MAISON CASTEL

· FRANCE ·

BRAND PRESENTATION

SUMMARY

Part 1
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Part 2
MAISON CASTEL'S DNA

Part 3
MAISON CASTEL'S KNOW-HOW
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- A consumer-focused brand

Part 4
MAISON CASTEL : PRODUCTS AND RANGES
- Seven ranges based on the consumer journey
- Promotional support
- Firmly established on international markets

Part 5
MAISON CASTEL'S STRENGHTS

PART 1

MAISON CASTEL'S ORIGINS



As the leading French **wine region specialist**, Castel was ideally qualified to create an international brand promoting the diversity of French wines backed up by **traditional French *savoir-faire*.**

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Castel Frères was founded in **1949** and ever since, the Castel family's ambition has been to **showcase the excellence of French wine regions** and winemaking know-how worldwide, giving the company's winemakers a **free hand** to create a brand bearing the family name.





Today Maison Castel is present in over **75 countries** on **5 continents** where seven ranges of outstanding, reasonably-priced French wines are currently marketed, illustrating the company's **artisan-négociant expertise**.

PART 2

MAISON CASTEL'S DNA

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AMBITION

A **quality reference** for casual drinking.





MISSION

To share the joy of **carefully-crafted wines** with a relaxed approach

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PERSONNALITY

Made for **curious-minded**, **pleasure-seeking** food and wine lover



PART 3

MAISON CASTEL'S KNOW-HOW

A TEAM, PARTNERS AND VINEYARDS





A TEAM WITH CLOSE CONNECTIONS TO THE TERRAIN

The Castel family has **a solid expertise** across all French Wine regions.

Our teams have *carte blanche,* with **20 Castel oenologists** with their regional expertise working hand in hand with **8 partner-oenologists** in the winemaking regions, working on a daily basis in the vineyards and winemaking facilities, making quality wines that are **truly representative of their place of origin**.

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A TEAM WITH CLOSE CONNECTIONS TO THE TERRAIN



BORDEAUX

2 Œnologists MDD France
1 Œnologist West vineyard brands
1 Buyer
1 Quality Manager
1 Product Manager

RHÔNE-VALLEY

1 Œnologist
1 Purchasing Director for wine trade products
2 Buyers
1 Quality Manager
1 Product Manager

PROVENCE

1 Œnologist
1 Buyer
1 Quality Manager
1 Product Manager

LANGUEDOC

1 Œnologist Est vineyard brands
1 R&D DIrector
1 International Product Manager
1 Buyer
2 Quality Managers
1 Product Manager

JURANÇON

1 Œnologist
1 Buyer
1 Quality Manager
1 Product Manager

LOIRE

1 Œnologist
2 Buyers
1 Quality Manager
1 Product Manager

BURGUNDY

1 Œnologist
2 Buyers
1 Quality Manager
1 Product Manager

A LONG-STANDING NETWORK OF COMMITTED WINE GROWERS

As well as our partner-oenologists, Maison Castel has a **network of committed wine growers** who have worked with the company for **over 20 years**.

These long-term connections have helped us develop the brand and its products via **comparative tastings**, enabling us to adapt to changes in the various markets and propose **excellent quality wines**.





LONG-TERM PARNTERSHIPS DATING BACK 70 YEARS

Thanks to solid partnerships dating back **more than 70 years**, Maison Castel works with the best terroirs and vineyards in France's **key wine regions**.

The company's high standards are also illustrated by our focus on **sustainable viticulture** and daily checks carried out by our teams, ensuring **optimal development** of the grapes.

