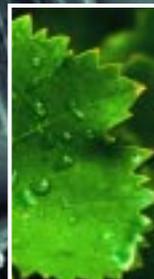


# Wines



# Wines

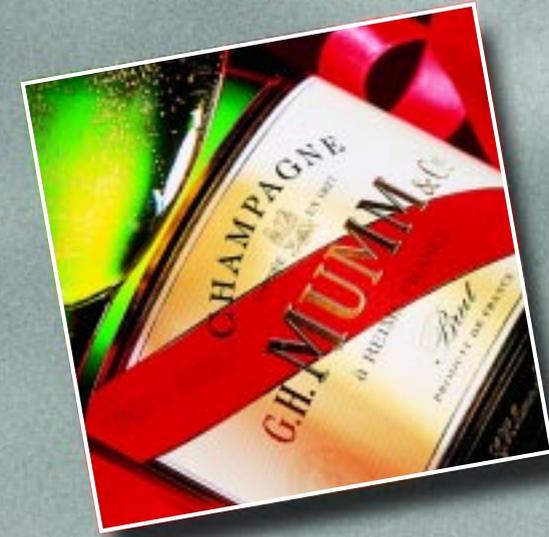
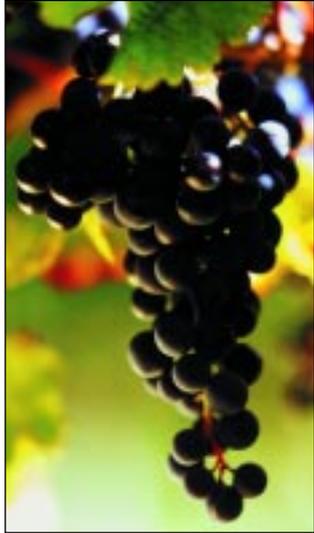
Recent rapid expansion of Allied Domecq's wine company means we now own a comprehensive range of premium wines from around the world.

We now have a separate wine division to manage and build growth in the international branded premium wine business.

The wine division's primary focus will be on creating strong organic growth for the company's core brands in core markets and leveraging synergies through our existing spirits network.

The wine division will also actively seek to develop synergies within its wine companies creating a collection of leading wineries with highly sought after brands.

This is an exciting and dynamic challenge which will provide strong growth for the company.



## Champagnes

Allied Domecq is proud to include the two prestigious champagne houses, Mumm and Perrier Jouët, in its portfolio.



# Mumm

The history of Mumm is a century and a half of passion, dynamism and total commitment to quality. G H Mumm & Cie has been creating its blends from the best crus in the Champagne region since 1827.

The flagship champagne of the House of Mumm, Cordon Rouge, was created in 1875. Originally created to present to honoured clients, the Cordon Rouge bottle was dressed with a real red satin ribbon to represent the sash of the Grand Cordon of the Legion d'Honneur.

The reputation and elegance of the Cordon Rouge label and seal are such that since the beginning it has always been associated with situations which evoke champagne - celebration, refinement, prestige and the joie de vivre.

Today Mumm is well known for its association with Formula 1 motor racing and premier yachting events.

Mumm is present in over 100 countries, with 45 per cent of production sold in France and 55 per cent exported. Almost 8 million bottles were sold worldwide in the year 2001.

[www.mumm.com](http://www.mumm.com)

## Portfolio

The Mumm range includes a champagne for every occasion including Cordon Rouge, Mumm Carte Classique, Mumm de Cramant, Cordon Rouge Vintage, Cordon Rose, Mumm Demi-Sec and Mumm de Mumm.

## Production

At Mumm we control all stages of production of our champagne to ensure its quality and consistency, year after year.

From 1882 onwards, with the aim of ensuring constant supplies of the best crus, Mumm began to develop its own vine-growing estates. Today, the Mumm vineyards comprise 218 hectares of unrivalled quality, in the heart of the seven most reputed grand crus of the Champagne region - Aÿ, Bouzy, Ambonnay, Verzy, Verzenay, Avize, Cramant.

