

ROSÉ CANICULE®



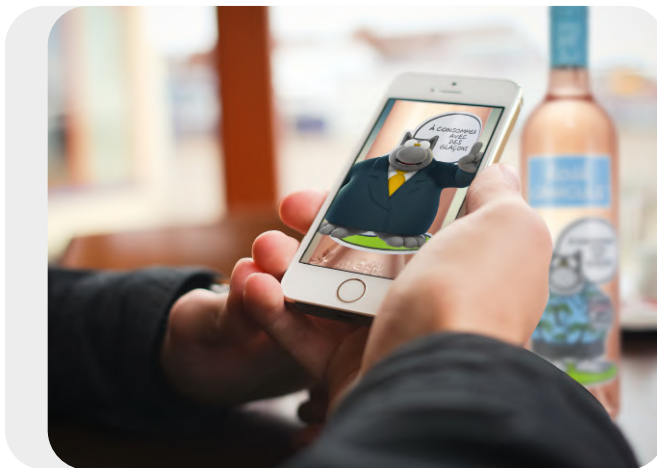
A **Unique** Wine Consumer **Experience**
thanks to the **Augmented Reality**

1 French Rosé

4 Labels

4 Augmented Reality Animations

AN EXTRA TOUCH OF ORIGINALITY



<http://www.firstmetropoliscorp.com>

ROSÉ CANICULE

- A Cuvée created from a **partnership** between Jean-Christophe ICARD, **owner of the Château de l'Orangerie**, and Philippe Geluck, one of the **most famous Belgian comic book artists**, creator of Le Chat
- **Leader** of the "Humoristic Wines Label" range with a perpetual **renewal** of gags every year associated to the **best wines** from **Bordeaux** and the **Southern West** of France.
- **Rosé Canicule** is a fresh and crisp Rosé to be consumed with **Ice Cubes**, which became a **Best Seller** wine in Stores, **desired** by French **consumers**.

AN ANIMATED LABEL

- By using a **dedicated application** available on the AppStore and Google Play, your consumers will be able to easily get access to a **whole new era** of **experiencing** and **tasting wine**.
- By scanning the front label, the **wine** will have an **animated Cat** uniquely **designed** and **released** for Rosé Canicule.
- A new **recreational way** of **discovering wine**.

