



Orchidées, maisons de vin Ackerman's new identity

AUTHENTICITY – CONVIVIALITY - AUDACITY

Boasting a prestigious portfolio of chateau, estate and premium branded wines, **Orchidées, Maisons de Vin**, is the leading reference in Loire Valley sparkling and still wines. Thanks to a strong and unique territorial position along the Loire from Nantes to Sancerre, combined with an innovation culture and continuous international development, the group has achieved its ambitions: contributing at home and abroad to the recognition of the Loire Valley, the world's most diverse growing area - creating the wines of tomorrow - and promoting a new form of vine-growing respecting at once the vintner, the consumer and the environment.

Orchidées, Maisons de Vin represents:

- **A rich heritage and a strong local presence.**
- **A powerful symbol of quality for all of the group's wines and vineyards, along the Loire from Nantes to Sancerre.**
- **A major challenge, involving the emergence of two brand portfolios.**

THE LOIRE'S LEADING OPERATOR

1811 An historical heritage	329 Direct jobs & 500 undirects jobs	1^{er} Operator of fine sparkling wines and the leader of AOP Crémant de Loire	6 Estates & Châteaux on 419 Ha
72 Millions € in sales	BRC Certification since 1999 IFS certification since 2005 Label of High Environmental Value since 2017	1^{er} Vinificateur de Loire, toutes appellations confondues	48 Producers (VTN) on 470 Ha
1^{er} Exporter of Loire Valley wines to over 50 countries, representing 25% of total shipments.	63% of volumes, represented by still wines.	+100 Medals awarded each year, wines treated like grands crus	100 Winemaker partnership on 830 Ha

A RICH HISTORIC HERITAGE AND A FIRM LOCAL PRESENCE

Jean-Baptiste Ackerman discovered Loire Valley grape varieties and moved to Saumur, where he set up a business with wine merchant, Jean-Pierre Laurance in 1811, called the year of the Comet, unanimously recognized by growers as the greatest vintage of all time. He was succeeded by his son, Louis-Ferdinand, who took charge of a flourishing company.

Maison Ackerman-Laurance became a public limited liability company with a capital of 3 million francs in 1894. It was redubbed Compagnie Générale des Vins Mousseux de Saumur in 1890. Louis Ferdinand Ackerman handed over the reins to his right hand man, Raymond de Luze, in December 1914, who was in turn succeeded by his son, Jacques. This house was acquired by Rémy Pannier in 1956.

In 2002 the company was purchased by a major Loire Valley cooperative entity.

In 2003 the company underwent restructuring, under the direction of its new Managing Director, Bernard Jacob. Up until 2008, 1.5 million euros were invested each year to modernize its production facilities, create a R&D center and hire experts.

The house then began an external growth strategy to reinforce and develop its winemaking capacity, its presence in different distribution channels, its export markets and its foothold in the Loire Valley:

- 2009: Donatien Bahuaud, one of the chief Loire Valley merchant-maturers, located in Muscadet
- 2010: Monmousseau, the reference in fine sparkling wines from Touraine
- 2014: Valentin Fleur, Loire Valley winegrower-maturer, located in Anjou
- 2014: Jean-Paul Couamais, the 4th largest operator of fine sparkling Vouvray appellation wines
- 2015: Domaine Chateau la Varière and Domaine de la Perruche with quality appellations like Anjou Villages Brissac, Bonnezeaux, and Saumur Champigny
- 2015: Drouet Frères (Muscadet), the 3rd largest operator in the winegrowing area of Nantes
- 2017: Domaine Chateau de Sancerre, one of the rare estates bearing the name of an appellation
- 2017: launch of the new identity, **Orchidées, Maisons de Vin**

Orchidées, Maisons de Vin :

a symbol of quality for all of the group's wines and vines, along the Loire from
Nantes to Sancerre

Orchidées, Maisons de Vin, Ackerman's new identity (and after fine sparkling wines, the other passion of its founder, Jean-Baptiste Ackerman...) was launched in view of structuring and better clarifying its premium positioning. In addition to changing its name, the group has separated all of its still and sparkling wines into two distinct portfolios with the ambition of promoting Loire Valley wines at home and aboard :

On one hand, «Meilleurs Terroirs», *Great Loire Valley wines*: a very fine selection of the best Loire Valley appellations based on a portfolio of "Domaines & Chateaux", such as Chateau de Sancerre, Chateau la Varière, Domaine de la Perruche, Domaine des Hardières (currently converting to organic farming) ...

