

# 2019 Vintage Primer

ALUMNI

VINIV

BORDEAUX

A life explored, a story bottled



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## The Winemaker, Reimagined

VINIV offers what no one else does: the opportunity for wine enthusiasts to immerse themselves in a Bordeaux winemaking experience and create their own limited-edition fine wine – no matter where they are located.

We provide an environment that gives our members access to vineyards in Bordeaux's most prestigious appellations, guidance from the winemaking experts of Château Lynch-Bages and the region's most famous properties, and an award-winning design team to create a personal brand to tell their story. You can enjoy the VINIV experience from our winery in Pauillac, at our blending events in Bordeaux or London or from the comfort of your own home.



VINIV MEMBER (LEFT) SPEAKING WITH FOUNDER STEPHEN BOLGER  
AT OUR VINEYARD PARTNER IN POMEROL

“Located in Pauillac, a famous Cabernet Sauvignon-centric appellation on Bordeaux’s Left Bank, VINIV is owned and operated by the Cazes family, which owns Château Lynch-Bages. The DIY aspect allows well-heeled Bordeaux lovers to create their own blends from grapes grown in vineyards throughout Bordeaux’s storied appellations. The sweat equity is done by professional vintners and winemakers.

VINIV’s clients enjoy the more glamorous side of winemaking: barrel tastings in the cellar, blending sessions to find the best formula for the wine, and, of course, the experience of visiting wine country and creating their own wines. There’s an element of star quality as well: Each team works closely with Daniel Llose, Lynch-Bages’ chief winemaker, on their blends. The cost starts at about €15,300 per barrel, depending on the vineyard sources of the grapes.”

**DAVE MCINTYRE, THE WASHINGTON POST**

01.

# Your Wine

## Your Bordeaux blend

With few exceptions, Bordeaux wines are created by blending several different grapes varieties together.

Merlot, Cabernet Sauvignon and Cabernet Franc represent 98% of the varieties that are planted in the region. Each variety has its own characteristics and expresses itself best in different regions of Bordeaux. This is driven by climate, altitude and soil type. At the same time, each variety – on its own – has its weaknesses. This explains why the mastery of combining different varieties has in many ways sealed the global reputation of the best Bordeaux châteaux.

In Bordeaux, every château owner is confined to using grapes from their own property to commercially benefit from using the château name and single appellation on the label. For example, Château Lynch-Bages, owners of VINIV, benefits from the Pauillac appellation because all of its vineyards are located in Pauillac. Were they to use Merlot or Cabernet Franc from elsewhere, they would lose the right to the name and the appellation.

Your wine will be unlike any other classified-growth quality Bordeaux.



VINIV MEMBER CREATING THEIR BLEND WITH LEADING OENOLOGIST ERIC BOISSENOT

## What Makes Your Wine Distinctive

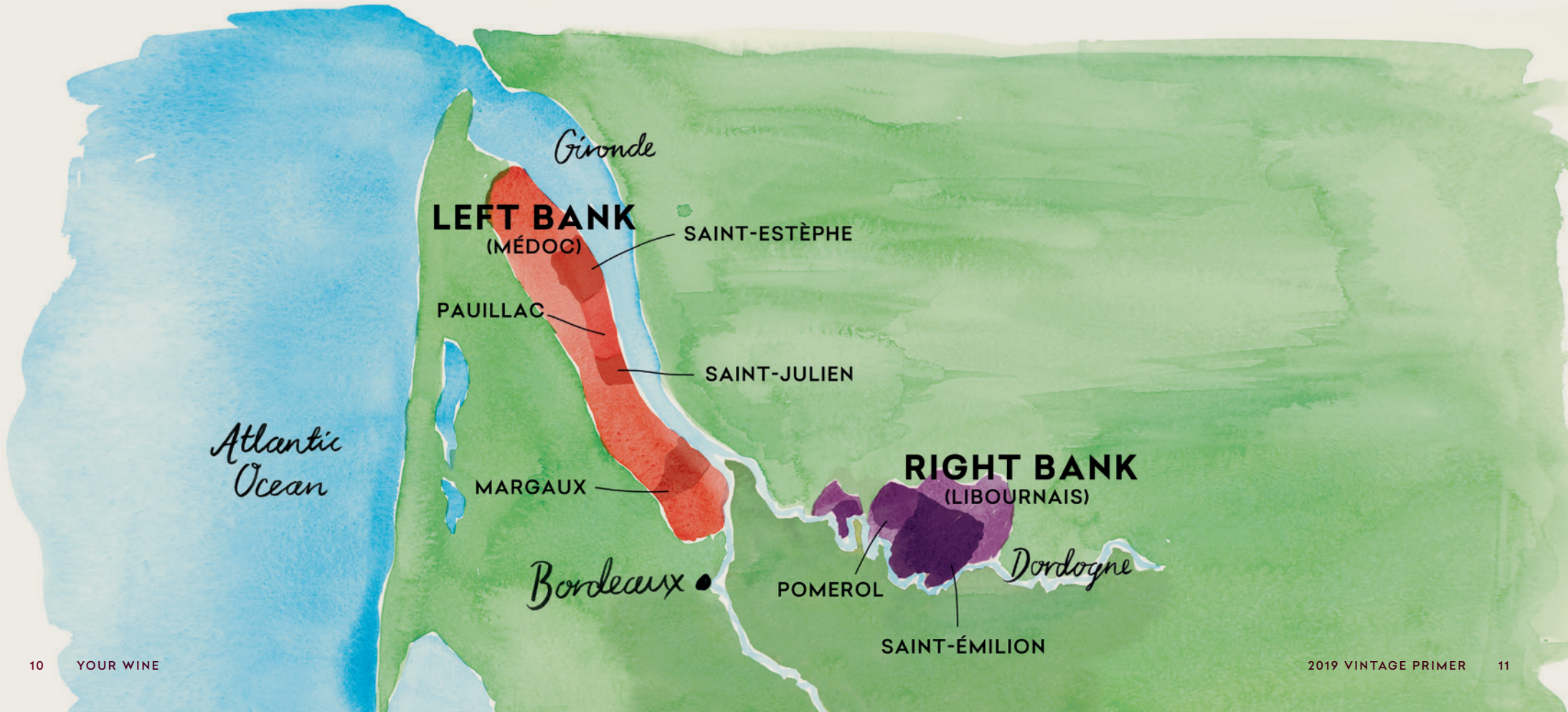
At VINIV, we are not confined by restrictions linked to a property name or an appellation. We simply source each grape variety where it grows the best. As a result, you will create a wine with its own unique origin and distinctive story.