Maison Mumm had its own traditional wooden presses built in the heart of its estates: these presses are still used today. In Reims, the network of Mumm cellars dug out of the chalk stretches for some 25 kilometres and keeps the bottles at a constant temperature of 10°C, in winter and summer.

## Key markets

- France
- UK
- USA
- Italy



Enjoy . . .

Mumm chilled to perfection

Champagne should be served neither warm, nor ice cold - a temperature of 7 to 9 °C is best to appreciate the champagne's exquisite aromas. Plunge into an ice bucket half an hour before serving or put it into the coldest part of the refrigerator. Avoid the freezer - its low temperature will change the balance and taste of the wine.



# Perrier Jouët

This celebrated champagne was first made in Epernay in the early 19th Century. Established by Nicolas Marie Perrier and his wife Adele Jouët, the champagne found immediate favour and by 1815 was the toast of the British monarchy. Perrier Jouët quickly earned a reputation of nobility and prestige for which it is still renowned.

A turning point in Perrier Jouët's history took place in 1964 with the discovery of a bottle decorated with an enamelled arabesque of anemones which had been crafted by Emile Gallé in 1902. Perrier Jouët were determined to create a cuvée whose stunning quality and style that would match the visual beauty of Galle's Art Nouveau design. The first bottles of "Cuvée Belle Epoque" were uncorked in 1969, revealing a champagne of vivacious delicacy - the epitome of the refined and engaging style of the 'Belle Epoque', or Art Nouveau, era.

"Cuvée Belle Epoque" was launched into the US in 1975 as "Fleur de Champagne" and soon became one of the most sought-after select champagnes.

[www.perrierjouet.com](http://www.perrierjouet.com)

## Portfolio

All of the Perrier Jouët blends are distinguished by the dominant presence of white Chardonnay grapes from the magnificent Cramant vineyards and are all classified Grand Crus. The Cuvée Belle Epoque is joined by Grand Brut, Grand Brut Vintage and Belle Epoque Rosé.

## Production

Perrier Jouët owns 161 acres of vineyards scattered throughout the heart of Champagne, including such prestigious sites as Cramant and Avize in the Côte des Blancs, Mailly and Verzenay in the Montagne de Reims and Aÿ and Dizy in the Vallée de la Marne. The majority of Perrier Jouët's holdings are in 100%, or "grand cru" areas.

Nearly four million kilos of grapes are vinified and assembled into outstanding blends every year in Perrier Jouët's cellars. Typical old Champenois cellars tunnelled directly into the chalk, with dozens of old galleries running for kilometres, shelter more than 10 million bottles 50 feet underground.

## Key markets

- USA
- UK
- France



Enjoy . . .

Perrier Jouët in style

Whether you are at the polo, the theatre or simply enjoying the company of someone special Perrier-Jouët promises to create an unforgettable and sparkling memory!

## Marketing support

### Perrier Jouët

Perrier Jouët's international advertising campaign captures the experience of drinking the champagne as distinctly unforgettable. The stylish campaign draws inspiration from the unique Belle Epoque bottle which features the hand-painted flower motif.

Faithful to its company philosophy of cultural sponsorship, since 1986 Perrier Jouët has held a competition for young contemporary artists. The competition offers 30,000 francs in prize money to the artists, who must reflect a certain symbolism of champagne in their designs.

Over the years their works have enriched a constantly growing collection: 300 decorated bottles are on permanent display in Epernay and have also been shown in Paris and New York.

By supporting contemporary art, as it did during the Belle Epoque era, Perrier Jouët is reaffirming its determination to remain an active patron of the Arts.

In the UK, Perrier Jouët has recently announced its association with Ascot Park Polo Club and its sponsorship of a ladies' polo team. More than a sport, polo is a passion, one of tradition, elegance and emotion and, since its origins, Perrier Jouët has perpetuated these same values.