... and on the other hand, «Esprit de Loire», *Treasures and diversity from the Loire*, based on a portfolio of premium brands, such as Ackerman (A Saumur and Crémant de Loire House), Monmousseau (A Touraine House), Donatien Bahuaud (un-earthier of premium Loire Valley wines) ...

The orchid is one of the flowers providing the largest number of varieties. It is an audacious symbol, like a crown, thereby standing out and innovating, all the while conserving the traditional codes of the wine market.

Orchidées, Maisons de Vin is along the lines of the group: a flower with a thousand faces, boasting refined colors and delicate aromas. An unending source of inspiration, the orchid symbolizes the group's wide range and the richness of its wine houses. This is a world where each wine estate embodies an identity, a heritage, a unique tasting experience.

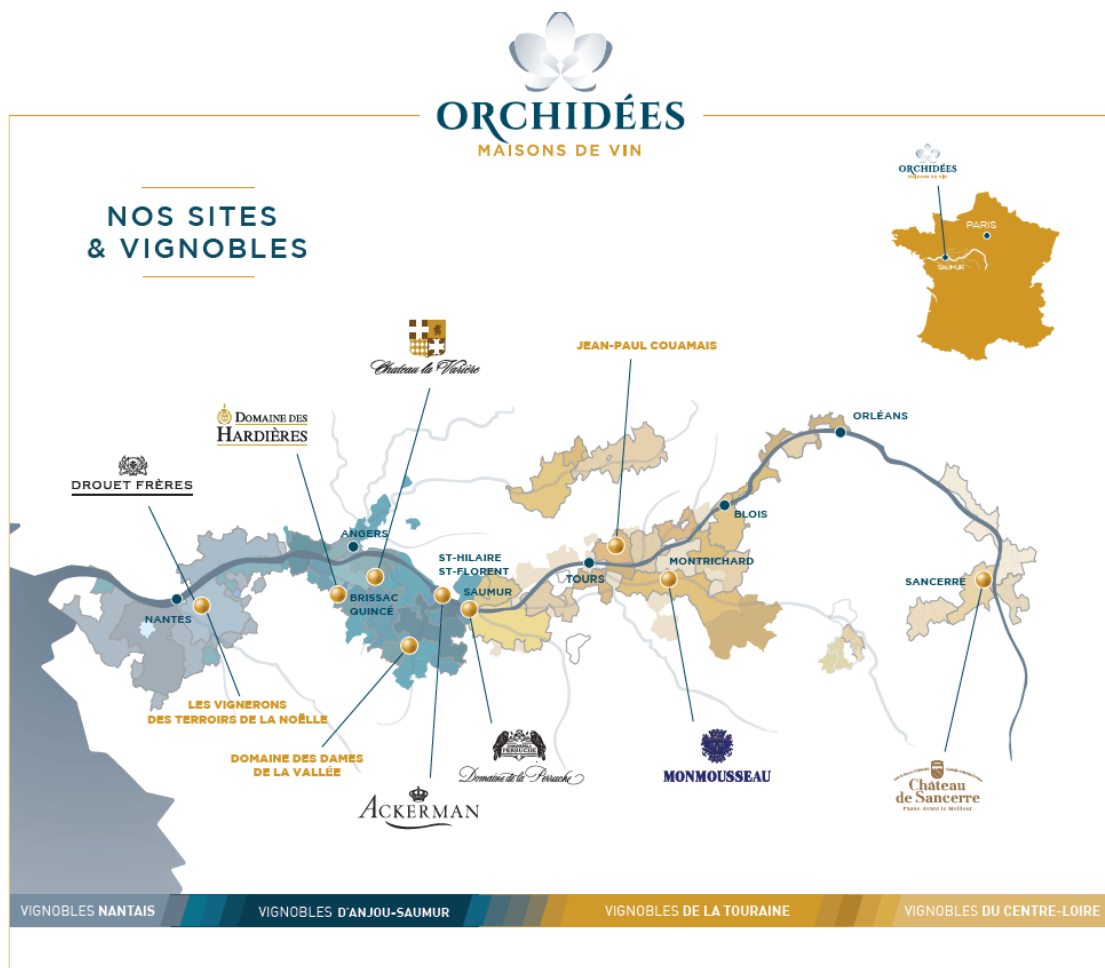
Orchidées, Maisons de Vin evokes the elegance of the region's wines, whatever the distribution network, thereby becoming the finest publicity for the Loire Valley at home and abroad, thanks to a selection of chateau, estate and premium branded wines, as well as a strong ambition – that of "*preserving our terroirs all the while creating tomorrow's wines*".

