



MAISON
CASTEL
• FRANCE •

BRAND PRESENTATION



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SUMMARY

Part 1
MAISON CASTEL'S ORIGINS

Part 2
MAISON CASTEL'S DNA

Part 3
MAISON CASTEL'S KNOW-HOW

- A team, partners and vineyards
- A consumer-focused brand

Part 4
MAISON CASTEL : PRODUCTS AND RANGES

- Seven ranges based on the consumer journey
- Promotional support
- Firmly established on international markets

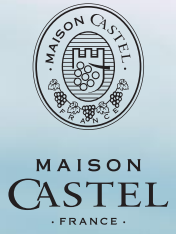
Part 5
MAISON CASTEL'S STRENGTHS



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PART 1

MAISON CASTEL'S ORIGINS



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



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





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



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PART 2

MAISON CASTEL'S DNA



AMBITION

A **quality reference** for casual drinking.





MISSION

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



PERSONNALITY

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





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PART 3

MAISON CASTEL'S KNOW-HOW



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A TEAM, PARTNERS AND VINEYARDS





A TEAM WITH CLOSE CONNECTIONS TO THE TERRAIN

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

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



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A TEAM WITH CLOSE CONNECTIONS TO THE TERRAIN



BORDEAUX

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

RHÔNE-VALLEY

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

PROVENCE

- 1 Œnologist
- 1 Buyer
- 1 Quality Manager
- 1 Product Manager

LANGUEDOC

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

JURANÇON

- 1 Œnologist
- 1 Buyer
- 1 Quality Manager
- 1 Product Manager

LOIRE

- 1 Œnologist
- 2 Buyers
- 1 Quality Manager
- 1 Product Manager

BURGUNDY

- 1 Œnologist
- 2 Buyers
- 1 Quality Manager
- 1 Product Manager



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A LONG-STANDING NETWORK OF COMMITTED WINE GROWERS

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

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





LONG-TERM PARTNERSHIPS DATING BACK 70 YEARS

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

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



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WINES CRAFTED WITH UTMOST CARE

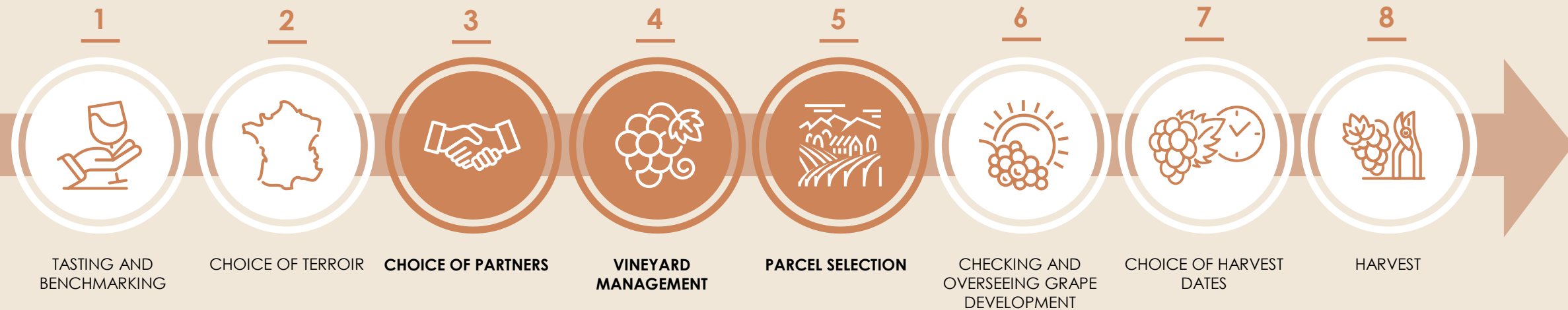
At Maison Castel, our priority is to ensure that the grapes reach perfect ripeness, to make terroir-driven wines with **optimal varietal expression**.

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



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ATTENTIVE VITICULTURE





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ATTENTIVE WINEMAKING





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

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

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

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



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SUSTAINABLE, ECO-FRIENDLY VITICULTURE

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



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TERRA VITIS

SUSTAINABLE VITICULTURE

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



protect people



protect the environment



protect financial viability of businesses

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

FOR MORE INFORMATION





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A VEGAN-FRIENDLY APPROACH

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





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A CONSUMER-FOCUSED BRAND





MAISON CASTEL'S APPROACH PUTS THE CONSUMER FIRST

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



GUIDING THE CONSUMER JOURNEY IN WINE

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





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MAISON CASTEL : TAKING CONSUMER INSIGHTS INTO ACCOUNT



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



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



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



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



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



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



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



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PART 4

MAISON CASTEL: PRODUCTS AND RANGES



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7 RANGES BASED ON THE CONSUMER JOURNEY





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

With its **Discovery** and **Selection** ranges, Maison Castel has a portfolio of **41 references** spanning the wine regions of France.

