limoux 91 points by the *Wine Enthusiast* which also gave our Chardonnay 92 points and a Best Buy award last year.



OUR PARTNERS

NEW PARTNERS IN FINLAND

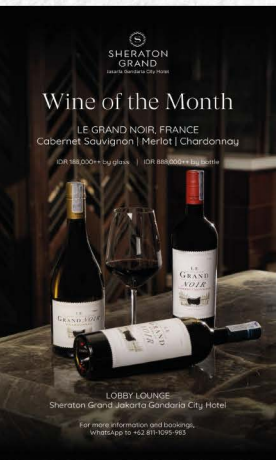
We are delighted to announce that **Viinitie** is our new distributor in **Finland**. The new relationship began at the *Meilleur Sommelier du Monde* competition in Paris when Robert Joseph met **Heidi Mäkinen** MW who was then President of the Finnish Sommelier Association. **Mäkinen** is also a partner of Viinitie, and its Portfolio Manager. We are really looking forward to working together and taking part in the company's *Planet of the Grapes* event in *Helsinki* next January.



LE GRAND NOIR IN TOP INDONESIA HOTEL

Situated in the heart of *South Jakarta*, the 5-star **Sheraton Grand Gandaria City Hotel** is the smartest place to stay in the Indonesian capital. This year, it is has also been the place to find **Le Grand Noir** Merlot, Cabernet Sauvignon and Chardonnay - by the bottle and by the glass. Indonesia is not a big market, but it is growing by 14% in 2023 and 29% last year.

Australia has the lion's share, so we are proud to be at the forefront of the campaign to build sales and appreciation of French wine.



LE GRAND NOIR IN POLAND

Of all our distribution partners, none is more imaginative and dynamic than **TIM** in **Poland**. One of the biggest players in that fast-developing market, with nearly 10% of the table wine market, **TIM** has helped to make **Le Grand Noir** one of the best-known brands in the country, with listings in major chains including *Kaufland, Carrefour, Auchan, Intermarché, Netto, Makro* and *Selgros*. Unusually, wine is also widely sold in petrol stations, and our bottles are on sale in *BP, Shell* and *Lotos* outlets.

TIM has driven sales using a range of innovative activities, including social media campaigns with specially-devised, eye-catching posts, events including the well-attended *Warsaw Wine Experience*, dedicated retail supplies, leaflets and gift boxes. This autumn, bottles have price strips with QR codes linked to a promotional video.



A particularly imaginative initiative we love, has been **TIM's** participation in *"Teatr 6 piętro in Warsaw"* that involves introducing theatre-goers to **Le Grand Noir** before performances and during the intermissions in the *Palace of Culture and Science* in **Warsaw**. Another concept on which **TIM** is working is a collaboration with *Żabka*, a chain of 10,500 stores that has an app that can offer targeted promotions to its over 8m users.

LE GRAND NOIR FLIES TO BERMUDA

The prospect of being served to passengers of a prestigious airline is always welcomed by any wine brand, so we were delighted that our **Les Deux Aristos Cabernet Syrah** has been chosen by *BemudAir*, a young carrier launched last year that operates between *Bermuda* and *Westchester New York, Boston, Baltimore/Washington, Fort Lauderdale, Orlando, Toronto* and *Halifax*.

BERMUDAIR

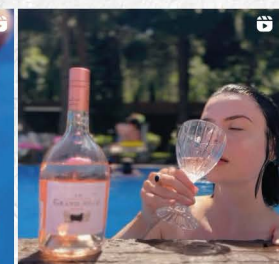
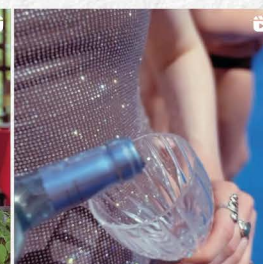
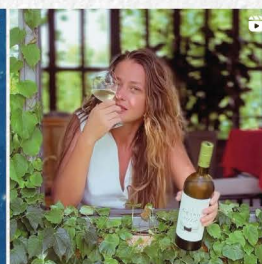
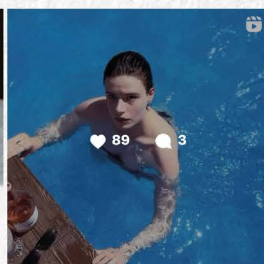
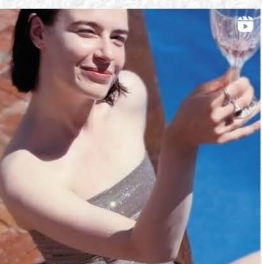


SOCIAL MEDIA PRIZE WINNER: LE GRAND NOIR GEORGIA

At the **Le Grand Noir** offices in *Bordeaux*, we work pretty hard to produce great social media posts, but we always love it when our partners generate their own images and video clips.