"Our leitmotiv: actively taking part in the expansion and recognition of Loire Valley wines in France and on the export front via specialized distribution channels. ORCHIDEES, MAISONS DE VIN aims to be their growth driver, by developing top of the range products." Managing Director, Bernard Jacob.

L'Orchidée translates our Loire Valley wines with audacity, elegance and diversity.

Orchidées, Maisons de Vin :

- over two hundred years of expertise, values associating authenticity, conviviality, and audacity
- committed actors from vine-growing through to sales
- in-house vineyards, with level 3 **High Environmental Value** certification
- a R&D center
- the latest winemaking and bottling technology
- distribution arrangements in 50 countries
- several wine tourism sites drawing close to 60,000 visitors each year
- strong relations with its clients and partners



Organizational structure

Bernard JACOB, Managing Director

Anne DERAISME, International Sales Manager

Estelle GUERIN, Marketing & wine tourism Manager

Séverine LEPAUL, Technical Manager, Cellar Master Manager

Raphaël BOILEAU, Bulk, Service & Dedicated market Manager

Victor GONCALVES, Administrative & financial Manager

A UNIQUE POSITION ALONG THE ENTIRE LOIRE RIVER

All our vineyards are committed to sustainable development and have level 3 High Environmental Value certification.

Sold in over 50 countries worldwide



Orchidées Maisons de Vin

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Orchidées, Maisons de Vin : **major challenges for the group,** **emergence of two brand portfolios**

Orchidées, Maisons de Vin offers a new identity to the group's men and women. Unifying, this name strengthens the sense of belonging to the same structure, a vital concept, following the group's wave of purchases and acquisitions. "With **Orchidées, Maisons de Vin**, we're differentiating ourselves in a bold fashion, without denying the expertise of our wine houses," declared Marketing Manager, Estelle Guerin. "This new name represents an important challenge for the group in terms of marketing and image repositioning: that of boosting our fine sparkling and still wine sales, and of winning over highly selective distribution channels, at home and overseas," added Estelle Guérin. The group has reorganized its brands with the objective of further structuring and upgrading its offer in the form of two specific portfolios to support the development of its sales with premium wines that are rich and varied thanks to the region's terroirs, winegrowers, historic values and expertise :

Meilleurs terroirs - where great wines are born...

As its name indicates, "Meilleurs terroirs" specializes in great wines, from the Loire Valley's best terroirs : Chateau de Sancerre, Chateau la Varière, Domaine de la Perruche, Domaine des Hardières and Maison Monmousseau with its prestigious 1886 range. In collaboration with Chateau de Sancerre's sales team, Meilleurs Terroirs promotes all of the top offerings and fine sparkling wines elaborated by the exceptional estates behind our best appellations.

Esprit de Loire – "a selective range, combining richness and diversity"

Esprit de Loire is the group's second portfolio with a selective offer of still and fine sparkling Loire Valley wines represented by six strategic, differentiated and premium brands, with a national dimension – Ackerman (fine sparkling wines), Aristide Luneau (still wines); with a European dimension – Drouet Frères (still wines); and an international dimension - Donatien Bahuaud and Remy Pannier (still wines) and Monmousseau (fine sparkling wines), joined by Marquis de la Tour (fine sparkling wines) for overseas exports.



MEILLEURS TERROIRS

Grands vins de Loire

Comprising many exceptional castles, the Loire Valley is also called the Valley of the Kings. It was the crucible of France's art of living and power, and is without a doubt the cradle of high quality wines.

Chateau de Sancerre



Chateau de Sancerre is one of the few chateaux, bearing the name of an appellation, like Margaux or Pommard. Situated on the right bank of the Loire, it overlooks a unique terroir, made up of four different types of soil. Its vineyard is planted with vines that are 25 years old on average, covering a surface area of over 55 hectares. The region's rolling limestone hills and semi-continental climate deliver richly textured Sauvignon Blanc wines with ripe gooseberry aromas, bracing acidity and flinty-smoke flavors. Chateau de Sancerre's wine is vinified, matured and bottled on-site. "Overtake the very best", was the motto of the Constable of Sancerre (and also that of the Counts of Champagne, of which the Counts of Sancerre were a younger branch). This formidable man of war was equally the lucky owner of this fabulous vineyard. The motto is still proudly proclaimed today.