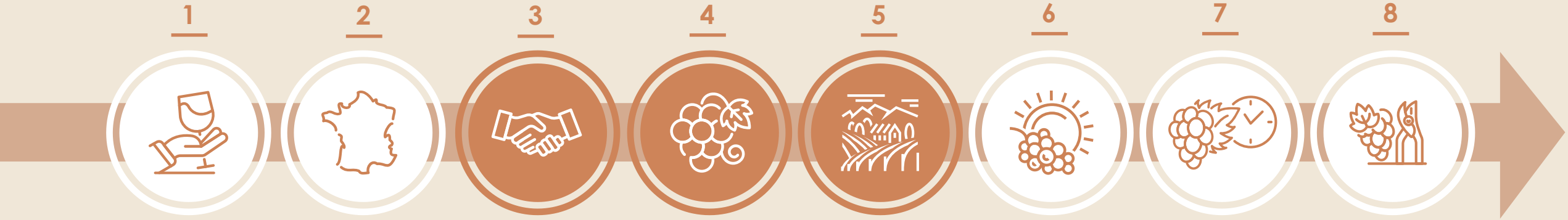
WINES CRAFTED WITH UTMOST CARE

At Maison Castel, our priority is to ensure that the grapes reach perfect ripeness, to make terroir-driven wines with **optimal varietal expression**.

Our expert winemakers put the same effort into **all products carrying our brand name**, from entry-level wine through to the premium wines that **won 96- and 97-point scores** from **Decanter magazine** in 2020.



ATTENTIVE VITICULTURE



ATTENTIVE WINEMAKING

1 VINIFICATION AND FERMENTATION

2 AGEING

3 TASTING OF BLENDS

4 TASTING AT REGIONAL AND NATIONAL LEVEL

5 BOTTLING

6 QUALITY CONTROL TASTING

MAISON CASTEL : CAREFULLY-CRAFTED WINES, FROM VINE TO GLASS

Maison Castel is a deeply committed **artisan-négociant**.

We handle our own bottling across our **9 regional production centres**, overseeing the production of our wines at every step, from vineyard to wine glass.

Our company experts carefully supervise all bottling aspects to **guarantee the conformity and quality** of the brand's products.



SUSTAINABLE, ECO-FRIENDLY VITICULTURE

Craftsmanship and attention to detail are highly sought after at Maison Castel, starting with **sustainable, eco-friendly viticulture** as championed by two reputed certifications, namely **Terra Vitis and Agriculture Biologique**.

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TERRA VITIS

VITICULTURE TERRA VITIS RESPONSABLE

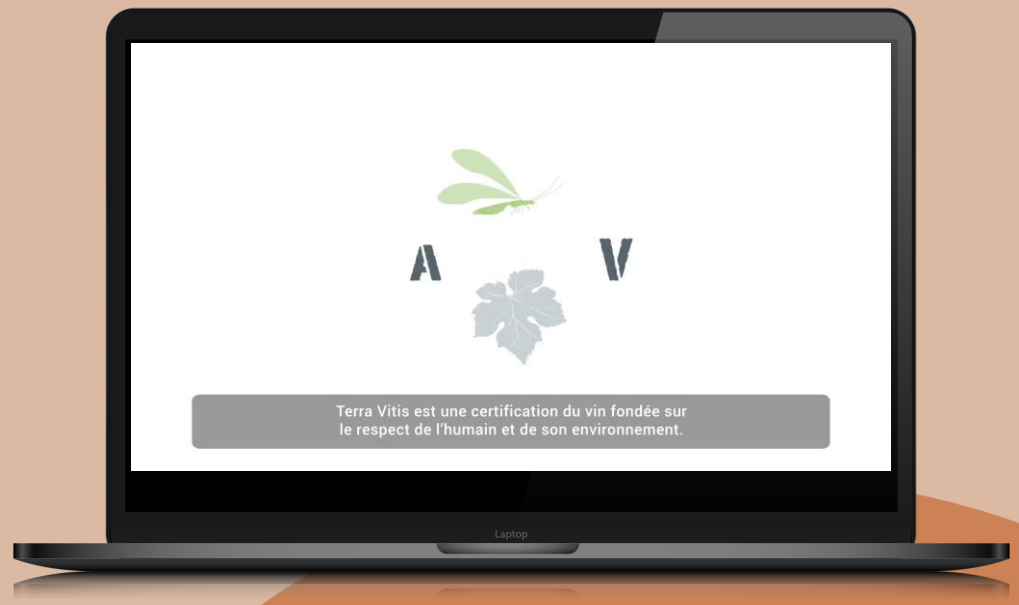
SUSTAINABLE VITICULTURE

Focused on minimal intervention farming principles, **Terra Vitis** is the only certification specifically for viticulture. It is based on three principles:

- protect people
- protect the environment
- protect financial viability of businesses

Granted by an independent body recognised by the **French Ministry of Agriculture**, this certification is renewable by an annual inspection.