So, with this newsletter, we are launching our first award for best market campaign. And the winner is - **IRAKLI CHOROBLIA** who distributes **Le Grand Noir** in the Republic of Georgia, in the former Soviet Union.

Georgia is known to be the *'cradle of wine'* with an unbroken history of wine-making that stretches back over 8,000 years and a culture that really celebrates wine. **Tbilisi**, the capital is packed with wine bars and shops, and lots of Georgian wine. We are delighted and proud to see **Le Grand Noir** as one of the few representatives of France, and it's doing really well, thanks in part to the quality of Irakli's social media efforts. <https://www.instagram.com/legrandnoirgeorgia/>



WINE FOCUS

'LES DEUX ARISTOS' CABERNET SAUVIGNON - SYRAH

TWENTY YEARS AGO, WHEN WE MADE OUR FIRST BLENDS OF CABERNET SAUVIGNON AND SYRAH, OUR NEIGHBOURS IN THE LANGUEDOC THOUGHT WE WERE CRAZY.

This was not a combination anyone there was used to. But we had tasted great examples from Australia where it was a very popular style. In fact, many people imagine that it was the Australians who invented it, but that honour belongs to the chateaux of the Médoc in Bordeaux. In the 18th and 19th century, before the introduction of appellation contrôlée rules, it was common for estates like

Chateau Lafite to add high quality Hermitage - Syrah from the northern Rhône - in vintages in which their own wines were a little light in colour and body.

The two noble grape varieties - the aristocrats - are wonderfully compatible, bringing together blackcurrant from the Cabernet and blackberry and exotic

spice from the Syrah which also adds a note of richness to the texture. Our blend is always around 85% of the former grape and 15% of the latter, but it's easy to imagine that there is more Syrah than that. A lovely wine that goes with a really wide range of dishes and is perfect by itself.



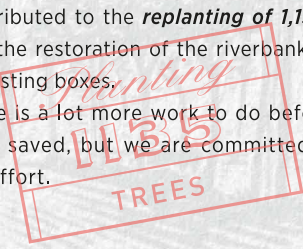
LE GRAND NOIR HELPS SAVE THE CANAL DU MIDI

The Canal du Midi stretches for around 360km (224 miles) from the Atlantic to the Mediterranean. Designed by Pierre-Paul Riquet and constructed between 1667 and 1694, it was a remarkable feat of engineering and is now a UNESCO World Heritage Site. The UNESCO site describes it as "not only a technical feat, but also a work of art."

Unfortunately, in recent years, the plane trees that line the canal have been hit by canker stain a microscopic fungus that will kill them in months, destroying the biodiversity that relies on them. The only solution is to fell and burn the infected trees and replant them.

The canal is especially dear to us at Le Grand Noir because it flows past our vineyards in the villages of Homps and Puicheric, so we are proud to have contributed to the replanting of 1,135 trees this year and the restoration of the riverbanks and installation of nesting boxes.

There is a lot more work to do before the canal has been saved, but we are committed to helping with the effort.



ABSENT FRIEND Jean-Marc Vincendet

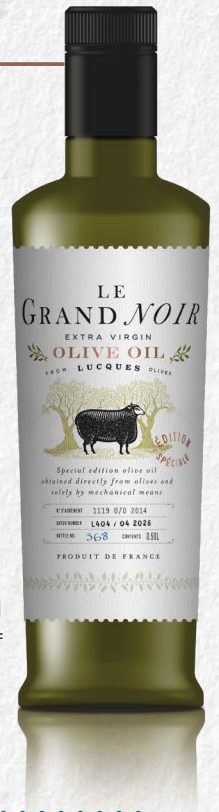
It is with deep sadness that we have to report the death of our colleague and friend, Jean-Marc Vincendet, oenologist at Celliers Jean d'Alibert. Jean-Marc leaves a priceless legacy in our hearts and in the wider world of wine.

He dedicated his working life to oenology and the promotion of the terroirs where the grapes for Le Grand Noir are grown. His expertise, passion and dedication have contributed greatly to the reputation and quality of all of the wine from the Jean d'Alibert estate. Known for his love of good food and his discerning palate,



Jean-Marc was always great company during meals and a true lover of the subtleties of food and wine pairing. We will miss his warm presence, his refined taste and his sound advice.

As a hobby, Jean-Marc grew olives in groves next to some of the vineyards where we grow our grapes so, in his memory, we have decided to launch a limited-edition release of Le Grand Noir Olive Oil.



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