### Mumm

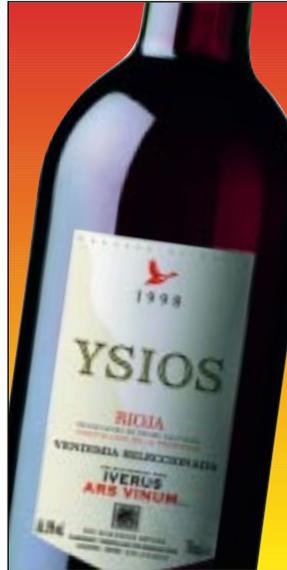
A magical, prestigious world of never-ending thrills, Formula 1 is perfectly suited to the dynamic image and constant quest for perfection that characterise the Mumm brand.

Living at over 300 km an hour at the side of the most legendary racing teams in motor sport, accompanying the most famous drivers on the world's great circuits and sharing the exhilaration of victory with them - this is the ideal setting for Mumm to express its spirit to the full as the official champagne on the Formula 1 podiums. Mumm will be present at the side of the victors all year long to share in the emotions of victory and to add even more flavour. This sponsorship heightens the profile of the brand and promotes the international reputation of Mumm champagnes.



Spain

Our winery in Spain is Bodegas y Bebidas, Spain's largest winemaker with wineries in eight regions: Rioja, Navarra, Valdepeñas, Rías Baixas, Ribeiro, Jumilla, Duero and La Mancha. We also have a winery in Chile.



Using the two umbrella brands - Iverus and Bodegas Artesanas to communicate a quality guarantee to the consumer, Bodegas y Bebidas has substantially increased its share of sales of superior quality Denominación de Origen wines.

## Iverus Ars Vinum

Each wine under the Iverus label expresses the very best of the local variety and terroir. Vinification of individual plots, careful oak ageing and application of the latest technology ensures the finest quality.

Ysios in Rioja Alavesa; Tarsus, a distinctive red wine from the Ribera del Duero; Selentia from Chile's famous Colchagua valley and the white wines of Aura in the D.O. Rueda and Villarei in Albariño are currently in the range.

Wines from the Rioja appellation Azpilicueta, Viña Alcorta and Villamagna as well as Casa de la Viña from the Valdepeñas appellation, are currently being developed to meet the high standard of the label.

[www.byb.es](http://www.byb.es)



## Bodegas Artesanas

Bodegas Artesanas is a collection of leading brands from the classic regions of Spain.

Campo Viejo enjoys the enviable position of Spain's leading Rioja. It is the leading brand in Spain and is enjoyed in many countries around the world.

The Campo Viejo winery is located on the Rad de Santa Cruz, a 110 hectare plateau situated above the Ebro Valley. Three grades of Campo Viejo are produced: Crianza, Reserva and Gran Reserva from Tempranillo grapes.

Established 135 years ago, Castillo de Olite is undoubtedly one of the most prestigious wines in Navarra. The various wines produced under this label all have mineral, spicy aromas underscored by floral notes.

Also produced under the Bodegas Artesanas is the popular Señorío del Condestable from D.O. Jumilla, a wine which has restored the noble Monastrell grape variety.

Señorío del Val and Albor are produced in Valdepeñas, in the Castilian village of Alhambra, exclusively from the grapes of surrounding vineyards. These two appealing wines are produced from the bodega located at the centre of an impressive vineyard of more than 250 hectares, mostly planted with Tempranillo, the region's star grape.

[www.byb.es](http://www.byb.es)





## Siglo

Siglo is one of Spain's most popular Rioja wines, distinguished by its heritage and hemp cloth packaging. Located in the heart of Rioja Alta, the winery was established nearly one hundred and twenty five years ago. Today the winery produces a range of wines and boasts over 35,000 oak barrels in its cellars. Traditional methods are still retained in honour of the winery's origins and founder, with the Siglo winemaking traditions handed down through the generations.

