

# VINIV for Private Clubs



A life explored, a story bottled





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## When Club Members Become Wine Makers

Keeping members engaged with your club and its community has always been at the heart of your mission. Members want their clubs to offer a fresh and modern dimension to their lives which includes memorable experiences that are new and rare.

VINIV offers what no one else does: the opportunity to provide your members with an immersive winemaking experience and create your club's classified-growth quality wine.

We provide access to vineyards in the region's most prestigious appellations, guidance from the winemaking experts of Château Lynch-Bages and an award-winning design team to create a brand to tell your club's winemaking story.

A club-led winemaking initiative brings together members of all ages to share their passion, deepen their knowledge and take pride in creating their club's wine. VINIV guides your club through an immersive, flexible experience with plenty of opportunities for members to celebrate along the journey.



“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, 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.”

DAVE MCINTYRE, THE WASHINGTON POST



## A Bordeaux Connection

VINIV is majority-owned by the Cazes family - proprietors of famed Château Lynch-Bages in Pauillac.

The Cazes family view VINIV members as fellow winemakers and friends. Their commitment to the client experience includes the direct guidance from their winemakers, access to several of the family's vineyards and wineries in Pauillac and Saint-Estèphe to bring your experience to life.

VINIV is based in the hamlet of Bages in Pauillac, alongside Château Lynch-Bages. It is less than one kilometre from [CHÂTEAU CORDEILLAN-BAGES](#) a Relais & Châteaux hotel operated by the family and a fifteen-minute drive from their bed and breakfast at [CHÂTEAU ORMES DE PEZ](#) in Saint-Estèphe.



JEAN-MICHEL CAZES AND JEAN-CHARLES CAZES,  
OWNERS OF CHÂTEAU LYNCH-BAGES



01.

# VINIV for Private Cubs





## A Club-Led Winemaking Initiative

Since 2009, VINIV has been helping wine enthusiasts create and brand their own bespoke Bordeaux wine. From the outset we've seen how the experience lends itself to groups of all ages coming together to enjoy the winemaking journey.

Our first experiences with private clubs were initiated by clients who knew that their fellow club members would enjoy collectively creating a classified-growth Bordeaux wine to share within the club for years to come.

The VINIV experience is also timely as it engages members inside and outside the club through a combination of vineyard discovery and blending sessions, along with event opportunities and blind tastings of your wine at the club all along the winemaking journey.

Several elite clubs have been winemaking trailblazers, helping us to hone our offering so that we can provide the experience to a select group of private clubs.

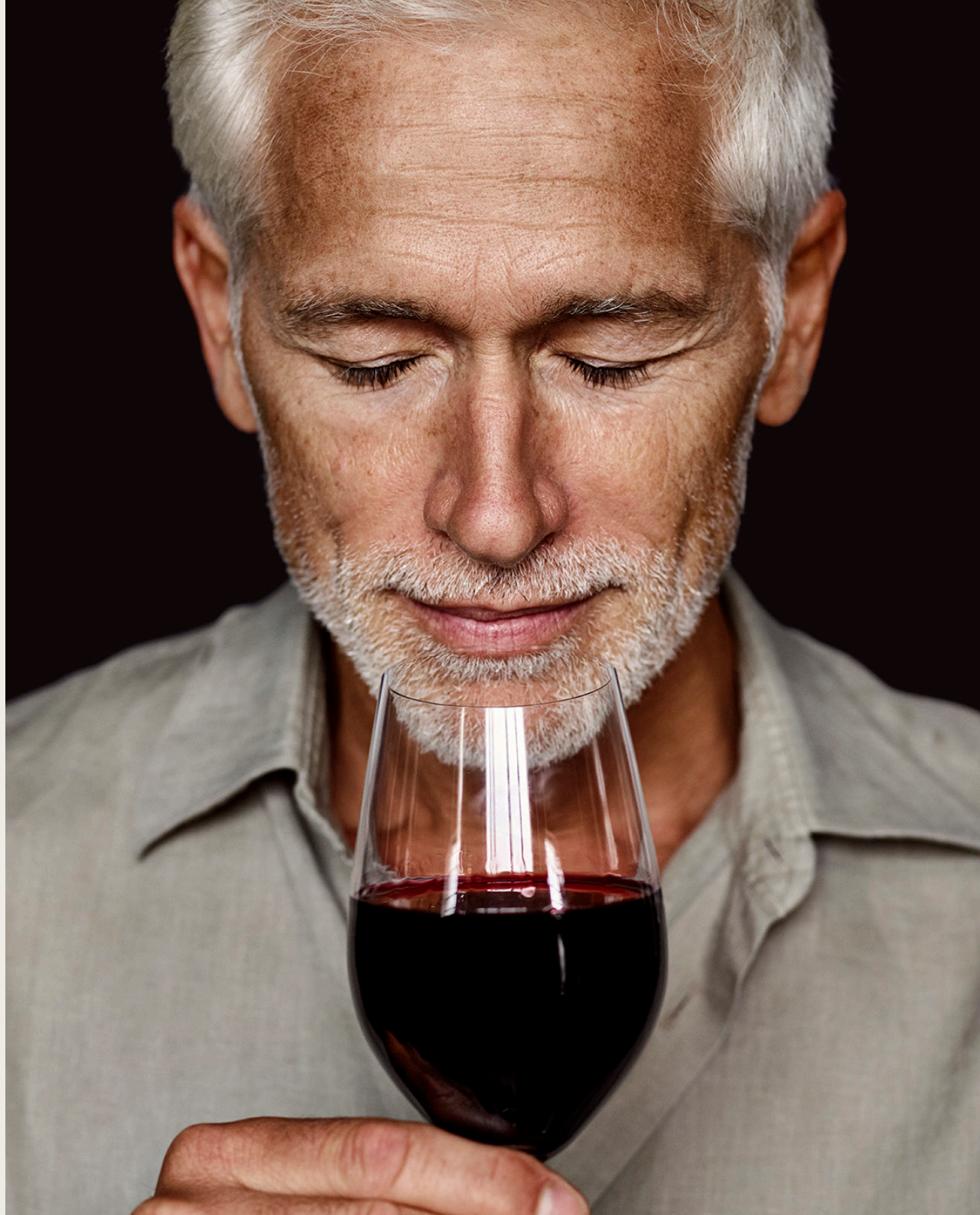


## The Club Winemaking Experience

Members participate in the club's winemaking initiative in various ways. A few members may want to lead the initiative and take part in all the key decisions, while others may simply want to deepen their knowledge of what makes the best Bordeaux wines so unique. And some may simply choose to purchase and appreciate the wine that is created.

