



SMILEY® WINES

A GLASSFUL OF HAPPINESS



OUR STORY

Smiley Original Grapes is the meeting of two families, the ICARD Family, owner of several wine Estates in the Bordeaux region, and the LOUFRANI Family, creator of the original Smiley brand, gathered through a unique vision: make French wine simple, accessible and smiling in order to complement a simple lifestyle.

CHÂTEAUX & VIGNOBLES

For several centuries, owner of Château de L'Orangerie and several Estates in the region of Bordeaux, have been living in Saint Félix de Foncaude, a small village in the Entre-Deux-Mers region. Very in tune with its heritage and bringing a touch of originality, the FMCG Family links tradition and modernity.

SMILEY®

We are more than an icon, brand and lifestyle. We are a spirit and philosophy, a reminder of how powerful a smile can be. Born in 1972, Smiley's simple message of 'Take Time To Smile' is still relevant as ever, 50 years on. Smiley is a universal counter-culture icon.

OUR EXPERTISE

The Family feature a variety of brands in their range of wines. In addition to the Chateaux belonging to them, the range also includes international brands under license: Le Chat by famous Belgian designer Philippe Geluck, The Pink Panther by Metro Goldwyn Mayer and Les Shadoks by Jacques Rouxel.

This unique offering makes the FMCG Family a major player in the Bordeaux wine region, and their originality and dynamism have been recognised by numerous awards from the industry.



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OUR WINES

Coming from the best terroirs of Bordeaux and the Southwest region of France, Smiley Wines delivers the best expression of each of the varietals and the terroir combined, and match our passion. Creating great-tasting quality wines for everyone to enjoy with a Smile!

**SIMPLICITY
QUALITY
SMILE
LIFESTYLE**



Cabernet Sauvignon



Merlot



Chardonnay



Sauvignon Blanc



CHARDONNAY

THE REGION

The Gers region boasts sandy soil and a privileged climate, ideal for growing grape varieties used in white wines with a remarkable and identifiable aromatic potential.

THE WINE

Its colour is straw yellow reflections, brilliant and clear. Its open, delicate nose allows notes of exotic fruits, passion, mango and acacia to express themselves. Its palate is very smooth, fine and voluptuous, enhanced by a beautiful acidity. A beautiful aromatic balance and a good freshness characterize this elegant and charming wine.

THE PAIRING

Ideal as an aperitif, this wine can also be enjoyed with fish in sauce or white meats.

SAUVIGNON BLANC

THE REGION

The Gers region boasts sandy soil and a privileged climate, ideal for growing grape varieties used in white wines with a remarkable and identifiable aromatic potential.

THE WINE

Its colour is pale yellow with golden reflections. Its expressive, fine and elegant nose reveals floral notes, acacia, honeysuckle and white flesh fruit such as pear. The attack on the palate is round, velvety, charming and then the wine evolves towards a beautiful balance between acidity and sweetness. The floral finish leaves a sensation of aromatic sweetness and delicacy.

THE PAIRING

To be enjoyed fresh with exotic dishes, summer salads, grilled fish or grilled vegetables.





CABERNET SAUVIGNON

THE REGION

Bordeaux is the most excellent red wine region in the world. Coming from the finest terroir of different regions of Bordeaux, this Smiley Range gets a strong commitment highlighting the best plots paired with the oldest vines to express the purity of Bordeaux-style wines, in a fresh, young style.

THE WINE

Its colour is cherry red; its hue is intense. Its nose is open, expressive with kirschy and red fruit notes. Underneath the toasted, slightly spicy notes, a complex, elegant and warm nose is revealed. The sensation on the palate, supple and round, is marked by a sensation of sweetness, fat and volume. The slightly acidic finish leaves an aromatic and powerful finish.

THE PAIRING

This wine can be enjoyed as an aperitif with canapes, grilled red meats, grilled vegetables or sweet or savoury dishes.

MERLOT

THE REGION

Bordeaux is the most excellent red wine region in the world. Coming from the finest terroir of different regions of Bordeaux, this Smiley Range gets a strong commitment highlighting the best plots paired with the oldest vines to express the purity of Bordeaux-style wines, in a fresh, young style.

THE WINE

Its colour is bright red with purplish tints. Its explosive nose reveals intense sensations of stone red fruits including cherries and morello cherries, but also black currants and blackberries. Its mouth is moreish, slightly sweet, and the tannins are supple and silky. A soft and aromatic sensation give this supple wine an extremely pleasing finish.

THE PAIRING

To be enjoyed with family or friends, as an aperitif or with a meal, it will accompany all your dishes such as hot starters, Mediterranean and international dishes.



HERE'S TO HAPPINESS

Super
premium
wines from
France

High perceived
value for
the price
in terms of
consumer's
perception

A selection
of the best
terroirs from
Bordeaux and the
Southwest
of France

Distribution
channels:
Internet
Off-premise
On-premise

A global
opportunity
ready for
your market





- GRANDS VINS DE BORDEAUX -

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