Chateau La Varière



Chateau la Varière is one of the most famous estates in Anjou. The roots of its vines are historic with origins dating back to the 15th century. The property's vineyard is vast and extends across 150 ha. It is chiefly planted with Cabernet Franc (42%), Cabernet Sauvignon (20%) and Chenin (23%). Chateau la Varière produces most of Anjou's AOPs: Anjou rouge, Anjou-Villages Brissac, Anjou blanc and Coteaux de L'Aubance, Coteaux du Layon, Bonnezeaux and Quarts de Chaume grand cru. Identifying the best terroirs has always been its quest. This estate pays special attention to the soil, exposure and climate of each parcel in view of elaborating great wines from each of the different terroirs.

Domaine de la Perruche



Domaine de la Perruche is a great Loire Valley wine. Situated in the district of Montsoreau, that is famous for its castle, its vines are planted in the eastern part of the Saumur Champigny appellation area, on a plateau, overlooking the Loire. The altitude protects the vines from springtime frost, and provides summer sunshine. Over 90% of the 43-hectare estate is planted with Cabernet Franc, the rest is made up of Chenin. The vines are partly located around the Cavier de la Perruche windmill on a chalky soil. The other ones are situated on a slightly different plateau in terms of soil and exposure - more stony (clay with flint-stone) and facing south. This is where the estate's age-worthy wines are elaborated, especially Chaumont and Clos de Chaumont. Domaine de la Perruche produces highly refined Saumur Champigny, Saumur Blanc Sec and Saumur Méthode traditionnelle wines.

Domaine des Hardières



Domaine des Hardières is represented by 23 hectares of vines, situated north of Layon. With an average age of 28, the vines are grown according to green practices, respecting the environment, soil and terroir. Their conversion over to organic farming began in 2016. This vineyard comprises the main grape varieties: Cabernet Franc, Cabernet Sauvignon and Chenin. On their own, the Cabernets represent 60% of the estate's planted vines and the Chenin represents 25%. The vineyard benefits from the assets of the Layon Valley, especially autumn-time fog that allows the Chenin variety to develop over-ripeness, a fundamental feature in the production of great dry or sweet white wines. The Cabernets on the slopes are well ventilated and benefit from good exposure. In addition, the hillsides provide drainage, thereby limiting the amount of water in the soils and offering the stress required to make red wines with the right phenolic maturity. The estate's terroir is entirely adapted to wines with character and ageing potential. Domaine des Hardières will be added to the portfolio as of 2019.

11.86

11.86 benefits from unequalled know how, half way between tradition and modernity, thereby proposing confidential blends, and made to measure offerings, the work of a craftsman for a radiant brand. 11.86 brings together the best products provided by two of Orchidées, Maisons de Vin's great sparkling wine houses. On one hand, the art of blending via the fine sparkling wine house founded by Alcide Monmousseau in 1886. And on the other hand, the spirit of innovation offered by Saumur's first sparkling wine house, founded by Jean-Baptiste Ackerman in 1811.



Château Cassemichère



Constructed at the beginning of the 17th century, surrounded by 45 hectares of vines and 5 hectares of woods, Château de la Cassemichère is the cradle of the MUSCADET wine appellation. This exceptional location invites you to discover its historic vineyard, to take part in a guided tour of its caves and to taste MUSCADET, a dry light, fruity and expressive product. The wines are aged at the heart of Bacchus's cellar (oak aged Muscadet Sèvre et Maine on lees) where the Gastronomists of the Sea brotherhood also holds two inductions per year. Under Louis the 15th in 1740, a notarial deed of Cassemichère, mentioned "MUSCADET" in relation to an authorization granted to plant an area with vines. The wines of Nantes were progressively dubbed "MUSCADET". This appellation originated from Cassemichère, the latter of which, was called after the action of "breaking bread".



ESPRIT DE LOIRE

RICHESSSE ET DIVERSITÉ

Benefiting from a unique cultural landscape, the Loire Valley is France's 3rd largest winegrowing region. Stretching from the Atlantic coast to the Centre region, it is a point of equilibrium, where north meets south, sophistication meets freshness, art meets literature, and tradition meets modernity. These contrasts - plus the generally temperate climate and extraordinary varied terroirs - have created the most diverse winegrowing region in the world. ESPRIT DE LOIRE is its worthy representative, with a wide variety of products for all tasting moments and pleasures, a portfolio of premium offerings, that are rich and varied thanks to the region's terroirs, winegrowers, historic values and expertise.