The four main activities for participating members include:

- Discovering the Bordeaux vineyards & wine components
- Creating your club bespoke blend
- Designing your club brand
- Celebrating the birth of your club brand





## Discovering the Bordeaux Vineyards & Wine Components



The first and all-important step in the journey is to discover the single-varietal wine from each of our 12 vineyards.

Participating members will taste barrel samples of each wine available for the club's blends. This helps them to deepen their understanding of Bordeaux's appellations and taste the difference between the region's main varietals (Merlot, Cabernet Sauvignon and Cabernet Franc). Through this guided tasting, participants will discover the true notion of 'terroir' – the influence that geology and climate have on each wine.

[MORE DETAILS ON YOUR VINEYARDS](#)



In a live, remote session – which can be done with members at the club or in their homes – we will guide them through this tasting in order to experience what makes the character of each blend component unique.

The aim is for participants to begin to identify their wine and blend preferences ahead of the club's blending session with our winemakers – whether you will be doing that remotely, in Bordeaux or at our London blending event. If done remotely, you will receive fresh barrel samples from each vineyard a few days before your session takes place. These come in beautiful 10-centilitre vials where the wine is bottled in an inert environment to protect its freshness.



## Creating Your Club Bespoke Blend



Your club's private blending sessions with our winemakers are the most important step in your winemaking journey. Whether you are working with the Château Lynch-Bages winemakers at VINIV or in London...



... or they are coming to you live right into your club.

A core group of up to 6 members – often called the 'steering committee' – will use their taste buds as their guide as they create your club's ideal blend. Their blend proposals can also be blind tasted by all participants at a club event, allowing the steering committee to engage the wider group on their preferred blends.

If the steering committee works on the blends remotely, we will send proposed blend options ahead of their live, remote session with the winemakers. The blends are created based on your desired wine style and the feedback received during the wine component discovery session.

[MORE DETAILS ON BORDEAUX BLENDS](#)



# Designing Your Club Brand



The wine will tell your club's story and the label you design will be its front cover.

Select participating members will work remotely with Barlow & Co., our London-based designers who will guide them through the creative process of developing a brand and label to tell your club's story.

These award-winning wine brand designers will ensure that your packaging is presented with the same uniqueness and quality as the wine itself. Some clubs come ready with their brand or design ideas from the start, others find their way with the help of our team.

[MORE DETAILS ON CREATING YOUR CLUB BRAND](#)



BESPOKE BRANDS CREATED BY PRIVATE CLUBS



## Celebrating the Birth of Your Club Brand

Events can be built in along the entire winemaking journey. It's up to your club to decide to what extent you wish to engage your club members.

Dinners, comparative tastings of your wines to those of renowned Bordeaux properties and members coming to Bordeaux to discover the region are all possibilities to be explored.





## Testimonials

### The Metropolitan Club of the City of Washington

“ When I made my first wine with VINIV in 2014, my penny dropped. I knew how perfect this experience would be for the oenophiles at my club. Our wine committee had been looking for something to take our wine experiences to another level. When I told the group that we could make our own Bordeaux using classified-growth quality vineyards guided by the winemakers of Château Lynch-Bages – they couldn't wait to get started.

Our wines, called Vintriloque, are modelled after the great Bordeaux brands that we know and love. The six barrels in our inaugural 2015 vintage were inspired by Angelus, Figeac, Montrose, Palmer, Pichon Baron and Smith Haut Lafitte. Each has a label featuring artwork from my collection – a nod to Mouton Rothschild.



“ We've experienced VINIV in many ways. Along the winemaking journey members have often flown to Bordeaux for vineyard visits and blending sessions and we've held many tastings back at the club for feedback on our blends. The fun continues when our finished wines arrive. We've hosted comparative blind tastings of our wines to the illustrious wines that inspired each blend. We are all impressed by how our wines compare against the Bordeaux greats every vintage: our members and invited experts consistently rate Vintriloque on the same level as the top-rated reference wines.

What started out as a bucket list experience has evolved into an ongoing group passion project. We are now on our sixth vintage with different members getting involved each year.



**HANK WERRONEN,  
THE METROPOLITAN CLUB  
OF THE CITY OF WASHINGTON**



## The Union League of Philadelphia

“ When we heard that another private club was creating their own classified-growth quality Bordeaux wine, we were intrigued.

We put VINIV to the test by gathering 50 members of our Grand Cru Society for a unique blind tasting to compare some of the finest 2016 vintage classified-growth Bordeaux wines (Châteaux Angelus, Montrose, Palmer, Pichon Baron) with a selection of the bespoke wines created by The Metropolitan Club. This was an audacious blind tasting, as the classified-growth wines sell between \$150-400/bottle and garner scores between 98 and 100 points. We were all impressed when the tasting resulted in a tie.

That moment set the Grand Cru Society off on its own winemaking venture. We are now on our third vintage of our aptly-named Maison de l'Union, producing both a Bordeaux Left Bank and Right Bank inspired blend.

The wines sell out each vintage through a combination of member case purchases and the wines being offered in the club's restaurants and bars.

Our steering committee of six members make the tough decisions and have had the 'difficult' task of flying to London or Bordeaux to work on the final blend with Daniel Llose, Château Lynch-Bages' head winemaker.



“ We also engage our wider group of members with remote, guided tastings so that everyone discovers what makes Bordeaux appellations so unique. These tastings also play a role in our vineyard preferences and blend decisions.

There is a real pride in this initiative and it's giving us plenty of opportunities to create events and bring more members and fun into the fold.