FOR MORE INFORMATION



A VEGAN-FRIENDLY APPROACH

At Maison Castel we are gradually taking a **vegan-friendly approach** in our winemaking, progressively banning all animal products from the fining process: currently **84% of the brand's wines are vegan-certified**.



A CONSUMER-FOCUSED BRAND





MAISON CASTEL'S APPROACH PUTS THE CONSUMER FIRST

Maison Castel's aim is to **help create memorable**, relaxed and convivial moments inspired by **an appreciation of carefully-crafted wines**, and as such, the consumer is always **at the heart of everything we do**.

GUIDING THE CONSUMER JOURNEY IN WINE

Maison Castel has created seven ranges based on consumer tastes and needs, designed to accompany drinkers on **their journey in the world of wine**, from the very first, exploratory steps all the way through to **a quest for excellence**.



MAISON CASTEL : TAKING CONSUMER INSIGHTS INTO ACCOUNT

I want to be enchanted by an artisan wine from a top-quality region

I'm looking for a quality French wine from the better-known regional appellations

I want to treat myself by drinking wine from one of the prestigious French appellations

I'm looking for a pleasant, easy-drinking wine with a reasonable price

I'm looking for a quality varietal wine with complexity and structure

I'm looking for an easy-drinking sparkling wine, with good aromatic expression and finesse

I'm looking for a refined Crémant suitable for all drinking occasions

PART 4

MAISON CASTEL: PRODUCTS AND RANGES

7 RANGES BASED ON THE CONSUMER JOURNEY



7 ranges designed to accompany drinkers on their journey in the world of wine ; from **Séries Limitées** to **Sparklings**, through **AOCs** and **Varietals**.

With its **Discovery** and **Selection** ranges, Maison Castel has a portfolio of **43 references** spanning the wine regions of France.

These ranges are **accessibly priced** at all levels and are designed to meet the needs of all the various distribution channels in both **the off- and on-trade.**

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SÉRIES

LIMITÉES



AOCS

DISCOVERY



SELECTION



VARIETALS

DISCOVERY



SELECTION



SPARKLINGS

DISCOVERY



SELECTION



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FRANCE BY MAISON CASTEL

43 REFERENCES

90 MEDALS En 2021



RANGES

- Séries Limitées
- AOC Découverte
- AOC Sélection
- Cépages Découverte
- Cépages Sélection
- Effervescents Découverte
- Effervescents Sélection

JURANÇON

- AOC Jurançon

BORDELAIS

- Sauvignon Blanc Côtes de Gascogne
- AOC Bordeaux Sauvignon Blanc
- AOC Bordeaux Rouge
- AOC Bordeaux Rosé
- AOC Saint-Émilion
- AOC Médoc
- AOC Crémant de Bordeaux

VALLÉE DU RHÔNE

- AOC Côtes du Rhône
- AOC Châteauneuf du Pape
- AOC Gigondas

BOURGOGNE

- AOC Chablis
- Cuvée Blanche
- Cuvée Rosée
- Cuvée ICE Blanc
- Cuvée ICE Rosé

LOIRE

- AOC Muscat Sèvre-et-Maine-sur-Lie Blanc
- AOC Touraine Blanc
- AOC Pouilly Fumé
- AOC Rosé d'Anjou

PROVENCE

- AOC Côtes de Provence

LANGUEDOC

- IGP OC Cabernet Sauvignon
- VDF Chardonnay
- IGP OC Gewürztraminer
- IGP OC Grenache MS
- IGP OC Muscat Blanc MS
- IGP OC Merlot Rouge
- IGP OC Merlot Rosé
- IGP OC Viognier
- IGP OC Pinot Noir Rouge
- IGP OC Syrah Rouge
- CS Cabernet Sauvignon
- CS Chardonnay
- CS Pinot Noir Rouge
- CS Pinot Noir Rosé
- CS Syrah Rouge
- AOC Languedoc
- AOC Languedoc Pézenas
- AOC Collioure

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SÉRIES LIMITÉES

For fine wine enthusiasts, our winemakers have applied the same demanding standards used across all our ranges to create the **Séries Limitées** by Maison Castel.