Maison Ackerman



Forerunner and specialist in fine Loire Valley sparkling wines, Jean-Baptiste Ackerman initiated the production of Saumur Brut and Crémant de Loire, according to the méthode traditionnelle. Maison Ackerman's presence at the heart of the vineyard for over two centuries, or more precisely since 1811, and its quality-driven approach combined with the professionalism of its teams have made this house a key player of the Loire Valley. Situated in Saumur on the banks of the Thouet, a tributary of the Loire, Maison Ackerman's caves and cellar bring together the charm and landscapes of the Loire with the prestige of great houses. As a result, it includes a local historic gem: the region's highest troglodyte cellars! This surprising heritage site, bearing the marks of time and craftsmanship, unites the art of blending, with the art of earthworks. These huge caves currently draw over 40,000 visitors each year.

Fine sparkling wines – domestic super/hypermarket channels – regional retailers and direct cellar door sales. *Maison Ackerman, for everyday moments of joy and sharing*

Maison Monmousseau



MONMOUSSEAU

With over one hundred years of know-how and expertise in terms of blending, Maison Monmousseau specializes in the elaboration of fine sparkling Loire Valley wines – especially from Touraine – expressing good diversity between elegance and prestige. Touraine's variety of soils and grape varieties like Chenin blanc, Sauvignon, Cabernet Franc, Cot and Orbois, produce Monmousseau wines with plenty of diversity and a unique typical style. The grapes are selected in the vineyard and made into wine in Monmousseau's cellars, according to traditional techniques, in view of obtaining elegant and prestigious wines.

Refined sparkling wines - domestic retail channels - direct cellar door sales - exports.
Maison Monmousseau for special occasions.

Donatien Bahuaud

DONATIEN  BAHUAUD

This is a story about vines and the area of Nantes, between land and sea, dating back to the beginning of last century. On the lookout for top quality Loire Valley offerings, Donatien Bahuaud is a premium brand dedicated to still wines from Nantes and Anjou. Deeply rooted in wine-growing culture, it symbolizes the Loire, and the following values: authenticity, terroir and excellence.

The House's sophisticated wines, such as Muscadet Le Master or Chinon les Boires, are the counterweights of genuine gastronomy.

Still wines – Traditional retail channels in France/abroad. Donatien Bahuaud, an epicurean moment offered by the Loire.

Marquis de la Tour



Marquis de la Tour is the ambassador of fine sparkling Loire Valley wines in North America with its white, rosé and Ice range. Combining know how and audacity, our vintners produce the very best in view of offering a genuine French experience. Marquis de la Tour provides crisp and fruity wines, expressing typical Loire Valley characteristics – the French art of living.

Fine sparkling wines – for overseas exports. *Marquis de la Tour, a sophisticated French-style moment*

Emilie Laurance



Emilie Laurance is the ambassadress of refined Loire Valley sparkling wines. A tribute to the wife of Jean-Baptiste Ackerman, who benefited from her financial support, the elegance, aromas and freshness of this range are sublimated by a subtle liqueur, derived from Chenin, the Loire's emblematic grape variety.

Refined sparkling wines – France & Export. *Emilie Laurance, a refined French-style moment.*

Rémy Pannier



The Rémy Pannier brand focusses on Loire Valley still wines, and promotes values associated with French tradition and winemaking expertise. The Dame de la Vallée winemaking site has offered it true legitimacy with regard to the Loire's varieties and appellations. Vine-growing is undertaken with the local environment and the special features of each parcel in mind. Rémy Pannier is a strong French brand, especially thanks to the success of its Rosé d'Anjou in North America.

Still wines – Europe - Overseas. *Rémy Pannier, for casual drinking moments in perfect simplicity.*

Maison Drouet Frères



DROUET FRÈRES

Located at the heart of the vineyard of Nantes since 1880, four generations of vine-growers, vintners and merchants have allowed Maison Drouet Frères to become well-known in over 70 countries worldwide. At the heart of Muscadet, the only winegrowing area in Brittany, the brand is working to ensure that this very nice appellation recovers its rightful position, thereby adding value to the production of France's biggest white wine growing area.

Still wines – Super/hypermarket channels (France) – Traditional retail outlets (Europe). *Maison Drouet Frères, a convivial moment to enjoy with family and friends.*