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



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SÉRIES
LIMITÉES



AOCS
DISCOVERY



SELECTION



VARIETALS
DISCOVERY



SELECTION



SPARKLING
DISCOVERY



SELECTION





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FRANCE BY MAISON CASTEL

41
REFERENCES

101
MEDALS
in 2020



- RANGES**
- Séries Limitées
 - Discovery AOC
 - Selection AOC
 - Discovery Varietal
 - Selection Varietal
 - Discovery Sparkling
 - Selection Sparkling

JURANÇON

- AOC Jurançon

BORDEAUX

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

RHÔNE VALLEY

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

BURGUNDY

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

LOIRE

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

PROVENCE

- AOC Côtes de Provence

LANGUEDOC

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



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SÉRIES LIMITÉES

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

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

[MORE INFORMATION](#)



**Available on allocation only*



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DISCOVERY AOCs

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

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



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

[MORE INFORMATION](#)



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SELECTION AOCs

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

The most distinguished appellations of France.



[MORE INFORMATION](#)



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DISCOVERY VARIETALS

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

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

[MORE INFORMATION](#)



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



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SELECTION VARIETALS

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

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



[MORE INFORMATION](#)



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DISCOVERY SPARKLING

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

Contemporary cuvées, with good aromatic expression and finesse.



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

[MORE INFORMATION](#)



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SELECTION SPARKLINGS

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

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

[MORE INFORMATION](#)





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101
REWARDS
in 2020

80%
OF VARIETALS
rewarded

100%
OF DISCOVERY
AOCs
rewarded

100%
OF SELECTION
AOCs
rewarded



2020





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PROMOTIONAL SUPPORT





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A UNIQUE AND CLEARLY-DEFINED IDENTITY