Unique artisan wines from outstanding vineyards, made in limited quantities.

MORE INFORMATION



*Available on allocation only

DISCOVERY AOCS

For consumers looking for text-book examples of French wines from the best-known regional appellations, Maison Castel has created the **Discovery AOCs** range.

The diversity of France's leading French wine regions via 9 key appellations.



**AOC Côtes-de-Provence available in 18,7cl and in 1,5L*

MORE INFORMATION

SELECTION AOCS

For consumers looking to treat themselves with complex, aromatic wines from prestigious French appellations, Maison Castel has created the **Selection AOC**s range.

The most distinguished appellations of France.



MORE INFORMATION

DISCOVERY VARIETALS

For consumers looking for pleasant, easy-drinking, accessibly-priced French wines, Maison Castel has created the **Discovery Varietals** range.

A range that combines a modern approach with French know-how.

MORE INFORMATION



**Merlot, Cabernet Sauvignon, Chardonnay, Sauvignon Blanc and Merlot Rosé available in screw cap and in 18,7cl*

SELECTION VARIETALS

For consumers looking for varietal wines with complexity and structure, made from sustainably-farmed, Terra Vitis-certified vineyards, Maison Castel has created the **Selection Varietals** range.

The leading international grape varieties with Pays d'Oc designation, made in the French style.



MORE INFORMATION

DISCOVERY SPARKLINGS

For consumers looking for an easy-drinking sparkling wine, able to enhance its moment thanks to an attractive packaging: Maison Castel offers the **Discovery Sparklings** range.

Contemporary cuvées, with good aromatic expression and finesse.

MORE INFORMATION



*Cuvée Blanche available in 20cl and 1,5L

SELECTION SPARKLINGS

For consumers looking for elegant French *crémant* wines with very good aromatic expression, Maison Castel has created the **Selection Sparklings** range.

The best of the "*méthode traditionnelle*" appellations that illustrates French know-how in terms of *Crémant* production.



MORE INFORMATION

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90
REWARDS
in 2021

80%
OF VARIETALS
rewarded

100%
OF DISCOVERY
AOCs
rewarded

100%
OF SELECTION
AOCs
rewarded



PROMOTIONAL SUPPORT





A UNIQUE AND CLEARLY-DEFINED IDENTITY

A coordinated range of **marketing materials and activities** has been designed to support our Maison Castel products, helping them **stand out within the traditional setting of the wine world.**


MAISON CASTEL
FRANCE
CHABLIS
CUVÉE BLANCHE
MERLOT
ICE
BORDEAUX
L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION.

AN ENTICING WEBSITE



MORE INFORMATION

DYNAMIC SOCIAL MEDIA CHANNELS



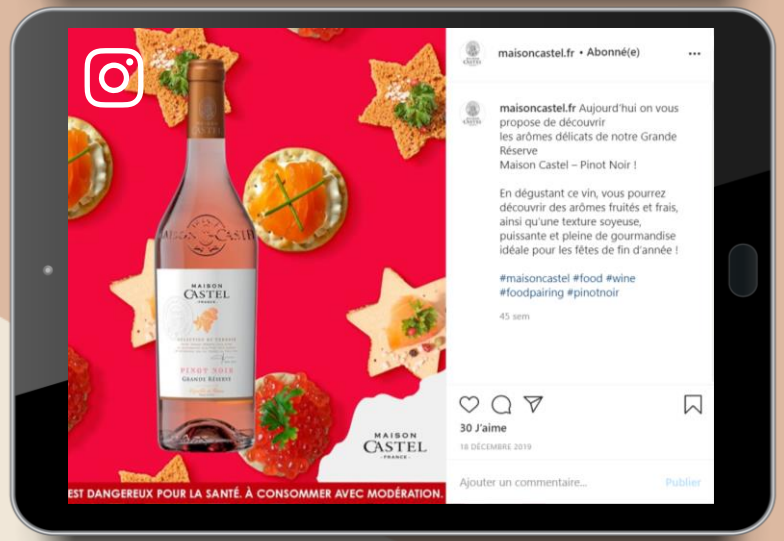












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PRESS COVERAGE AT INTERNATIONAL LEVEL