**LARRY WEITZNER,**  
CHAIRMAN THE GRAND CRU SOCIETY,  
THE UNION LEAGUE OF PHILADELPHIA



# Surrey County Cricket Club



“ After winning the County Championship for the first time in many years, we wanted to mark the occasion. We composed a different kind of team bringing our chairman, club manager and team captains together to work on making our club wine with a legendary winemaker in Bordeaux. Doing something like this would of course be fun, but we also wanted the wine for our club restaurant so that all members can celebrate the championship with every bottle served and inspire future victories. We travelled back to Bordeaux to join the Lynch-Bages and VINIV teams for harvest lunch and a vast array of wines served before setting off to visit our vineyards. It was a very special day that far exceeded our expectations. We finalised our club’s blend months later in London which gave us an opportunity to ‘review the tapes’ before bottling and meet other VINIV clients.



**RICHARD GOULD,**  
CEO, SURREY COUNTY CRICKET CLUB





## VINIV for Private Clubs

We've set out to offer winemaking to a limited number of the world's best private clubs. We intend to enhance the experience by gathering these clubs together for winemaking events and even blind tasting competitions between clubs.





## Getting Your Club-Led Wine Initiative Going

Every club has its own perspective on how to make the most of member experiences. VINIV works with you to find the best approach and ensure that participating members are involved in the right way, at the right time.

In our experience there are typically three groups involved in managing a club's bespoke wine initiative:

### **CLUB MANAGEMENT**

This is typically the wine director or the affinity group manager who play a role in handling the initiative's internal organisation.

### **STEERING COMMITTEE**

This group of up to 6 club members are key to the initiative's early success. They are the storytellers, promoting the winemaking project to the wider membership and driving the key wine and branding decisions. In many cases, this committee is a natural extension of an existing wine committee.

### **VINIV**

Beyond providing the winemaking experience, our team works to support you by offering guidance and the content required for all member touchpoints along the journey.

### **[MORE DETAILS ON ORGANISING YOUR CLUB EXPERIENCE](#)**





## Financing the Initiative

The overall investment for our two-barrel minimum requirement (equal to 48 cases of 12 bottles) ranges from \$70-80K, based on the number of participants. This amounts to \$122-139 per bottle. Pricing includes the winemaking and branding experience for the steering committee and the participation of up to 50 additional members in both the blend component discovery and final blend tastings.

The delivery of your wine from Bordeaux to the club is also included. Applicable state taxes and U.S. import tariffs on French wines are not included. We provide an estimate on additional costs before shipping. Please note that as of March 2021, U.S. excise taxes on French wines have been rescinded.

A down payment of \$35,000 is required to confirm your allocation, with the balance due just before bottling in May 2022.

Based on our experience, we've seen three different scenarios of how the club-led wine initiative is financed:

### STEERING COMMITTEE & MEMBER PURCHASES

The typical minimum purchase is 1-2 cases. At a maximum, 48 member purchases are required to self-finance the initiative.

### CLUB PURCHASES

The club can finance the initiative on its own for events, serving at the club restaurants and bars and/or selling to members.

### MEMBER & CLUB PURCHASES

A combination of member and club purchases.

### [MORE DETAILS ON PRICING](#)





02.

# Your Club Wine



## Your Bordeaux Blend

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

With few exceptions, Bordeaux wines are created by blending several different grape varieties together. Merlot, Cabernet Sauvignon and Cabernet Franc represent 98% of the red grape 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 – can have limitations. This explains why the mastery of combining different grape 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 property name and the appellation.

[MORE DETAILS ON BORDEAUX GRAPE VARIETIES](#)



VINIV MEMBER CREATING HIS BLEND WITH LEADING OENOLOGIST ERIC BOISSENOT



## What Makes Your Wine Distinctive

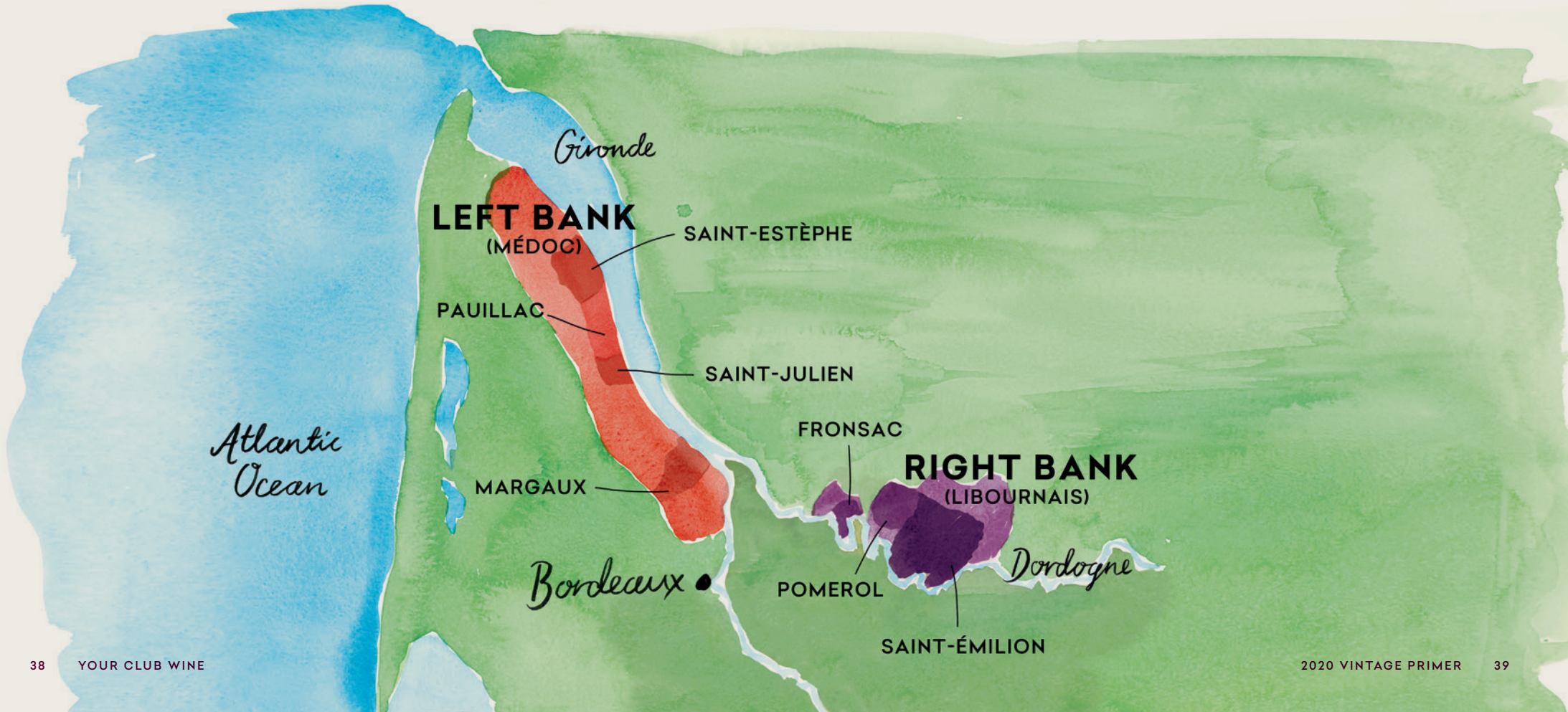
At VINIV, we are not confined by restrictions linked to a property name or an appellation. We simply source each grape variety where it grows the best. As a result, you will create a wine with its own unique origin and distinctive story.