VINIV only sources Cabernet Sauvignon from the most prestigious appellations of the Médoc (Margaux, Saint-Julien, Pauillac and Saint-Estèphe in the Médoc) and its Merlot and Cabernet Franc from the best sectors of Bordeaux's Right Bank : Saint-Émilion and Pomerol.

### WHY?

In the Médoc, referred to as Bordeaux's Left Bank, Cabernet Sauvignon is king. The region's warm gravel soils and more temperate weather allow this late-blooming varietal to reach its full potential.

On Bordeaux's Right Bank, also known as the Libournais, the cooler soils are the perfect setting for Merlot, a faster ripening varietal. Merlot dominates most Saint-Émilion and Pomerol blends from anywhere between 50 to 95%. Cabernet Franc is the perfect complement to Merlot, providing structure, 'lift' and vibrancy to Merlot-dominated blends.



## The Birth of Your Wine Brand

Unleash your creativity with a label and packaging that capture the imagination and tells your own story. You will be guided by our award-winning, London-based design team.

You will work with our design partner – Barlow & Co. – to create a bespoke label which will be a vivid testament to where you have been, and where you are going.

If you are making a barrel as a collective experience with others, you have the option to design an additional three labels per barrel. That way each member can create their own brand and narrative.

When it comes time to packaging, we offer you the option of different bottle formats (including 1.5L magnums and 6L Imperials) along with personalised corks and wooden cases (examples on following page).



LABEL EXAMPLES FROM OUR 2018 VINTAGE



GRAND VIN DE BORDEAUX  
**AUDACITY**  
NO. 1  
12Btlcs 2015

GRAND VIN DE BORDEAUX  
L'ÉTOILE DE LA FORÊT  
12Btlcs 2015

GRAND VIN DE BORDEAUX  
**VAGABOND**  
12Btlcs 2015

GRAND VIN DE BORDEAUX  
 $\sqrt{9}$   
12Btlcs 2015

*The Kings Blood*  
GRAND VIN DE BORDEAUX  
12Btlcs 2015

**OG**  
12Btlcs 2015

GRAND VIN DE BORDEAUX  
**AUDACITY**  
NO. 1  
12Btlcs 2015

THREE  
**WISE**  
MEN  
12Btlcs 2015

GRAND VIN DE BORDEAUX  
**K**  
12Btlcs 2015

GRAND VIN DE BORDEAUX  
**VAGABOND**  
12Btlcs 2015

**KingFisher**  
GRAND VIN DE BORDEAUX  
12Btlcs 2015

DES BAUX  
12Btlcs 2015

GRAND VIN DE BORDEAUX  
*Three Score*  
12Btlcs 2015

12Btlcs 2015

THREE  
**WISE**  
MEN  
12Btlcs 2015



## The 2019 Bordeaux Vintage as seen by our Winemakers

Bordeaux's 2019 vintage continues a string of six vintages of excellent quality wines. This vintage reveals very aromatic and fruit-driven wines, with alcohol contents that are consistent with a ripe, concentrated Bordeaux vintage. The high acidities provide ample freshness and the tannin structure is both deep and fine, though slightly less powerful than the 2018 vintage.

If it's the first time that you are considering making a wine with VINIV it's an excellent vintage to start because of its elegance.

“2019 is an interesting vintage because of its elegance. It is full of tannins, yet it's not overly powering thanks to its freshness and fruit. VINIV's parcels demonstrate this across the appellations.”



### DANIEL LLOSE

Daniel is technical director for Cazes family estates. He was responsible for the modernisation of Château Lynch-Bages in Pauillac and Château Ormes de Pez in Saint-Estèphe in the 1970s and 80s, resulting in their resurgent reputation. Daniel recently retired as technical advisor for the estates of AXA Millésimes: Château Pichon Baron in Pauillac, Château Petit-Village in Pomerol and Château Suduiraut in Sauternes.

“2019 is another vintage that hits a high mark of quality. Just like the 2018 vintage, each vineyard shows its true character, making it easy for VINIV members to understand the distinctions between them and isolate the preferences for their own wine. It makes blending with clients a real pleasure and even we discover something new every time.”



### NICOLAS LABENNE

Nicolas is the winemaker for Château Lynch-Bages in Pauillac and Château Ormes de Pez in Saint-Estèphe. He began his career at Château Lafite-Rothschild and was technical director at Château Calon-Segur in Saint-Estèphe for twelve years before joining the Cazes family estates in 2006.

