

The Winemaker, Reimagined

SINGAPORE

VINIV

BORDEAUX

A life explored, a story bottled

The Winemaker, Reimagined

For many people, the possibility of becoming a winemaker is just a fantasy. No longer. VINIV offers you the opportunity to immerse yourself in a Bordeaux winemaking experience and create your own bespoke fine wine. No matter where you are located.

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 personal brand to tell your own story.

You begin your wine journey by receiving barrel samples from our vineyards – your wine components – ahead of personal working sessions with our winemakers. You can complete any part of your winemaking journey remotely, in Bordeaux or at our events as the world reopens. But for now, discreetly explore and enjoy the finer things in life. Right where you are.



MEMBER TASTING THEIR BLENDS AT HOME GUIDED BY DANIEL LLOSE,
CHÂTEAU LYNCH-BAGES SENIOR WINEMAKING ADVISOR

“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



VINIV at a Glance

How it Works

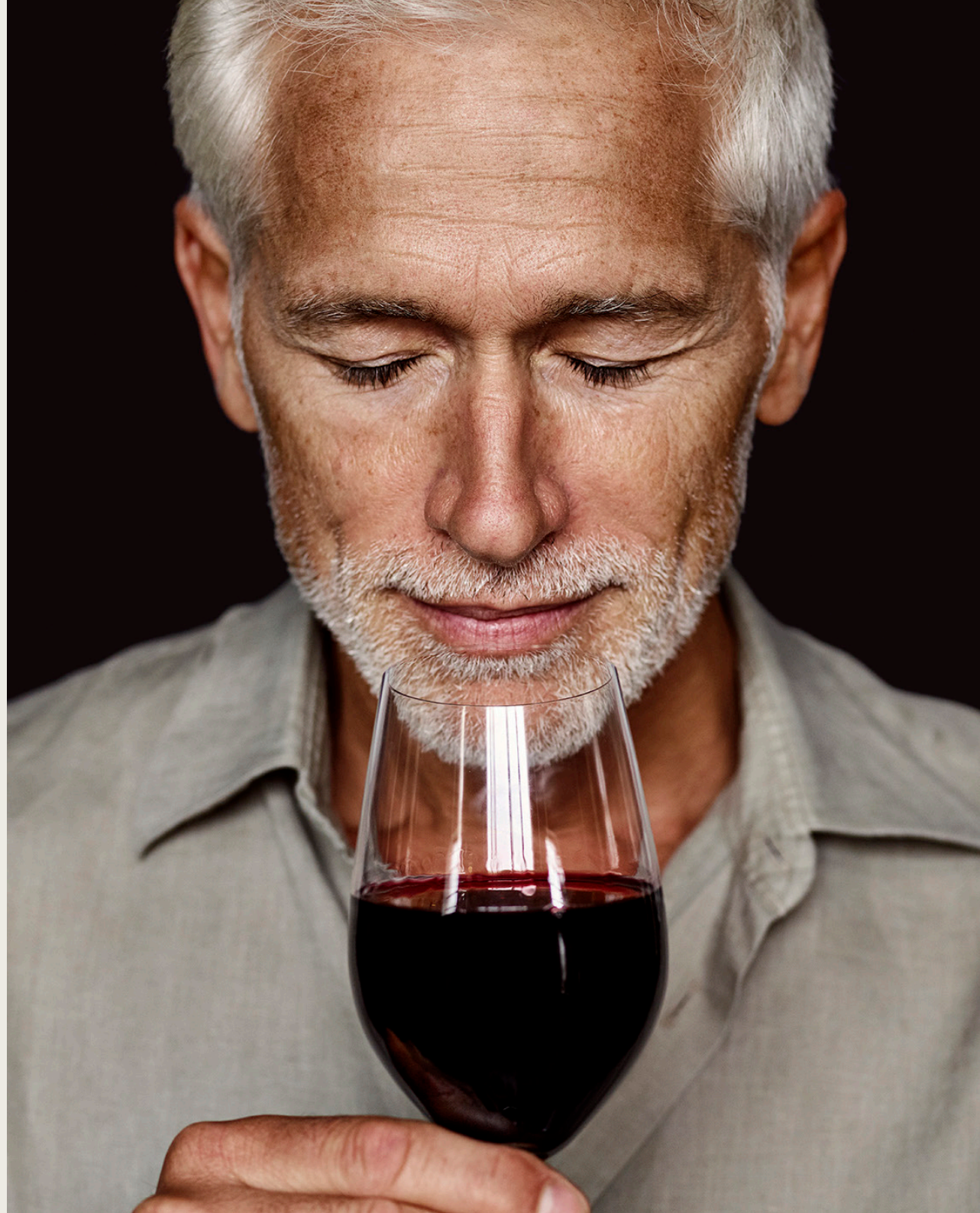
Your Bordeaux winemaking journey consists of three main activities:

- Discovering the vineyards and available blend components
- Creating your bespoke blend
- Designing your personal brand and label

In most cases, clients come to VINIV in Bordeaux or our annual London event to work with our winemakers. But not always. With clients from all corners of the world, we've created ways to experience these activities remotely which are just as satisfying.