VINIV only sources Cabernet Sauvignon from the most prestigious appellations of the Médoc (Margaux, Saint-Julien, Pauillac and Saint-Estèphe) and its Merlot and Cabernet Franc from the best sectors of Saint-Émilion, Pomerol and Fronsac.

### 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 2020 Bordeaux Vintage as seen by our Winemakers

Bordeaux's 2020 vintage continues a string of seven vintages of excellent quality wines. If it's the first time that you are considering making a wine with VINIV it's an excellent vintage to start.

“2020 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 all of our appellations.”



**DANIEL LLOSE**  
SENIOR WINEMAKING ADVISOR - CHÂTEAU LYNCH-BAGES

For 44 years, Daniel was technical director for all 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 was also technical advisor for Château Pichon Longueville Baron in Pauillac, Château Petit-Village in Pomerol and Château Suduiraut in Sauternes.

“2020 is another vintage that hits a high mark of quality. Good weather conditions across Bordeaux make this a very balanced vintage where the fruit can express itself in its own way. It will make blending with clients a real pleasure and even we discover something new every time.”



**NICOLAS LABENNE**  
WINEMAKER - CHÂTEAU LYNCH BAGES & ORMES DE PEZ

Nicolas is the head 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.

“2020 was a solar vintage, with a touch less richness than the equally excellent 2019 vintage. There is a bit more finesse in the tannins in this vintage, placing the focus clearly on the elegance and balance of the wines. It will be another top vintage in a string of excellent wines since 2000.”



**ERIC BOISSENOT**  
OENOLOGIST AND VINIV MEMBER ADVISOR

Named the 'world's most influential wine consultant', 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, Léoville Barton and Léoville 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.

“Our most recent tasting of each component shows fruit-driven and opulent wines that have lost none of their freshness and acidity. The structure and tannins are all there and beautifully wrapped in a velvet glove.”



**LAËTITIA RAMEAU**  
WINEMAKER - CHÂTEAU LYNCH-BAGES

Laëtitia is second-in-command of winemaking at Château Lynch-Bages. She is also responsible for the VINIV winemaking operations. She previously worked at Château La Lagune, a Médoc third-classified growth.



## The Birth of Your Club Wine Brand

Unleash your creativity with a label and packaging that 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 1.5-litre Magnums and 3-litre Double Magnums) along with personalised corks and wooden cases.



BESPOKE WINE BRANDS CREATED BY THE METROPOLITAN CLUB OF THE CITY OF WASHINGTON OVER 6 VINTAGES



03.

# Organising Your Club Experience



## Club Member Level of Involvement

Making wine with VINIV is an educational and sensorial journey into classified-growth Bordeaux winemaking. Our tailored approach to this collective venture gets all participants involved in the right way, at the right time.



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### CLUB MANAGEMENT

- This is often the General Manager and/or Wine Director.
- They may participate in the winemaking activities, blind tastings of blends and celebratory events.
- They may purchase cases of club wines to demonstrate commitment to the initiative which can be used for club events or sold at the club bars & restaurants.

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### STEERING COMMITTEE

- Select members (up to 6 people) are the main promoters of the club-led winemaking initiative to membership.
- They are the key participants and ultimate decision makers throughout the journey, from wine style to blends to label design.
- They also work closely with VINIV and club management to create the best experience for all participants.
- Typical minimum purchase is two or more cases.

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### MEMBER PARTICIPANTS

- Up to 50 members who will take part in parts of the winemaking journey and/or celebratory events.
- Engaged as a social and educational endeavour who remain informed of the steering committee's decisions.
- Typical minimum purchase is one case.

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### SUPPORTING MEMBERS

- May attend celebratory events, but mainly support the initiative and show a vote of confidence through purchase of wine.
- Typical minimum purchase is one case.