“2019 was a solar vintage, with the added twist of combining rich, opulent Merlot and Cabernet Franc with more classic, powerful Cabernet Sauvignon. This vintage most resembles 2016 and is worthy of the best vintages of the 2000s.”



### ERIC BOISSENOT

Recently named 'world's most influential wine consultant' by Drinks Business, Eric is widely considered to be the oenologist-of-choice in the Médoc. His client base includes Lafite-Rothschild, Mouton-Rothschild, Margaux, Latour, Palmer, Pichon Comtesse, Pichon Baron, Ducru-Beaucaillou, Leoville Barton and Leoville Las Cases. Eric advises VINIV on all aspects of viticulture and winemaking and guides members on their final blending at specific times of the year.

02.

# Your Experience

FROM HOME AND AWAY

# VINIV in Six Steps



## Step 1

### RESERVE YOUR BARREL

VINIV's production is limited due to the rarity of our vineyards. As a result, the ability to produce your wine is available on a first-come, first-served basis. A down payment is required to confirm your reservation with the balance due just before bottling.



## Step 2

### PLAN YOUR WINE JOURNEY WITH OUR TEAM

VINIV will organise a planning session call with you to further discuss your bespoke experience. What style of wine will you produce? What story do you wish to tell with your brand? We will explain each of the different yet equally exciting steps of this journey – from grape to glass.



## Step 3

### CREATE YOUR WINE BRAND WITH OUR DESIGNERS

Our London-based design team will guide you through the creative process of developing a label and packaging which tells your story. These award-winning wine brand designers will ensure that your wine is presented with the same uniqueness and quality as the wine itself.



## Step 4

### TASTE THE WINE FROM EACH VINEYARD WITH OUR TEAM

In a live and tutored tasting - from the comfort of your home - you will discover each of our 12 vineyard sources from barrel samples which will be sent to you ahead of the session. Seeing for yourself the diversity of Bordeaux 'terroir' across the region's best appellations is an instructive journey and helps you understand how each vineyard can influence your wine. Your initial impressions will guide us to the starting point for your bespoke blend.



## Step 5

### CREATE YOUR BLEND WITH OUR WINEMAKERS

Your private blending sessions are the most important step in your winemaking journey. Using your taste buds as your guide, you work directly with the Château Lynch-Bages winemakers to create your ideal wine. This can take place either from your home, at the VINIV winery or at our various blending events. After your initial blend, you can further refine your wine before bottling.













## Step 6

### RECEIVE YOUR WINE

Bringing your wine home is the last step of your winemaking journey. Your wine will be bottled and delivered two years after harvest. (For example, a 2019 vintage will be ready for delivery in the last quarter of 2021.) Depending on where you choose to ship your wine, there are transport costs, sales taxes (VAT) and import duties to consider. Our team will work with you to understand your shipping options and estimated cost.

# Your Experience, As You Want It

You can enjoy the VINIV experience from home, at our winery in Pauillac or at one of our blending events in Bordeaux or London. Whether you are making a wine on your own, with family and friends or as part of a larger initiative, our team of winemakers and brand design specialists will guide you every step of way. See below for how each step of your journey can or will take place.

	<i>Step 1</i>	<i>Step 2</i>	<i>Step 3</i>	<i>Step 4</i>	<i>Step 5</i>	<i>Step 6</i>
	<b>RESERVE YOUR BARREL</b>	<b>PLAN YOUR WINE JOURNEY WITH OUR TEAM</b>	<b>CREATE YOUR WINE BRAND WITH OUR DESIGNERS</b>	<b>TASTE THE WINE FROM EACH VINEYARD WITH OUR TEAM</b>	<b>CREATE YOUR BLEND WITH OUR WINEMAKERS</b>	<b>RECEIVE YOUR WINE</b>
	VINIV's production is limited due to the rarity of our vineyards. A down payment is required to confirm your reservation.	During this call we outline each step of your bespoke experience from wine to label.	You are guided through the creative process of developing a brand which tells your story by our award-winning design team.	A tutored tasting will help you discover all 12 of your vineyards. Your impressions will be the starting point for your bespoke blend.	Using your taste buds as your guide, your private blending sessions take place directly with the Château Lynch-Bages winemakers.	Your wine is bottled and delivered two years after harvest. Our team will work with you to outline your shipping options and estimated cost.
<b>AT YOUR HOME OR OFFICE</b>						
<b>AT VINIV IN PAUILLAC</b>						
<b>AT OUR BLENDING EVENTS (BORDEAUX AND LONDON)</b>						

# The Winemaking Process

## THE WINEMAKING PROCESS

Harvest



Fermentation



Ageing



Bottling



Shipping



### HARVEST

The 2019 harvest of VINIV vineyards took place between September and October. The growing season was dry with 25% less rain overall. Flowering in June was followed by a hot summer and light rains in August and September which helped the grapes reach optimal maturity.

### FERMENTATION

After harvest, the wines went into tanks to go through alcoholic and malolactic fermentation. Alcoholic fermentation lasts a few weeks, whereas malolactic fermentation can continue longer as the wine ages. All fermentations take place at our vineyard partner facilities.

### AGEING IN BARREL

The wine from each vineyard will age in barrel for 19 months until it is bottled. For blending purposes, you can begin to taste these wines as of April 2020. At the end of the ageing process, your barrel will be custom blended just before bottling.

### BOTTLING

The 2019 vintage will be bottled at VINIV in July 2021 and then placed into temperature-controlled storage for the summer months.