Produced from Tempranillo, Garnacha and Mazuelo grapes, Siglo Saco is available in Crianza and in Reserva grades.

## Marques de Arienzo

Marques de Arienzo was founded in 1972 by the House of Domecq. The 1400-acre Spanish estate of Marques de Arienzo is located near the heart of Rioja, in the Rioja Alavesa. This sub-region is known for red wines that are fruity, aromatic, deeply coloured and velvety, offering wine lovers a well-matured, top quality vintage at a very reasonable price. The Rioja style is characterised by extended ageing periods in barrel and bottle for each officially recognised category of Rioja.

The winery crafts three oak-aged wines: Crianza (2 years minimum ageing), Reserva (3 years minimum ageing) and Gran Reserva (5 years minimum ageing). The Marques de Arienzo Rioja wine style is one of fruity, gently oaked medium bodied wines that have been matured by the producer for a longer period of time than almost any other table wine on the market.



**California**

Allied Domecq owns a range of premium, super-premium and ultra-premium wineries, located in some of the best wine growing regions of Napa Valley, Sonoma County and the Coastal Regions of California.



## Clos du Bois

Twenty-nine years ago, Clos du Bois was founded on 520 acres in the Alexander Valley of Sonoma County, California.

Today, Clos du Bois is famous for producing wines that are elegant, soft and supple, with complexity and ageing potential and is recognised as one of the top Alexander Valley producers.

This reputation has ensured that Clos du Bois is one of America's top selling super-premium wine brands.

The Clos du Bois estate vineyards now include more than a thousand acres in the Alexander Valley. Additionally the winery sources fruit from more than 150 individual growers, to ensure that wines are produced with true Sonoma County appellation and flair.

Clos du Bois classic wines offer accessible wines with the esteemed Sonoma county appellation, while the Appellation Reserve Series focuses on the county's finest viticultural districts.

Vineyard Designate Wines showcase our extraordinary vineyard blocks and the Winemaker's Reserve Wines highlight the standout varietals of each vintage year.

[www.closdubois.com](http://www.closdubois.com)



## Callaway Coastal

In the year 2000, Callaway expanded its grape sourcing to include all of California's prime coastal wine growing regions and evolved the entire brand to Callaway Coastal. In these new coastal vineyards sources, cooling ocean winds and fog moderate temperatures during the growing season, lengthening the time on the vine and producing fruit with concentrated varietal character and lively acidity.

Callaway Coastal wines include Chardonnay, Chenin Blanc, Sauvignon Blanc, Cabernet Sauvignon and Merlot; as well as three Coastal Reserve limited production wines, Chardonnay, Merlot and Viognier. Callaway Coastal wines are crafted to take wine off its pedestal, offering crisp, fresh fruit character and subtle complexity - great with today's inventive, flavourful food styles.

[www.callawaycoastal.com](http://www.callawaycoastal.com)

## Buena Vista Carneros Estate

Founded by Hungarian wine pioneer Count Agoston Haraszthy in 1857, and situated in the scenic Sonoma Valley, Buena Vista Winery is California's oldest commercial winery, with 900 acres of prime planted Carneros vineyard property, straddling both Napa and Sonoma counties.

As California's first premium winery, Buena Vista backs its praise with action, having invested heavily in the development of its Carneros vineyards since the late 1970's. To date Buena Vista is now the appellation's largest estate grower and vintner.

[www.buenavistawinery.com](http://www.buenavistawinery.com)





## William Hill Winery

Founded in 1978, William Hill Winery has a reputation for producing some of Napa Valley's most prized Chardonnays and Cabernet Sauvignons. The winery practices "focused winemaking," creating Cabernet Sauvignon and Merlot wines sourced exclusively from hillside, bench land and mountain vineyards, and cool climate Chardonnays. Within the overall fruit forward character of the William Hill Winery style, the winemaking team applies different techniques to each tier of wines. Napa Valley wines are styled to be fresh, crisp and luscious, for near term drinking. Napa Valley Reserve bottlings are styled with more weight, intensity and age potential, with more noticeable effects of winemaking techniques such as barrel ageing and malolactic fermentation. And the very limited production Aura is designed as a connoisseur/collector wine, representing the best Estate Cabernet Sauvignon fruit.