With current and ever-changing travel restrictions, you can begin your winemaking journey from the comfort of your own home. You and your winemaking partners will receive all that you need ahead of your private, remote sessions with our team.

Needless to say, you can complete any part of your winemaking journey in Bordeaux. But for now, we suggest taking the first step from right where you are.



Discovering Your Vineyards & Wine Components



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

You will taste barrel samples of each wine available for your blend. This helps you to deepen your understanding of Bordeaux's appellations and taste the difference between the region's main varieties (Merlot, Cabernet Sauvignon and Cabernet Franc). Through this guided tasting, you will discover the true notion of 'terroir' – the influence that geology and climate have on each wine.



In a live, remote session we will guide you through this tasting in order for you to experience what makes the character of each blend component unique.

The aim is for you to begin to identify your wine and blend preferences ahead of your blending session – 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 Bespoke Blend



Your private blending sessions 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 home. You will use your taste buds as your guide as they help you to create your ideal wine.

If you are working on your blend remotely, you will receive blend options ahead of your live working session with our winemakers. These wines blends are assembled based on your desired wine style and the preferences expressed during your wine component discovery session.

Designing Your Personal Brand



How many times have you thought about what you would name your wine if you were a winemaker? Well, now is your opportunity.



VINIV members work remotely with Barlow & Co., our London-based designers who will guide you through the creative process of developing a brand and label to tell your 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 clients come ready with their brand or design ideas from the start, others find their way with the help of our team.

Your Investment

The price of your bespoke barrel of wine is €32,900, or equivalent to just over €114 per bottle - delivered to your door in Singapore.

The cost includes everything needed to create and brand 288 bottles of your your bespoke wine – whether you do this remotely or in Bordeaux. It also includes all transport, import costs and GST for delivery directly to your home or wine storage facility.

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 of €12,000 is required to confirm your reservation with the balance due just before bottling.



Your 2020 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 wine-style objectives.



AN EXAMPLE OF WHERE ONE OF VINIV'S LEFT BANK VINEYARDS IS LOCATED. THIS IS JUILLAC, OUR CABERNET SAUVIGNON VINEYARD IN SAINT-JULIEN.

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 vines adjoin the best properties in Margaux, Pauillac, Pomerol, Saint-Émilion, Fronsac, Saint-Estèphe and Saint-Julien.

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.



AN EXAMPLE OF WHERE ONE OF VINIV'S RIGHT BANK VINEYARDS IS LOCATED. THIS IS LA CARRIÈRE, OUR CABERNET FRANC VINEYARD IN SAINT-ÉMILION.

OVERHEAD VIEWS OF ALL VINEYARDS ARE AVAILABLE.



Bringing Your Wine Home

The final step of your winemaking journey.

Your wine will be bottled and delivered by air transport from Bordeaux two years after harvest. For example, a 2020 vintage will be ready for delivery in the last quarter of 2022 and should arrive to Singapore before the end of the year.

The cost of delivering your wine is included in the price of your barrel. This shipment and delivery service will be provided by Wine Portal.

Our Testimonials



"Hank Werronen has been a Bordeaux lover since his days in graduate school at Carnegie Mellon in the 1960s, when an oenophile professor introduced him to some of the world's finest. 'By the time I was 22, I had tasted all the great Bordeaux.' What's a wine lover to do when Bordeaux gets expensive? He recruited 14 friends to partake in winemaking at VINIV. They produced six barrels — each modelled after a leading château, with Palmer, Pichon Baron, Montrose, Figeac, Angelus and Smith Haut Lafitte providing inspiration."

THE WASHINGTON POST

"I had dreamed about someday buying a vineyard, but it's a very capital-intensive and thankless business," said Sébastien Boucraut, 46, a French commodities executive based in Dubai who flies in with two long-time friends to sample their VINIV creation. "I thought this was brilliant. You can make your own wine with all the advantages and none of the inconveniences."

THE NEW YORK TIMES



"I was at a point where I wanted to create something for myself. My passion for Bordeaux began on my honeymoon. So crafting my own wine was the perfect creative outlet. As I began my journey I had this 'aha' moment — my wine would mark my husband's 50th birthday. He loved it. So did I."

VINIV MEMBER



"Pete Johnson discovered VINIV in 2010 when a friend in a cigar club told him he was making his own wine in Bordeaux. 'I said: 'What do you mean you're making wine in Bordeaux? That's what I want to do.' Mr. Johnson, a custom cigar maker and entrepreneur in Los Angeles, has made five vintages since then. 'I am making the best possible wine for my palate.'"

THE NEW YORK TIMES

"We were planning our 30th college reunion. We wanted something different to mark the occasion. Over the years we hadn't changed that much. At least in our passion for wine. We booked our flights to Bordeaux and went to work with the winemaking team. We emerged with a deeper understanding of wine, and our friendships. Something we will celebrate every time we share a bottle of our creation."

VINIV MEMBER



"I knew after having my tonsils removed at the age of seven that one day I would be a surgeon. I knew in medical school when I discovered Bordeaux wines that one day I would buy a vineyard. I knew after I set up my medical practice and started a family that the vineyards were far away. I would never in my wildest dreams imagined that I could have it all."

VINIV MEMBER

Live the dream,
without disrupting
your life.



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