ELLE A TABLE
JAPAN



WINE ENTHUSIAST
USA



COSMOPOLITAN
CZECH REPUBLIC



LE JOURNAL
REUNION ISLAND



MATCH
BELGIUM

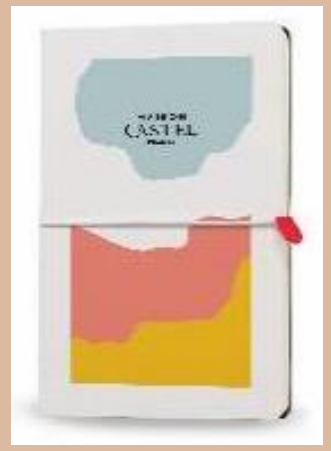


LE CHEF
FRANCE



SAQ
CANADA

ATTRACTIVE POS MATERIALS











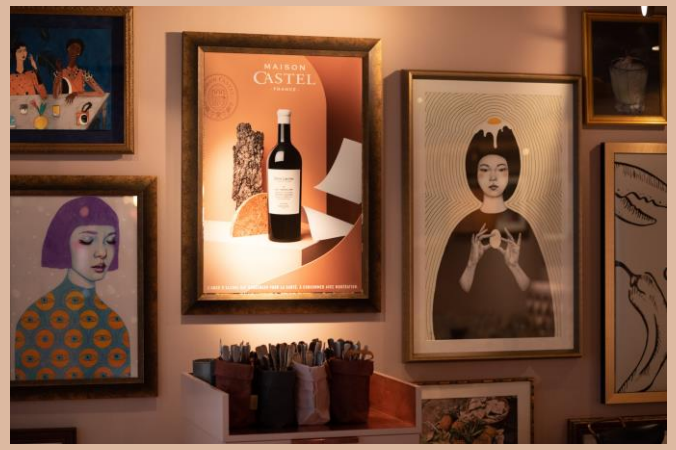


FAMILIARISATION TRIPS
IN KEEPING WITH BRAND IMAGE













LOCAL EVENTS IN THE VARIOUS MARKETS

LA TABLE EN RÉBELLION FRANCE




PARTENARIAT FASHION WEEK BURKINA FASO





TASTING EVENTS MONGOLIA




EVENT OOH IVORY COAST



WINE TOUR TASTING CHINA



EXPERIENCE 3D FRENCH CULTURE MYANMAR





TASTING AUSTRALIA



PROMOTION AND DISPLAY MATERIALS

CARREFOUR BELGIUM



PLUS NETHERLANDS



CARREFOUR BELGIUM



PROMO IVORY COAST



INTERMARCHE BELGIUM



CARREFOUR TAIWAN



AN ACTIVE PRESENCE AT INTERNATIONAL TRADE SHOWS















ATTRACTIVE BRAND VIDEOS

brand presentation



varietals relifting presentation



ice cuvées



maison castel worldwide



MORE INFORMATION