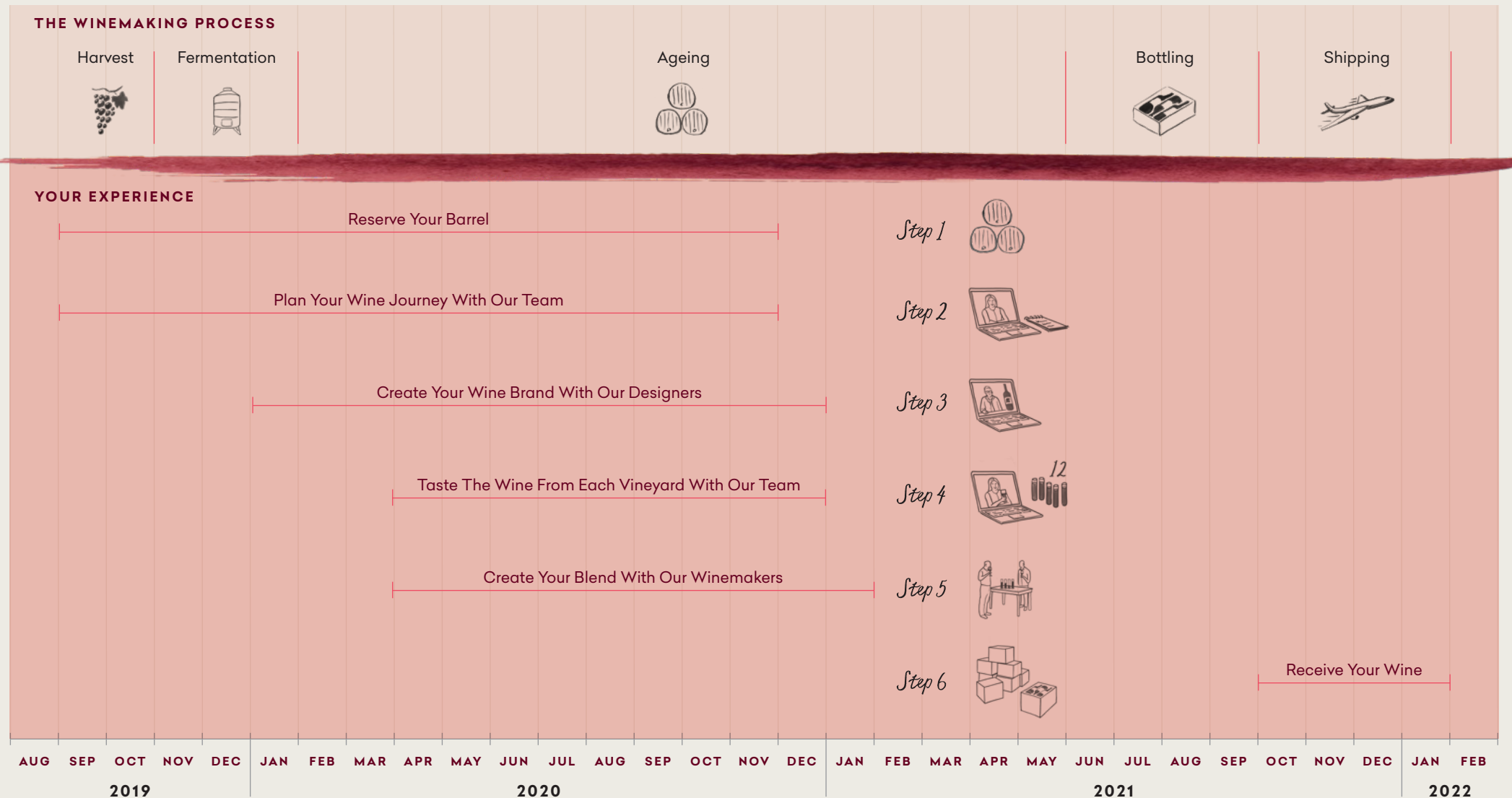
### SHIPPING

Shipping of your wine takes place during Q4 2021.



# 2019 Vintage Member Experience Timeline

You can make wine from 2019 Vintage any time before February 2021 subject to availability. Your wine is bottled in July 2021 and is ready for pickup or delivery that autumn. The member experience timeline outlines the winemaking process and your experience as a member.





VINIV MEMBER TASTING THEIR VINEYARD SAMPLES FROM HOME,  
GUIDED BY A MEMBER OF OUR WINEMAKING TEAM.

03.

# Your Investment



# Three Pricing Options

## Premium

€ 15.300 (€53.13/btl)

EXCLUDES TRANSPORT, VAT AND ANY OTHER TAXES IN THE COUNTRY OF DELIVERY.

Create one barrel (288 bottles) of your wine from VINIV's seven Premium vineyards.

Optional branding upgrades available.



You will enjoy the full VINIV winemaking experience and invitation to events.



Access to VINIV's seven (7) Premium classified-growth quality vineyards from Saint-Émilion, Margaux, Pauillac and Saint-Éstephe.



- Your own bespoke label
- Your choice of 75cl bottles and/or 1.5L magnums
- Standard unbranded cork and wooden case



Personalised corks and wooden cases with your brand logo or mark.



Optional paid upgrades :

- Three 6L Imperial bottles (€2000)
- Personalised corks and wooden cases (€1100 per barrel)
- Up to three additional labels per barrel (€2000 per label)

## Elite

€ 18.700 (€64.93/btl)

EXCLUDES TRANSPORT, VAT AND ANY OTHER TAXES IN THE COUNTRY OF DELIVERY.

Further access to four of VINIV's Elite vineyards for up to 50% of your blend.