# Club-Led Wine Initiative Roles & Requirements

From our experience with private clubs, these are the key roles and requirements to support a successful club-led wine initiative:

KEY REQUIREMENTS	RESPONSIBILITIES	CLUB MANAGEMENT	STEERING COMMITTEE	VINIV
<b>COMMITMENT FROM CLUB MANAGEMENT</b>	<ul style="list-style-type: none"> <li>– The club's wine director or affinity group manager play a central role in spearheading the initiative. First by assessing member interest (e.g. through a wine committee) and the club's ability to commit to the two-barrel minimum (48 cases of 12 bottles) of the 2020 vintage.</li> <li>– The overall investment ranges from \$70-80K, based on the number of participants, which amounts to \$122-139 per bottle. This includes the winemaking and branding experience for the steering committee and the participation of up to 50 additional members in both the blend component discovery and final blend tastings.</li> </ul>	✓		
<b>ESTABLISH STEERING COMMITTEE</b>	<ul style="list-style-type: none"> <li>– This group of up to 6 club members are key to the initiative's early success. They are the storytellers, promoting the winemaking project to the wider membership and driving the key wine and branding decisions.</li> <li>– In many cases, this committee is a natural extension of an existing wine committee.</li> </ul>	✓	✓	
<b>ONBOARD MEMBER PARTICIPANTS</b>	<ul style="list-style-type: none"> <li>– The clearer and more compelling the communications, the easier it is for members to decide if they are interested. VINIV works with the steering committee to help promote the initiative and onboard members through communications and remote introductory sessions.</li> <li>– Stipulate a minimum entry requirement per member e.g. one case (12 bottles) which ranges from \$1,300-\$1,800</li> <li>– Clubs typically invoice members through their central billing procedure. Using online forms when onboarding participants makes it easier to keep track of orders.</li> </ul>		✓	✓
<b>DELIVERING &amp; COMMUNICATING THE WINEMAKING EXPERIENCE</b>	<ul style="list-style-type: none"> <li>– Beyond providing the winemaking experience, VINIV also works to support you by providing guidance and the content required for all member touchpoints along the journey.</li> </ul>			✓
<b>ORGANISING CLUB WINE INITIATIVE EVENTS</b>	<ul style="list-style-type: none"> <li>– This is based on if your club plans to do events around key activities (e.g. discovery of vineyards, blend decisions, arrival of wines).</li> </ul>	✓	✓	
<b>ADMINISTRATION &amp; FINANCES</b>	<ul style="list-style-type: none"> <li>– Ensuring that invoices are communicated and paid by members; this is often done through club's central billing operations.</li> <li>– Reception and distribution of wines for discovery sessions, blend decisions and final delivery of wines.</li> </ul>	✓		✓



# VINIV in Seven Steps

Step 1



## PLAN YOUR WINE JOURNEY WITH OUR TEAM

VINIV will organise a planning session call with your steering committee to further discuss your bespoke experience. What style of wine will your club 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 2



## INTRODUCE YOUR WINEMAKING INITIATIVE TO MEMBERS

In a live online session, VINIV will introduce members to your club's winemaking venture to generate excitement and legitimacy around your initiative.

Step 3



## TASTE THE WINE FROM EACH VINEYARD WITH OUR TEAM

In a live and tutored tasting - from the comfort of the club or members at home - up to 50 participants will discover our 12 vineyard sources from barrel samples sent ahead of the session. Seeing for yourselves the diversity of Bordeaux 'terroir' across the region's best appellations is an instructive journey and helps you to understand how each vineyard can influence your wine. Your initial impressions will guide us to the starting point for your club's bespoke blend.

Step 4



## 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, members of the steering committee will work directly with the Château Lynch-Bages winemakers to create your ideal wine. This can take place either from your club, at VINIV Bordeaux or at our annual London blending sessions. After your initial blend, you can further refine your wine before bottling.

Step 5



## CREATE YOUR WINE BRAND WITH OUR DESIGNERS

Our London-based design team will guide members of your steering committee through the creative process of developing a label and packaging which tells your club's 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 6



## CONFIRM YOUR FINAL BLEND WITH YOUR MEMBERS

At a club-based blind tasting event, the steering committee can share their journey and present their final blend alternatives to participating or prospective members. They will taste these blends, provide their impressions and you can even get them to vote collectively on their preferred wine. These tastings are unique, always appreciated and spur further interest in your winemaking venture and additional case purchases.

Step 7



## RECEIVE YOUR WINE

Bringing your wine home to the club is the last step of the winemaking journey. Your wines will be bottled and delivered two years after harvest. (For example, a 2020 vintage will be ready for delivery in the last quarter of 2022.) Depending on where you choose to ship your wine, there are 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

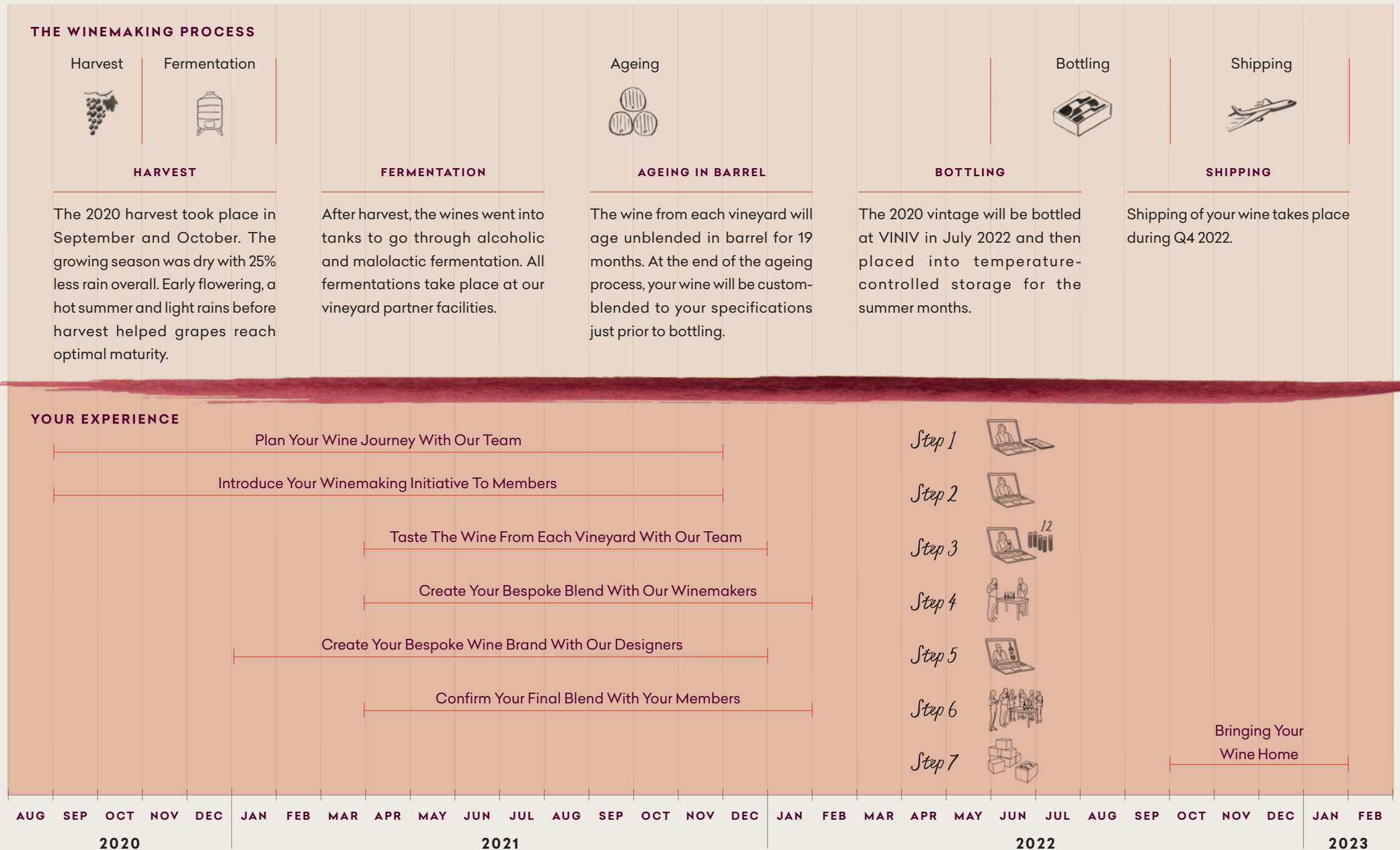
The steering committee and participating members can take part in your initiative from the club or their homes, at VINIV Bordeaux or our annual London blending sessions. As illustrated below, our team of winemakers and brand designers will guide your club through every step.