STRATEGIES FOR WORKING WITH INFLUENCERS











OPERATION PLUS NETHERLANDS





PLUS MAGAZINE NETHERLANDS

FIRMLY ESTABLISED ON INTERNATIONAL MARKETS



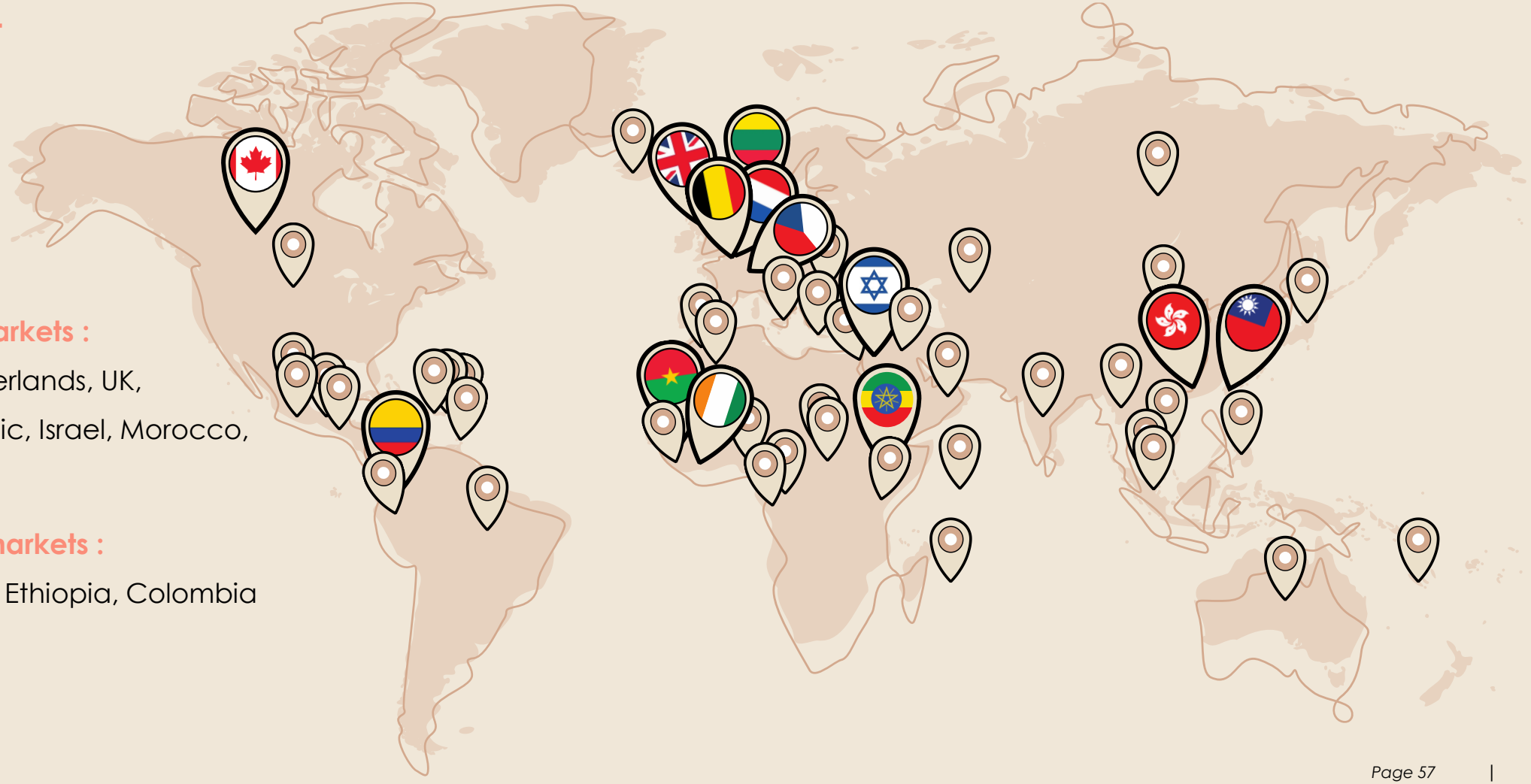
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SEVERAL MILLION CONSUMERS

Over **12 million consumers**, almost 3 million bottles enjoyed annually, worldwide

DISTRIBUTED INTERNATIONALLY IN 75 COUNTRIES AND ON 5 CONTINENTS



Established, growing markets :

Canada, Belgium, Netherlands, UK,

Lithuania, Czech Republic, Israel, Morocco,

Burkina Faso, Taiwan

New, fast-developing markets :

Ivory Coast, Hong Kong, Ethiopia, Colombia

NUMEROUS SOLID PARTNERSHIPS

HYPERMARKETS AND SUPERMARKETS

Waitrose, Soriana Mercado, Sam's Club, makro, Supermarché Match, PLUS, Auchan, Intermarché, E.Leclerc, Carrefour, BILLA, grupo éxito

HOTEL GROUPS AND OTHERS

ACCOR, Mercure Hotels, SELGROS cash & carry, Roland Garros Paris, Cité du Vin, Les Toques Blanches Lyonnaises