Optional branding upgrades available.

You will enjoy the full VINIV winemaking experience and invitation to events.

Access to VINIV's seven (7) Premium classified-growth quality vineyards from Saint-Émilion, Margaux, Pauillac and Saint-Éstephe.

Up to 50% usage in your blend from VINIV's four (4) Elite vineyards belonging to our classified-growth partners in Margaux and Pauillac and our rarest plots in Saint-Émilion and Saint-Julien.

- Your own bespoke label
- Your choice of 75cl bottles and/or 1.5L magnums
- Standard unbranded cork and wooden case

Optional paid upgrades :

- Three 6L Imperial bottles (€2000)
- Personalised corks and wooden cases (€1100 per barrel)
- Up to three additional labels per barrel (€2000 per label)

## Exclusive

€ 22.100 (€76.74/btl)

EXCLUDES TRANSPORT, VAT AND ANY OTHER TAXES IN THE COUNTRY OF DELIVERY.

Unlimited blending with all VINIV vineyards, including exclusive access to Pomerol.

Branding upgrades included.

You will enjoy the full VINIV winemaking experience and invitation to events.

Access to VINIV's seven (7) Premium classified-growth quality vineyards from Saint-Émilion, Margaux, Pauillac and Saint-Éstephe.

Unlimited access to VINIV's four (4) Elite vineyards belonging to our classified-growth partners in Margaux and Pauillac and our rarest plots in Saint-Émilion and Saint-Julien.

Exclusive use of VINIV's Pomerol Merlot vineyard.

- Your own bespoke label
- Your choice between 75cl bottles and/or 1.5L magnums
- Three 6L Imperials

Optional paid upgrades :

- Up to three additional labels per barrel (€2000 per label)

## What is not included

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### SHIPPING

The cost of shipping and delivery of your wine is not included in the price of your barrel. This varies based on your delivery location, the quantity of cases sent and method of transport.

VINIV is well versed in direct-to-consumer shipping around the world and will work with you and our logistics partner to quote and organise your delivery.



### LOCAL TAXES

The cost of delivery of your wines will depend on the country of destination. Each country has its own VAT and tax policies on alcohol importation; these taxes will be calculated in accordance to rates at your final destination. VINIV can provide you with an estimated cost based on the country of delivery. A final and confirmed cost will be provided in the September-October timeframe of 2021, when your wines are ready to be shipped.



### OPTIONAL EVENTS

Hospitality and event costs such as hotels, meals, transport and winery visit fees (other than Château Lynch-Bages) are not included in the cost of your experience. Any event costs are communicated in advance.

## Barrel Down Payment

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### RESERVE YOUR BARREL ALLOCATION

Your VINIV winemaking journey begins once you have decided to reserve one or several barrels for production. We accept orders anytime between September 2019 and November 2020, subject to wine availability. The earlier that you do this the better, as we have a limited number of wines each vintage.



### DOWN PAYMENT

- A down payment of €12,000 per barrel is required to confirm your allocation; this amount usually represents approximately 50-65% of the final cost of your wine.
- The balance for your barrel, based on your final blend and any packaging options, is due just before bottling in May 2021.

04.

# Your Vineyards

## Your 2019 Vineyards

As a VINIV winemaker, you can choose from a selection of exceptional vineyards to produce your bespoke wine.

With the guidance of our winemaking team, you will quickly discover the alchemy of blending and decide which combination of plots and grape varieties best match your objectives.

Our grapes are sourced from the finest old-vine vineyards in Bordeaux's most prestigious appellations. Some of our vineyards are owned by recognised 'classified-growths', while others belong to passionate, boutique growers whose properties adjoin the best properties in Margaux, Pauillac, Pomerol, Saint-Émilion, Saint-Estèphe and Saint-Julien.

Unlike any other Bordeaux winery, VINIV gives you the opportunity to go beyond the boundaries of appellation by blending wine from vineyards within the best sectors on both the Left and Right Banks. This is an essential part of your singular winemaking story.