	<i>Step 1</i>	<i>Step 2</i>	<i>Step 3</i>	<i>Step 4</i>	<i>Step 5</i>	<i>Step 6</i>	<i>Step 7</i>
	<b>PLAN YOUR WINE JOURNEY WITH OUR TEAM</b>	<b>INTRODUCE YOUR WINEMAKING INITIATIVE TO MEMBERS</b>	<b>TASTE THE WINE FROM EACH VINEYARD WITH OUR TEAM</b>	<b>CREATE YOUR BLEND WITH OUR WINEMAKERS</b>	<b>CREATE YOUR WINE BRAND WITH OUR DESIGNERS</b>	<b>CONFIRM YOUR FINAL BLEND WITH YOUR MEMBERS</b>	<b>RECEIVE YOUR WINE</b>
	During this call we outline each step of your bespoke experience from wine to label.	In a live online session, VINIV will introduce club members to your winemaking venture.	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.	You are guided through the creative process of developing a brand which tells your story by our award-winning design team.	The steering committee presents the final blend alternatives to club members, who taste, compare and even vote on their preferred blend.	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>STEERING COMMITTEE</b>	✓	✓	✓	✓	✓	✓	✓
<b>PARTICIPATING MEMBERS</b>		✓	✓			✓	
<b>AT CLUB, MEMBERS HOME OR OFFICE</b>							
<b>AT VINIV BORDEAUX OR LONDON ANNUAL BLENDING SESSION</b>							
<b>AT YOUR CLUB EVENTS WITH VINIV PRESENCE (FEE-BASED OPTION)</b>							



# Winemaking Process & Your Experience Timeline

You can make a 2020 Vintage wine any time before February 2022 (subject to availability).





## VINIV Member Events



### FINAL ANNUAL BLENDING SESSION - LONDON

For some club steering committees this might be their first opportunity to blend. For others, this is the last opportunity to revisit and finalise blends before your wine is bottled. With VINIV clients scattered across the globe, we host a final blending session in London. These sessions are available for those who can't make it to VINIV Bordeaux or choose not to do their final blending remotely. These sessions are subject to cancellation due to Covid restrictions.



### VINIV HARVEST EVENT

Club participants are invited to experience the Lynch-Bages harvest and join the team for the traditional (and very informal) harvest lunch. It's a fun opportunity to meet with the Cazes family, mingle with the winemaking team and share a few surprise bottles that regularly appear on the lunch table. This event is subject to cancellation due to Covid restrictions.



### BORDEAUX WINE TOUR

If club members are coming to VINIV to work on their blend they will benefit from VIP treatment at Château Lynch-Bages along with our hotel and private villa offerings at Cordeillan-Bages in Pauillac and Pomœria in Saint-Émilion.

For a fee, concierge travel services are available to organise both group and private journeys to Bordeaux and the region.

## The Option to Bring VINIV to Your Club



### DISCOVERY OF VINEYARDS AND WINE COMPONENTS & BLENDING SESSION

You have the option to bring a member of VINIV to your club for an introduction to your initiative and tutored tasting (with up to 50 members) and/or the Lynch-Bages winemaker conducting the blending session with the steering committee. This is subject to availability.



### CAZES FAMILY TASTING EVENT

As VINIV winemakers, the Cazes family or VINIV will go out of their way to accept an invitation to host an introduction and tasting of their Bordeaux portfolio of wines including Château Lynch-Bages, Château Haut Batailley and Château Ormes de Pez.



### CELEBRATORY PAULÉE WINE DINNER

Celebratory dinners around your winemaking initiative always make for a lot of fun. With the presence of a Cazes family representative or VINIV's CEO or winemakers, we will gladly participate in this Paulée-style dinner with wines from our portfolio, in addition to a favoured wine brought by each participant to tell another unique story.



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# Your Club Investment



## A Self-Financed Member Initiative

In most cases, your club's winemaking journey is entirely financed by member commitments to purchase one or multiple 12-bottle cases of the resulting wine.