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

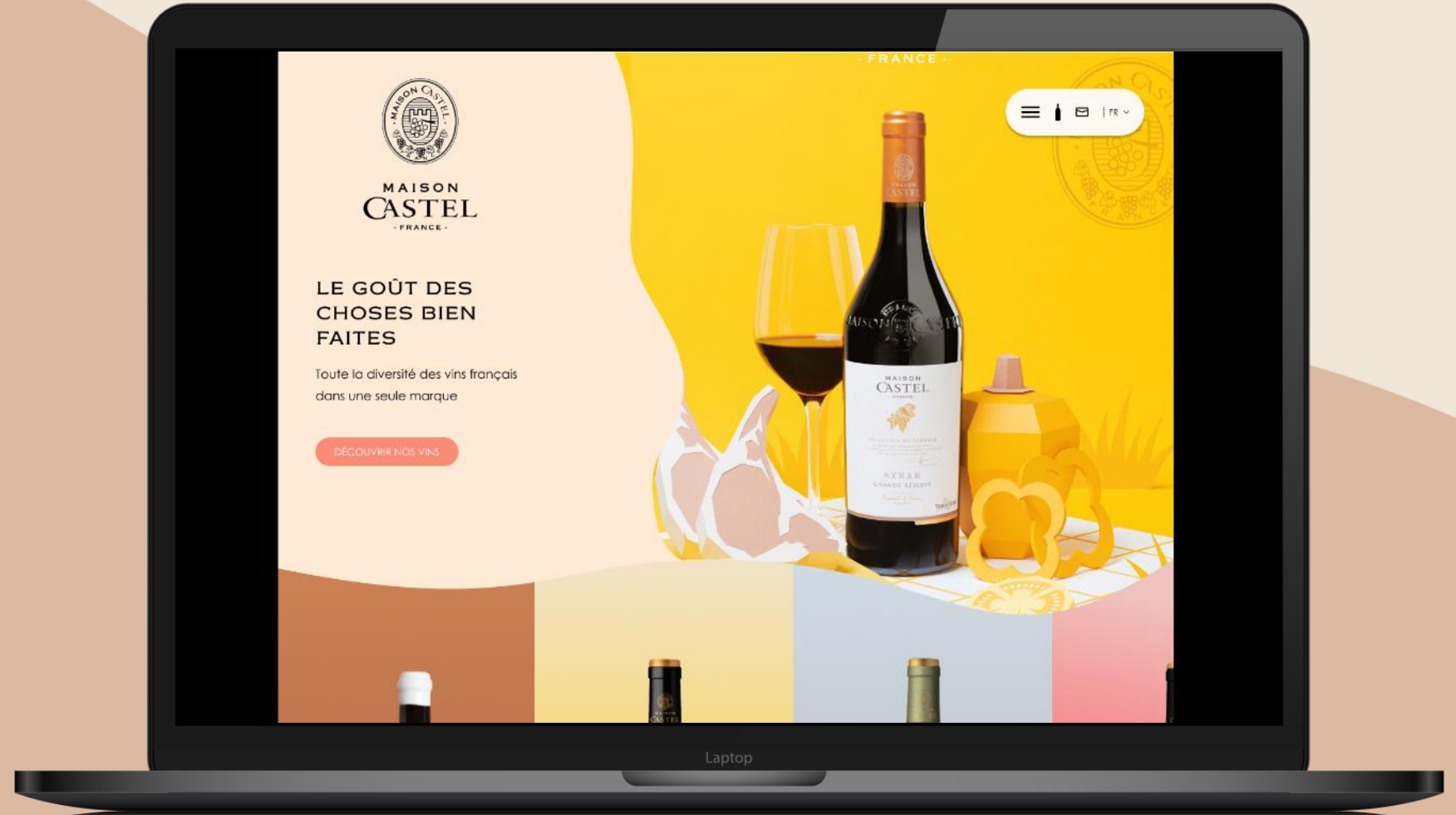


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AN ENTICING WEBSITE



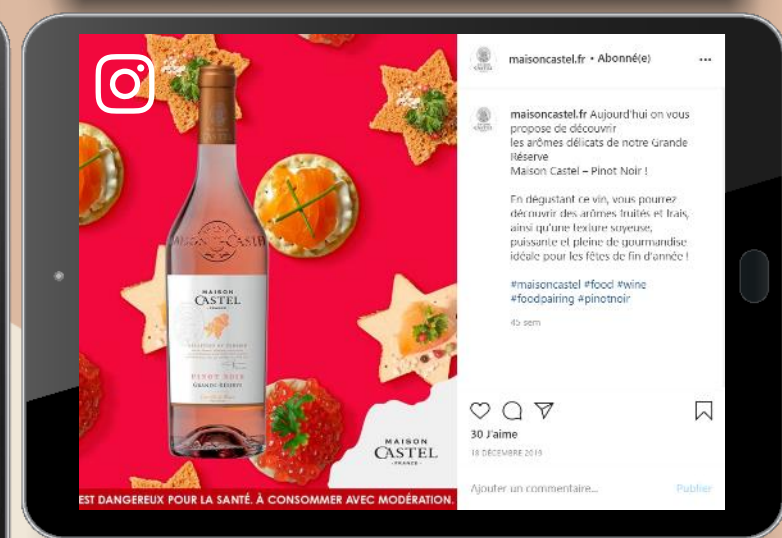
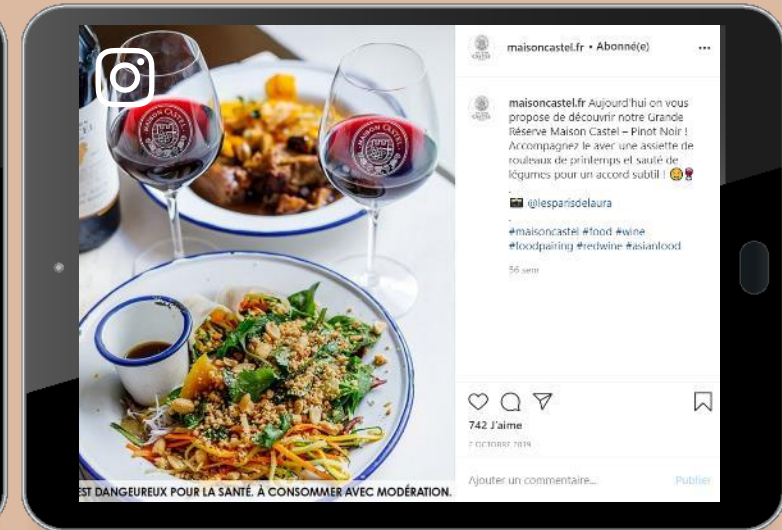
[MORE INFORMATION](#)



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DYNAMIC SOCIAL MEDIA CHANNELS





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PRESS COVERAGE AT INTERNATIONAL LEVEL