CHÂTEAU PAVIE, SEEN FROM SAINT-ÉMILION

# Your 2019 Vineyards

## MERLOT

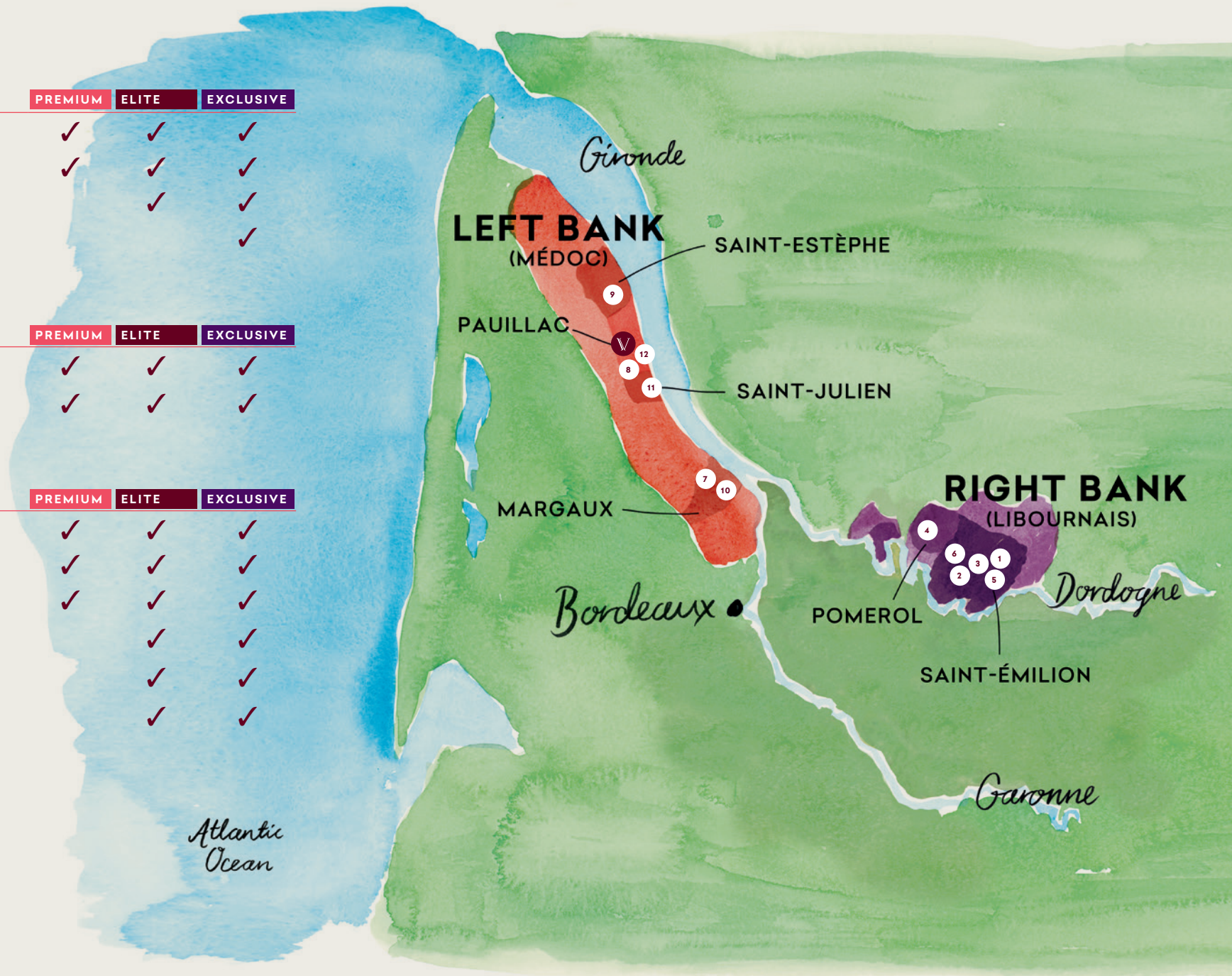
VINEYARD	APPELLATION	PREMIUM	ELITE	EXCLUSIVE
1. La Pierre	Saint-Émilion	✓	✓	✓
2. La Pyramide	Saint-Émilion	✓	✓	✓
3. Les Terrasses	Saint-Émilion		✓	✓
4. Colette	Pomerol			✓

## CABERNET FRANC

VINEYARD	APPELLATION	PREMIUM	ELITE	EXCLUSIVE
5. Le Barrail	Saint-Émilion	✓	✓	✓
6. La Carrière	Saint-Émilion	✓	✓	✓

## CABERNET SAUVIGNON

VINEYARD	APPELLATION	PREMIUM	ELITE	EXCLUSIVE
7. La Louise	Margaux	✓	✓	✓
8. Grande Catélie	Pauillac	✓	✓	✓
9. Demi-Lune	Saint-Estèphe	✓	✓	✓
10. Le Marquis	Margaux		✓	✓
11. Juillac	Saint-Julien		✓	✓
12. L'Enclos	Pauillac		✓	✓