In our experience, club-led wine initiatives are financed by member purchases of the club's bespoke wines. As participants, they want to enjoy the fruit of their labour. And there are always members who will want to purchase a classified-growth quality wine as a show of interest and support of their fellow members.

Some members may go well beyond the 1-2 case minimum for their own private needs (corporate gifting or a family event) and wish to private label the club wine. This is possible with a 10-case minimum purchase.

Your club may wish to purchase your club-branded wines for its restaurant or bars to serve by the glass or bottle. This is an excellent way to share the club's winemaking story and generate further member interest for future vintages.

## Two Barrel & Two Blend Offer

### Club Wine Initiative

\$70,000 - \$80,000 (\$122 - \$139/bottle)

The overall investment for our two-barrel minimum requirement (equal to 48 cases of 12 bottles) ranges from \$70-80K, based on the number of participants. This amounts to \$122-139 per bottle. It includes the winemaking and branding experience for the steering committee and the participation of up to 50 additional members in both the blend component discovery and final blend tastings.



Access to VINIV's classified-growth quality vineyards and partners in Margaux, Saint-Julien, Pauillac, Saint-Est p he, Saint- milion, Pauillac and Fronsac.

#### INCLUDED IN ALL OPTIONS:



- Your club's bespoke label for each blend.
- Your choice of 75cl bottles and/or 1.5L Magnums and 3L Double Magnums.



- Branded and wooden case.



- Steering committee will enjoy the full VINIV winemaking experience and invitation to events.
- Live, remote session to discover and taste barrel samples from each of our 12 vineyard sources for up to 50 members (in three sessions).
- Three final blend alternative wines (per barrel) provided for Club tasting event for up to 50 members.



- Includes delivery of entire shipment (48 cases) to your club.



# Optional Extras



## VINIV HOSTED TUTORED TASTING AT YOUR CLUB

\$ 6,000

Live, in-person tutored tasting at your club, hosted by VINIV, for up to 48 members.

It is possible to host tastings larger than 48 people. We add a per-person cost to cover wine and materials.

\$ 150  
PER PERSON



## BLENDED SESSION AT YOUR CLUB WITH THE LYNCH-BAGES WINEMAKER

\$ 12,500

Live, in-person base or final blending session at your club for the Steering Committee and tutored tasting for up to 48 members, hosted by Lynch-Bages winemaker.



## CAZES FAMILY WINES TASTING

ON REQUEST

As VINIV winemakers, the Cazes family will go out of their way to host a wine tasting of their portfolio of wines including Château Lynch-Bages, Château Haut Batailley and Château Ormes de Pez in Bordeaux. The cost of the event is based on the purchase value of the wines tasted and any travel expenses, if applicable.



## CELEBRATORY PAULÉE WINE DINNER

ON REQUEST

Celebratory dinners around your winemaking initiative always make for a lot of fun. With the presence of Cazes family representative or VINIV member, we will gladly participate with wines from our portfolio, in addition to the wines brought in by the club or your members. Costs include the purchase value of our wines that are served and any travel expenses, if applicable.



## BORDEAUX WINE TOUR

ON REQUEST

When in Bordeaux, your members receive VIP treatment at Château Lynch-Bages, as well as our Relais & Château hotel and private villa rental in Saint-Émilion. For a fee, we can make a concierge available to organise member visits and suggest a myriad of unique experiences and winery tours.



## MEMBER-REQUESTED PRIVATE LABELLING FOR PERSONAL OR CORPORATE PURPOSES

MINIMUM 10  
CASE ORDER

Any of your members have the option to take your final wine blend and create their own brand and label. There is no extra charge beyond the per-bottle price of the wine, provided that a minimum of 10 cases (120 bottles) are ordered.



## ADDITIONAL CASES OF YOUR WINE

20%  
DISCOUNT

You have the option to produce additional wine in 12-bottle increments, if demand exceeds your minimum order of 48 cases. A discount of 20% is applied on each additional case purchased.

## What is not included

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### INLAND US TRANSPORT FOR MULTIPLE DESTINATIONS

Delivery of the entire shipment of wine to your club is included. If you choose to have us ship your wine to multiple destinations, you will be charged the incremental cost for the overall shipment.

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### LOCAL TAXES

You will be liable for any US import tariffs on French wines and applicable State taxes.

VINIV will provide estimated cost at time of order, based on current tax rules. A final and confirmed cost will be confirmed prior to your wine's shipment.

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### EVENTS

VINIV can come directly to your club in order to host the base or final blending sessions for the Lead Group and / or tutored tastings for larger groups. There is a fee to organise these events and cover travel costs. Please refer to previous page.

If you choose to come to Bordeaux or participate in any of our VINIV member 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. These costs are always communicated in advance.

## Barrel Down Payment

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### RESERVE YOUR BARREL ALLOCATION

Your VINIV winemaking journey begins once you have confirmed your barrel reservations. We accept orders anytime between September 2020 and November 2021, subject to wine availability. The earlier that you order the better, as we have a limited number of wines each vintage.

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### DOWN PAYMENT

- A down payment of \$35,000 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 payment, based on your final blend selection and any label or packaging upgrades, is due just before bottling in May 2022.
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### YOUR CLUB'S TYPICAL PAYMENT PROCESS

- The down payment is typically made by your club or the steering committee in advance of member case commitments.
- Payment collections from participating members take place throughout the vintage as the club and Steering Committee present their initiative to members, with VINIV's support as required. If case purchases exceed your original order, our deadline to be notified is January 2022.
- The club or committee typically collect all funds from participating members prior to VINIV's final payment due date in May 2022.



05.

