



PRODUCER

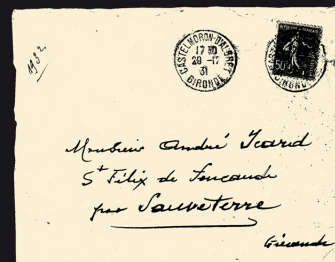
- Located in the Entre-Deux-Mers region, Château de l'Orangerie is a 130-hectare vineyard
- Annual production of nearly one million bottles
- Appellations:
 - Red : Bordeaux, Bordeaux Supérieur
 - White : Bordeaux, Entre-Deux-Mers, Loupiac
 - Rosé : Bordeaux

WINE-MERCHANT

- Sourcing from winegrowers & cooperative cellars in Bordeaux and the South-West
- Commercialisation of more than 3.5 million bottles



OWNER SINCE 1790



Famille Icard,
propriétaire depuis 1790.

Family Icard, owners since 1790.





Château de l'Orangerie

AOC BORDEAUX
2019



- A **family** wine Estate since **1790**
- The **traditional range** in the Bordeaux appellation coming from our Familial Estate
- Aged in the greatest tradition of the great wines of Bordeaux.



Grand Classique DU CHÂTEAU DE L'ORANGERIE

AOC BORDEAUX BLANC
2019

AOC BORDEAUX SUPÉRIEUR
2019



- A unique expression of **Merlot** and **Carbernet-Sauvignon** on a **clayey-limestone** soil
- **Freshness** and **aromatic finesse** thanks to Sauvignon Blanc, Muscadelle and Colombard
- Bottled at the **Estate**
- **Quality/price** ratio



Château de L'Orangerie

Grande Cuvée

AOC ENTRE-DEUX-MERS
2019

AOC BORDEAUX SUPÉRIEUR
2019

- A **family** wine Estate since **1790**
- Aged **6 months** in new French oak barrels in the greatest **tradition** of the **great Bordeaux** wines
- **Grande Cuvée** : A selection of parcels from our best terroirs



Château de l'Orangerie

PREMIER VIN

AOC BORDEAUX SUPÉRIEUR

- The **Prestige Collection** of Château de l'Orangerie
- **Gravity fermentation** and 12 months of ageing in French oak barrels to express the potential of the **terroir**
- A **micro-selection** of **Merlot**, **Cabernet-Sauvignon** and **Petit Verdot** from the oldest plots of the Estate
- **Wooden case** of **6** bottles



2015



2018
(en Primeur)



2019
(en Primeur)

TASTING NOTES VINTAGE 2015 by JAMES SUCKLING

Attractive barrel fermentation meatiness in addition to graphite, cloves and cinnamon amid ripe mulberries, plums and cherry fruits. The palate carries bright cherry and red-plum flavors on taut, fine and vibrant tannins. Try from 2020. 90 Points

L'OR DE L'ORANGERIE

AOC LOUPIAC
2019

AOC BORDEAUX SUPÉRIEUR
2019



- A **wine** and a **unique packaging** for a **timeless** tasting
- An exceptional **golden silkscreened** bottle that evokes the **world of perfumery**
- A **sweet wine** with a **golden** colour and a Bordeaux Supérieur coming from a **selection** of the **best plots** of the Château de l'Orangerie



L'Orangerie

Crémant de Bordeaux



AOP CRÉMANT DE BORDEAUX
NON VINTAGED

- A blend of **Sémillon** and **Muscadelle** (*Brut Blanc*) and **Merlot** and **Cabernet Franc** (*Brut Rosé*).
- The **reference** of **Bordeaux bubbles**
- A Crémant de Bordeaux **aged 12 months on lees**
- Available in **Brut White** and **Brut Rosé**
- **Seductive, harmonious** and **elegant**

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**.

Le Chat s'empare de votre iPhone® afin de vous révéler la formule secrète du Rosé Canicule®!



Une expérience de Réalité Augmentée unique en France dans le monde du vin.



Scannez l'étiquette et découvrez comment rafraichir votre verre de Rosé Canicule®



Tout au long de l'été, Le Chat change de tenue afin de vous offrir encore plus d'animations !







SMILEY® WINES

A GLASSFUL OF HAPPINESS