# Merlot

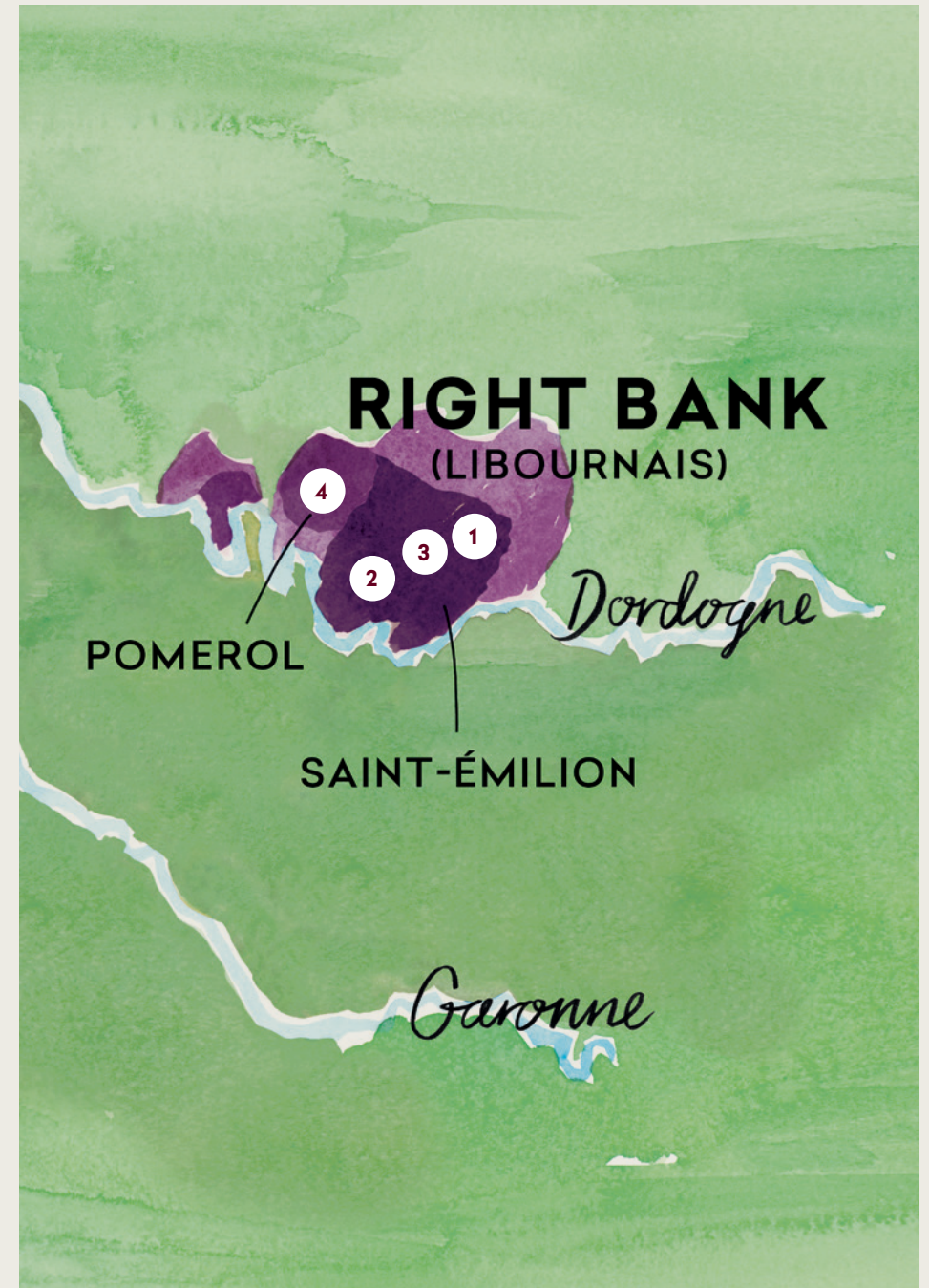
## VARIETAL DESCRIPTION

The most widely planted grape varietal in Bordeaux, Merlot is also the most adaptable to the overall region. It finds its greatest expression on the clay and limestone soils of Bordeaux's Right Bank (Saint-Émilion and Pomerol), where VINIV's vineyards are located. Merlot is precocious at budburst and ripens more quickly than Cabernet Sauvignon and Cabernet Franc, making it particularly suitable to these soils.

Merlot produces round, colourful wines that tend to evolve more quickly than Cabernet Sauvignon. These wines develop aromas of ripe fruit (cassis, strawberry) and can evolve towards enjoyable hints of jam with longer ageing.

## YOUR VINEYARDS

	VINEYARD	APPELLATION	NEIGHBOURS	DESCRIPTION
1.	La Pierre <b>PREMIUM</b>	Saint-Émilion	Valandraud, Peby-Faugères, Faugères, Pressac	A vibrant, tannic and expressive wine with a lengthy finish.
2.	La Pyramide <b>PREMIUM</b>	Saint-Émilion	Tertre Roteboeuf, La Mondotte, Pavie	An intense and powerful Merlot. Tension combined with elegance.
3.	Les Terrasses <b>ELITE</b>	Saint-Émilion	Tertre Roteboeuf, La Mondotte, Barde-Haut, Godeau	Full-bodied wine which maintains incredible freshness.
4.	Colette <b>EXCLUSIVE</b>	Pomerol	Beauregard, Taillefer Figeac (Saint-Émilion)	Expressive, creamy, velvety Pomerol Merlot.