[www.williamhillwinery.com](http://www.williamhillwinery.com)

## Haywood Estate

Haywood Estate, founded in 1980, is a small Sonoma County producer of exceptional, handcrafted, vineyard-designated Zinfandel wines. Founder Peter Haywood set the standard for Zinfandel with his Los Chamizal vineyard, nestled in the hills above the town of Sonoma. With over 300 acres of grapes planted on hillside terraces, the Haywood Los Chamizal, Rocky Terrace, Shorenstein and Morning Sun Zinfandels have gained wide critical acclaim and are in demand by wine aficionados the world over.



## Atlas Peak Vineyards

Established in 1987, Atlas Peak Vineyards is a collaborative effort between prominent Italian vintner Piero Antinori and Allied Domecq. Located in a sweeping uplifted valley high in the eastern hills of Napa Valley, Atlas Peak Vineyards is one of the most unique properties in the Napa wine region.

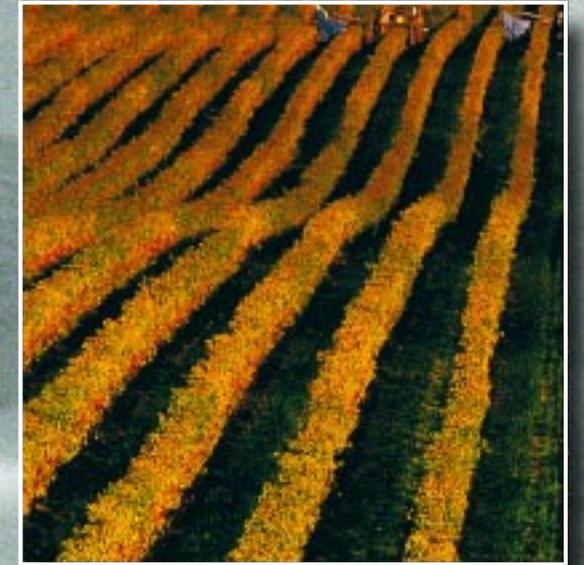
Atlas Peak Vineyards is California's leading producer of Sangiovese, the noble red wine grape made famous in the Tuscan region of Italy. Along with its Classic Sangiovese, the winery produces a Reserve Sangiovese from low-yielding vines on steeply terraced vineyards; a mountain-grown Chardonnay; and Consenso Cabernet Sauvignon, a vineyard-designated blend of Cabernet Sauvignon and Sangiovese. All Atlas Peak Vineyards wines are 100% estate-grown.

[www.atlaspeak.com](http://www.atlaspeak.com)

## Mumm Cuvée Napa

Mumm Cuvée Napa, the Napa Valley sparkling wine producer which joined Allied Domecq Wines USA in May 2002, is an upper-tier Californian premier sparkling wine. It draws from the rich heritage of Mumm champagne while integrating a unique Napa Valley style to make an internationally respected wine of excellent quality. It brings the ripe character of Napa fruit to the forefront while maintaining the classic balance and structure necessary in an outstanding sparkling wine. The portfolio is led by the prestige cuvée DVX, which is one of the most honoured Californian sparkling wines each vintage.





## New Zealand

Montana Wines, New Zealand's leading winery, has wineries and vineyards in the country's key winemaking regions: Marlborough, Gisborne and Hawke's Bay.



## Montana

From humble beginnings fifty years ago, Montana Wines has grown to become New Zealand's largest and most successful winemaker.

Part of this success is attributable to the company's innovative development of the Marlborough region, which is now regarded as the best place in the world to grow Sauvignon Blanc.

Montana offers a wide range of brands to cater for the large range of wine tastes, but by far the most popular is the Montana label itself.