# Your Vineyards



# Your 2020 Vineyards

## MERLOT

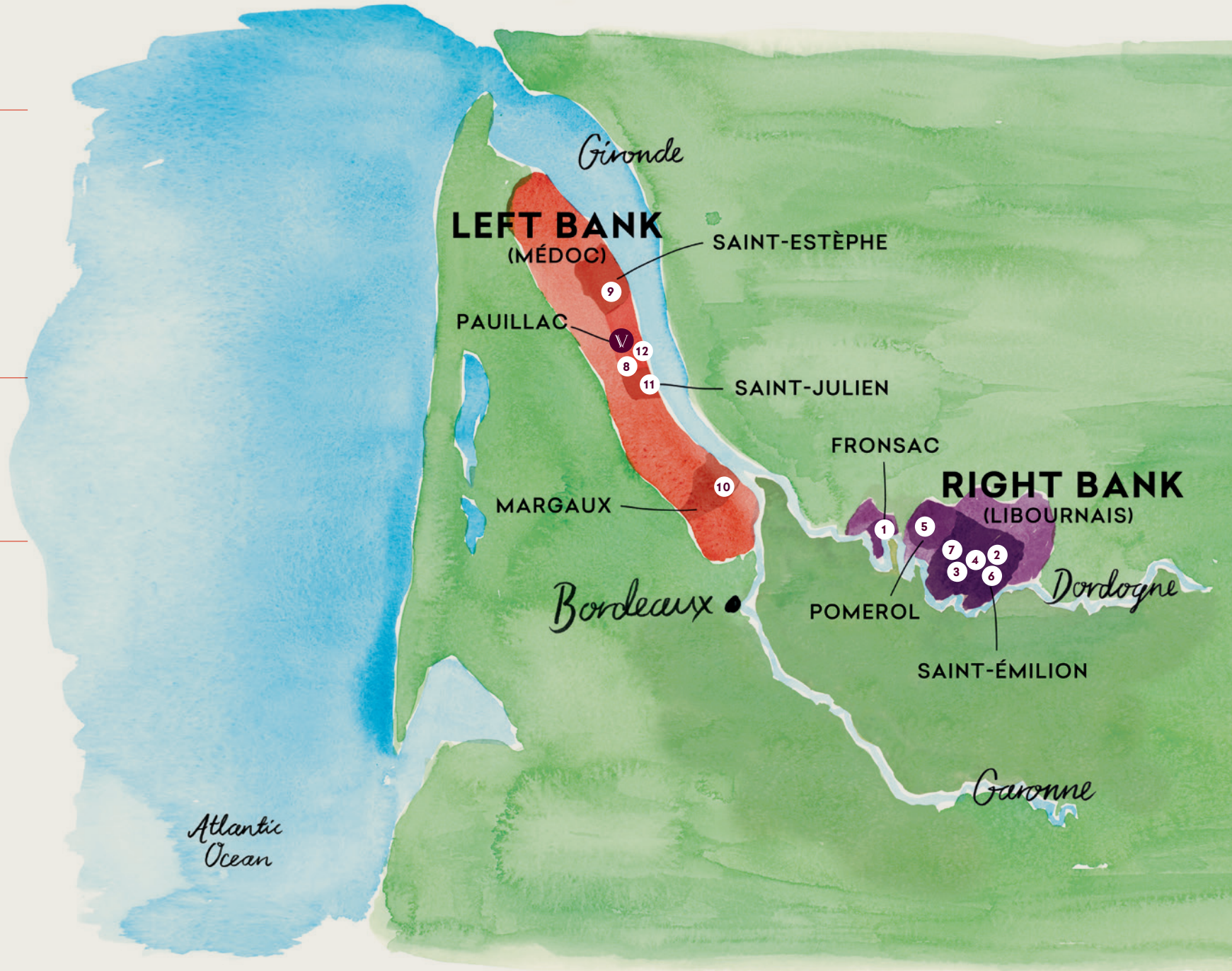
	VINEYARD	APELLATION
1.	La Plateau	Fronsac
2.	La Pierre	Saint-Émilion
3.	La Pyramide	Saint-Émilion
4.	Les Terrasses	Saint-Émilion
5.	Colette	Pomerol

## CABERNET FRANC

	VINEYARD	APELLATION
6.	Le Barrail	Saint-Émilion
7.	La Carrière	Saint-Émilion

## CABERNET SAUVIGNON

	VINEYARD	APELLATION
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, Pomerol and Fronsac), 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 fleshy red fruits like plum, fig as well as roasted notes with longer ageing.

## YOUR VINEYARDS

VINEYARD	APPELLATION	NEIGHBOURS	DESCRIPTION
1. La Plateau	Fronsac	Moulin Pey Labrie, Vrai Canon Bouché	A balance between fruit and structure, without ever overpowering a blend.
2. La Pierre	Saint-Émilion	Valandraud, Peby-Faugères, Faugères, Pressac	A vibrant, tannic and expressive wine with a lengthy finish.
3. La Pyramide	Saint-Émilion	Tertre Roteboeuf, La Mondotte, Pavie	An intense and powerful Merlot. Tension combined with elegance.
4. Les Terrasses	Saint-Émilion	Tertre Roteboeuf, La Mondotte, Barde-Haut, Godeau	Full-bodied wine which maintains incredible freshness.
5. Colette	Pomerol	Beauregard, Taillefer Figeac (Saint-Émilion)	Expressive, creamy, velvety Pomerol Merlot.



# Cabernet Franc

## VARIETAL DESCRIPTION

Cabernet Franc is the third most planted 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 resist late-season weather variations.

Cabernet Franc produces a medium-bodied wine with impressive aromas and more pronounced fruit than Cabernet Sauvignon. Cabernet Franc planted at higher elevation can also denote hints of spice and dark pepper, providing an additional layer of complexity. This varietal is most famously combined with Merlot at levels up to 50% in Saint-Émilion and Pomerol blends to provide freshness and structure. It is also found in most Médoc blends in proportions of anywhere from 5% to 20%.

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
6. Le Barrail	Saint-Émilion	Faugères, Valandraud, Rol Valentin, Fleur Cardinale, Pressac	The purity, lift and aromatics of a Cabernet Franc without the spicy notes.
7. La Carrière	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 Bordeaux's Left Bank, 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 colour 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
8. Grande Catélie	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	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	Margaux	Palmer, Rauzan Ségla, Lascombes	New partner Château Marquis de Terme provides us a powerful yet ethereal Cabernet from Margaux's quality epicentre.
11. Juillac	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	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,  
right where you are.

VINIV

BORDEAUX

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