# Cabernet Franc

## VARIETAL DESCRIPTION

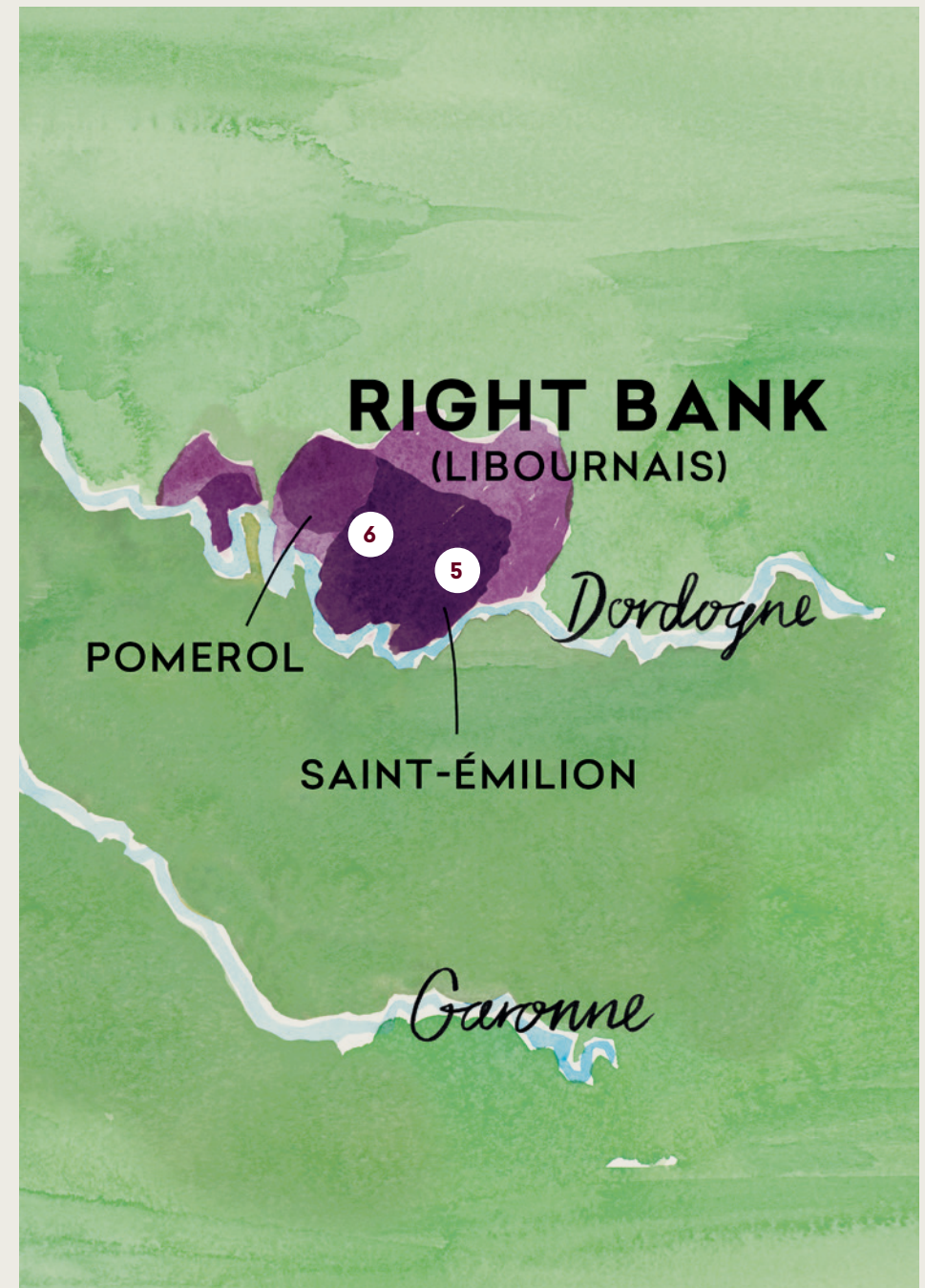
Cabernet Franc is the third most planted red grape varietal in Bordeaux, after Merlot and Cabernet Sauvignon. It is particularly adaptable to cooler climates and soil – such as those found in Saint-Émilion and surrounding areas – because it matures more rapidly than Cabernet Sauvignon and tends to better resist bad weather in the late season just before harvest.

Cabernet Franc produces a medium-bodied wine with more pronounced fruit than Cabernet Sauvignon in the younger years. This varietal also offers impressive aromas to any wine blend. Cabernet Franc planted at higher elevation (as in Saint-Émilion) can also denote hints of spice and dark pepper, providing an additional layer of complexity. This varietal is most famously combined with Merlot in 'Right Bank' blends to provide freshness and structure. In many Médocstyle blends, it can be found in proportions of anywhere from 5% to 40%.

At VINIV, some of our most impressive wines have been those produced by members who have chosen Cabernet Franc as their dominant blend component.

## YOUR VINEYARDS

VINEYARD	APPELLATION	NEIGHBOURS	DESCRIPTION
5. <b>Le Barrail</b> <b>PREMIUM</b>	Saint-Émilion	Faugères, Valandraud, Rol Valentin, Fleur Cardinale, Pressac	The purity, lift and aromatics of a Cabernet Franc without the spicy notes.
6. <b>La Carrière</b> <b>PREMIUM</b>	Saint-Émilion	Pavie, Troplong Mondot, La Mondotte, Larcis Ducasse	A hilltop Cabernet Franc with freshness, vibrancy and a hint of spice.



# Cabernet Sauvignon

## VARIETAL DESCRIPTION

Cabernet Sauvignon is most recognised for its exceptional structure, ageing potential and ability to reveal the expression of its 'terroir'. This varietal thrives in warmer soils and finds its greatest expression in the gravel sectors of the Médoc, where VINIV's vineyards are exclusively located. Cabernet Sauvignon dominates the blend of virtually all of the Médoc 1855 Classified Growths. When young, these wines are very tannic with a rich color and red/black fruit characteristics that evoke cassis, spice, pepper, chocolate and mint. As these wines age, they reveal all of the elegance and finesse of this exceptional grape varietal.

## YOUR VINEYARDS

VINEYARD	APPELLATION	NEIGHBOURS	DESCRIPTION
7. La Louise <b>PREMIUM</b>	Margaux	Lascombes, Malescot Saint-Exupéry	A pure, linear and intellectual Margaux Cabernet Sauvignon.
8. Grande Catélie <b>PREMIUM</b>	Pauillac	Pichon Baron, Lynch-Bages, Grand-Puy- Lacoste, Latour	All the power and structure of a Pauillac Cabernet Sauvignon with a slightly more delicate edge.
9. Demi-Lune <b>PREMIUM</b>	Saint-Estèphe	Ormes de Pez, Phélan-Ségur, Montrose	Very expressive fruit and fine grain tannins define this wine, which sits on ideal Saint-Estèphe terroir.
10. Le Marquis <b>ELITE</b>	Margaux	Palmer, Rauzan Ségla, Lascombes	New partner Marquis de Terme provides us a powerful yet ethereal Cabernet from Margaux's quality epicentre.
11. Juillac <b>ELITE</b>	Saint-Julien	Léoville Las Cases, Léoville Poyferré	A harmonious wine, combining elegance and finesse, expressive fruit and velvety tannins, power and opulence.
12. L'Enclos <b>ELITE</b>	Pauillac	Lynch-Bages	A denser more powerful Pauillac Cabernet Sauvignon, thanks to its warmer soil and unique microclimate.





*I'm not just making a wine,  
I'm making a memory*



Start your journey

VINIV

BORDEAUX

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