WINE SHOPS AND MEMBERS OF THE WINE TRADE

La Europea, SAQ, evino vinho · sabor · estilo, NICOLAS

PART 5

MAISON CASTEL'S STRENGHTS

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IN SHORT



French wine excellence illustrated by seven ranges made from the leading French regions



A safe bet: award-winning wines that represent the very best in terms of French quality, at the right price



International presence in 75 countries, on 5 continents



Wines designed to **meet the needs of consumers** both now and in the future, in an ever-changing world



A dynamic brand that engages with consumers via its **social media channels**

MAISON CASTEL
· FRANCE ·

MAISON CASTEL
AN APPRECIATION
OF CAREFULLY-CRAFTED WINES, WORLDWIDE

MAISON
CASTEL
· FRANCE ·

THANKS

nom@maisoncastel.fr
Phone number

Couleurs générique

R : 240
V : 230
B : 215

R : 220
V : 185
B : 160

R : 250
V : 140
B : 120

R : 205
V : 130
B : 85

Cépages

R : 240
V : 195
B : 190

R : 255
V : 20
B : 40

Grande réserve

R : 240
V : 115
B : 125

R : 105
V : 20
B : 35

AOC découverte

R : 240
V : 230
B : 215

R : 255
V : 200
B : 0

AOC sélection

R : 210
V : 220
B : 230

R : 155
V : 175
B : 190

Séries limitées

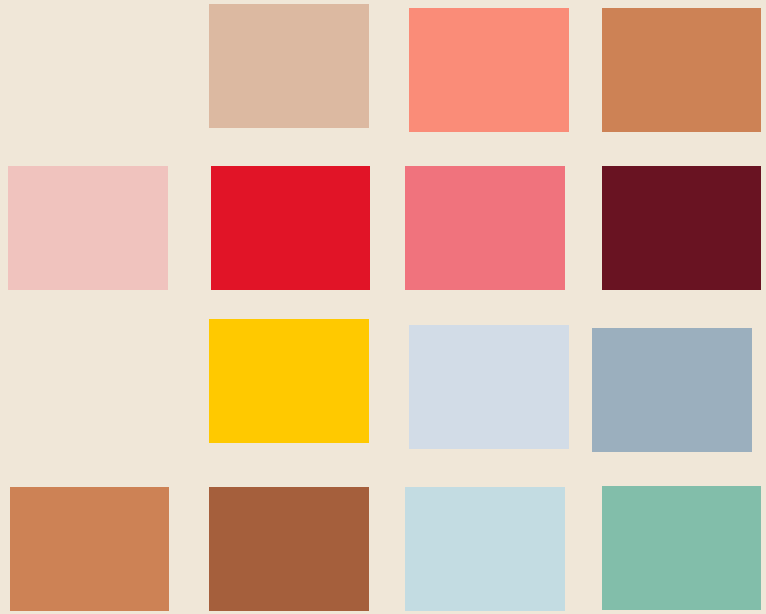
R : 205
V : 130
B : 85

R : 165
V : 95
B : 60

Effervescent

R : 195
V : 220
B : 225

R : 130
V : 190
B : 170



“

Dégustation
Benshmark

sélection
du terroir

choix
du partenaire

Conduite
de la vigne

Selection
parcellaire

contrôle et suivi
des maturités

vendanges

vendanges

vinification
et fermentation

élevage

dégustation
d’assemblage

dégustation par le comité
régional & national

embouteillage

dégustation de suivi
des qualités

Protéger l'homme :
Veiller au respect des consommateurs et des générations futures, préserver la santé et garantir la sécurité des employés agricoles, maintenir l'emploi et promouvoir l'accès à la formation au sein de la filière…

Protéger l'environnement :
Développer des méthodes alternatives qui s'appuient sur les mécanismes de régulations naturels, préserver la fertilité des sols et la qualité de l'air ou de l'eau, favoriser la biodiversité…

Protéger la pérennité économique :
Garantir la viabilité des exploitations, assurer un salaire décent pour les vignerons, les accompagner dans la gestion des risques…