Montana (marketed in the US under the name Brancott vineyards) is New Zealand's leading wine brand and is available in more than 35 markets.

The Classic Montana range epitomises the character and flavour achieved by the different grape varieties in the region.

The Montana Reserve range features even more stringent fruit selection, mainly from Montana owned vineyards, with a great degree of hand-crafted winemaking.

The Montana Estate Range represents the very best varietal wines from a handful of vineyards.

[www.montanawines.co.nz](http://www.montanawines.co.nz)



## Lindauer

New Zealand's cool climate is ideally suited to the production of sparkling wine. Applying authentic champagne winemaking techniques to New Zealand grapes has produced a wine that has become phenomenally successful.

Lindauer provides excellent value, but offers quality far beyond what its price might suggest. In 1991 Lindauer was awarded Sparkling Wine of the Year at the International Wine Challenge in London.

Lindauer has played a key role in making New Zealanders the highest per capita consumers of sparkling wine in the world. Every year in New Zealand, a bottle of Lindauer is sold for every person in the country. Lindauer is also exported to Australia and the UK, where it is one of the most sought-after sparkling wine brands.

Classic Lindauer offers consistent fruity flavours, while a higher proportion of Pinot Noir in Lindauer Special Reserve adds body and finesse. Lindauer Grandeur is the crème de la crème of the last ten years' vintages.

## Church Road

Church Road hails from the historic Hawke's Bay winery established in 1897. These leading super-premium wines are renowned for their complexity and character. Winemakers marry the ripe, distinctive fruit characteristics of Hawke's Bay grapes with the subtle nuances obtained from the use of traditional winemaking techniques.

[www.churchroad.co.nz](http://www.churchroad.co.nz)





## Corbans

Founded in 1902, Corbans is a well-established New Zealand name. The winemakers have consistently committed to producing fine varietal wines that represent excellent value for money and have had considerable awards success. The range spans branded table wines to super-premium wines.

[corbans.co.nz](http://corbans.co.nz)



## Stoneleigh Vineyards

Stoneleigh Vineyards wines gain their distinctive qualities from the stony soil of the Stoneleigh Vineyard in Marlborough. Sauvignon Blanc, Pinot Noir, Chardonnay and Riesling from this prime vineyard have established Stoneleigh Vineyards as a revered brand in the New Zealand market, as well as in selected export markets.

[stoneleigh.co.nz](http://stoneleigh.co.nz)



**Argentina**

Allied Domecq owns two established premium wineries situated in each of the most important winemaking regions - Mendoza (Balbi) and San Juan (Graffigna).



## Graffigna

One of Argentina's established premium wine makers, Graffigna has grown to represent half of all wine production in the San Juan province. Graffigna's vineyards are located in ideal sites to take advantage of perfect growing weather. The oldest is located at the foot of the Andes in the San Juan Province. New vineyards, located at Media Agua are aimed at expanding the company's export efforts.

Graffigna is one of the leading brands in the domestic market and is also exported to the United Kingdom and United States markets. In the local market the company also produces Colon, Santa Silvia, Petigny and Calvet, the latter made under license.



## Bodegas Balbi

Bodegas Balbi was founded in 1930 by Juan Balbi, and is one of Argentina's leading wineries. The winery and estate vineyards nestle in the shadows of the Andes, in the Province of Mendoza, the centre of Argentine winemaking. Allied Domecq purchased Bodegas Balbi in 1992, and has undertaken significant investment, making Bodegas Balbi one of the most modern wineries in the region. The Argentine wine industry is undergoing dynamic change, as it shifts its focus to fine wines to compete on the export market, and Bodegas Balbi is helping to lead the way. Bodegas Balbi offers a rich winemaking heritage that marries Italian, Spanish, French and American influences with its Argentine roots.

The Balbi range comprises two tiers, Balbi Classics, and Balbi Reserve, both of which are exported to the UK and US.