ELLE A TABLE
JAPAN



WINE ENTHUSIAST
USA



COSMOPOLITAN
CZECH REPUBLIC



LE JOURNAL
REUNION ISLAND



MATCH
BELGIUM



LE CHEF
FRANCE

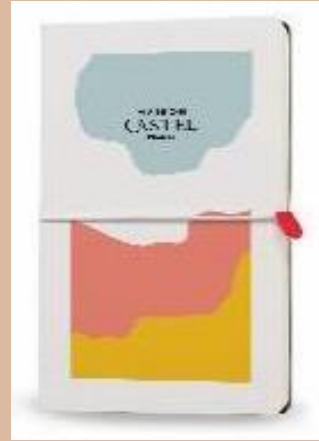


SAQ
CANADA



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ATTRACTION POS
MATERIALS





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FAMILIARISATION TRIPS IN KEEPING WITH BRAND IMAGE





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LOCAL EVENTS IN THE VARIOUS MARKETS

LA TABLE EN RÉBELLION
FRANCE



PARTENARIAT FASHION WEEK
BURKINA FASO



TASTING EVENTS
MONGOLIA



EVENT RHF
IVORY COAST



WINE TOUR TASTING
CHINA



EXPERIENCE 3D FRENCH CULTURE
MYANMAR



TASTING
AUSTRALIA





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PROMOTION AND DISPLAY MATERIALS

CARREFOUR
BELGIUM



PLUS
NETHERLANDS



CARREFOUR
BELGIUM



PROMO
IVORY COAST



INTERMARCHÉ
BELGIUM



CARREFOUR
TAIWAN





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AN ACTIVE PRESENCE AT INTERNATIONAL TRADE SHOWS





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brand presentation



varietals relifting presentation



ATTRACTION BRAND
VIDEOS

ice cuvées



maison castel worldwide





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STRATEGIES FOR WORKING WITH INFLUENCERS



PLUS MAGAZINE NETHERLANDS





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FIRMLY ESTABLISHED ON
INTERNATIONAL MARKETS





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PART 4. MAISON CASTEL : PRODUCTS AND RANGES
FIRMLY ESTABLISHED ON INTERNATIONAL MARKETS



SEVERAL MILLION CONSUMERS

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





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NUMEROUS SOLID PARTNERSHIPS

HYPERMARKETS AND SUPERMARKETS



HOTEL GROUPS AND OTHERS



WINE SHOPS AND MEMBERS OF THE WINE TRADE





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PART 5

MAISON CASTEL'S STRENGTHS



IN SHORT



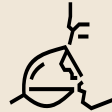
French wine excellence illustrated by seven ranges made from the leading French regions



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



International presence in 75 countries, on 5 continents



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



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



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MAISON CASTEL
AN APPRECIATION
OF CAREFULLY-CRAFTED WINES, WORLDWIDE

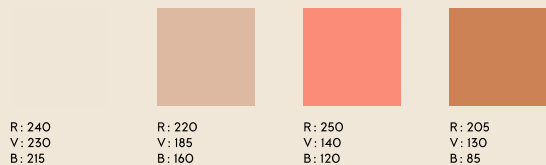


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THANKS

nom@maisoncastel.fr
Phone number

Couleurs générique



R: 240
V: 230
B: 215

R: 220
V: 185
B: 160

R: 250
V: 140
B: 120

R: 205
V: 130
B: 85

Cépages



R: 240
V: 195
B: 190

R: 255
V: 20
B: 40

Grande réserve



R: 240
V: 115
B: 125

R: 105
V: 20
B: 35

AOC découverte



R: 240
V: 230
B: 215

R: 255
V: 200
B: 0

AOC sélection



R: 210
V: 220
B: 230

R: 155
V: 175
B: 190

Séries limitées



R: 205
V: 130
B: 85

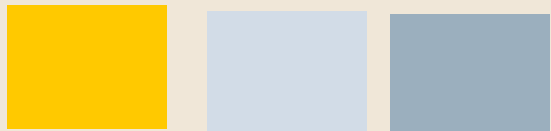
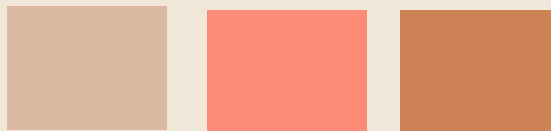
R: 165
V: 95
B: 60

Effervescent



R: 195
V: 220
B: 225

R: 130
V: 190
B: 170



Dégustation
Benchmark



sélection
du terroir



choix
du partenaire



Conduite
de la vigne



Selection
parcellaire



contrôle et suivi
des maturités



vendanges



vendanges



vinification
et fermentation



élevage



dégustation
d'assemblage



dégustation par le comité
régional & national



embouteillage



dégustation de suivi
des qualités

Protéger l'homme :

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

Protéger l'environnement :

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

Protéger la pérennité économique :

Garantir la viabilité des exploitations, assurer un salaire décent pour les vignerons, les accompagner dans la gestion des risques...



