



VINIV

BE A BORDEAUX WINEMAKER

*Berry Bros. & Rudd, one of Britain's oldest Wine and Spirits merchants, has seen plenty of innovation in its 316-year history. Now, in yet another first, we have elected to become the exclusive UK and Hong Kong agents for Bordeaux-based VINIV, which offers wine enthusiasts the opportunity to produce and bottle their own barrel of extraordinary wine.*

*With our long-standing pedigree in the Bordeaux market, we recognise that VINIV has unmatched access to some of the region's most prestigious appellations, as well as the expertise of its foremost producers.*

*The chance to make your own fine wine is, we believe, a remarkable way to develop your appreciation and understanding of one of life's greatest pleasures.*

Max Lalondrelle  
Fine Wine Buying Director, Berry Bros. & Rudd

*The Bordeaux region of France — steeped in history, culture and natural beauty — is home to the world's finest wines and most acclaimed winemakers. For over 2,000 years, individuals have taken advantage of its unique terroir to produce the greatest grape varietals in the world. They have painstakingly refined their craft. They have elevated winemaking to an art form that is revered and admired worldwide.*

*VINIV is your passport to this rarified and enigmatic world.*

*Since 2009, we have helped a select group of individuals create their own premium barrels of wine from vineyards in Bordeaux's most coveted appellations. We enable wine lovers to fully immerse themselves in their winemaking experience, one vintage at a time. We create an environment of true collaboration with Bordeaux winemaking insiders. And we offer a rare opportunity for our members to express themselves through a wine that is as unique as they are.*

*We would be honoured to have you join us as a Bordeaux winemaker.*

Jean-Charles Cazes  
CEO, Château Lynch-Bages

Stephen Bolger  
Founder and CEO, VINIV



Stephen Bolger and Jean-Charles Cazes



Access to the refined craft of Bordeaux winemaking – and to the region’s best vineyards and wineries – has historically been limited to those either born into winemaking families or willing to make significant investments in the purchase of land and facilities.

VINIV provides a unique alternative.

We offer a select group of ‘outsiders’ entrée to the esoteric world of Bordeaux winemaking, one vintage at a time. You don’t need to own the land. And you don’t need a Bordeaux pedigree. All you need is a passion for wine, a desire to learn, and a willingness to immerse yourself in an experience unlike any other.

## WHY VINIV?

A fine wine turns any gathering into a party, and any meal into a feast. It elevates a simple toast to poetry. It transforms a quiet moment into a revelation. Wine makes every occasion special.

VINIV members understand, better than most, the power and allure of a fine wine. While they come from different backgrounds and geographies and have different motivations and experiences, they share one essential characteristic: they are wine enthusiasts.

With VINIV, you can tap your enthusiasm in a visceral way. You can immerse yourself in a personal journey of discovery. You can unleash your inner winemaker. You can make a statement. Above all, you can participate in an experience like no other.

Our members choose the VINIV experience for a number of reasons:

## To Learn...

Our members come to VINIV with various levels of winemaking knowledge. Some simply enjoy wine and have given little thought to the process involved in making it. Others have a basic familiarity with the process, perhaps through vineyard tours and wine tastings. And still others have a real understanding of the art and science of winemaking. Regardless of where you fall on the spectrum, VINIV can deepen your winemaking know-how.

Through our highly experiential process, you produce a personal barrel (288 bottles) of premium Bordeaux wine. Our expert staff stands ready to teach you all you want to know about what it takes to create an exceptionally fine wine.

You can be as involved in the process as you like.  
We guide you every step of the way.



*Every time I come to Bordeaux to work on my blends, it hits me that I am tasting my wines with the head winemaker of Château Lynch-Bages. And he is actually paying attention to my comments. I've learned so much about the process and components of my wine. Just walking the vineyards with the VINIV team is an education in and of itself.*

Peter Hartman  
Bordeaux winemaker since 2012

*When my father and I became  
VINIV members, we had a passion  
for wine. But when it came to the  
process of winemaking, we knew  
nothing. We learned everything.  
We created an outstanding wine. And  
we shared a one-of-a-kind,  
father and son experience.  
The wine won't last forever.  
But the memories of  
what we created together will.*

Paul Baldensperger  
Bordeaux winemaker since 2009



## To Share an Experience...

Winemaking is a communal activity. It requires multiple talents, insights and skills. And it calls for a shared commitment to produce the finest wine possible. As a VINIV winemaker, you immerse yourself in a completely new kind of collective enterprise. You become part of a team of experts that, together, fulfill your wine vision. We're here to help you every step of the way.

Most of our members opt to share the VINIV experience with family members or friends. It's quite common to see couples, parents and children, siblings, coworkers or groups of friends getting together to create wines that celebrate their special bonds or common interest. It's a collaborative, 6 – to 24 – month journey and a unique, fun-filled opportunity to deepen the relationships you value most.

We share the secret of Bordeaux winemaking.  
You share the experience of a lifetime.

## To Celebrate...

Wine is a universal symbol of celebration. It is the perfect accompaniment to any number of special occasions. Whether you're celebrating a wedding, birthday, anniversary or retirement, VINIV lets you mark the milestones of your life with a premium Bordeaux wine you've created to commemorate the occasion. We help you honour your significant moments with an exceptional wine that only gets better over time.

While the process from vineyard to bottle can take 24 months, VINIV reserves small quantities of unblended wine that can be 'adopted' and ready to bottle in as little as 6 to 9 months. Through our 'adoption' program, you are still able to create a customised blend. And you still can enjoy the lion's share of the winemaking experience – from vineyard and varietal selection to final blending and label creation.

We help you honour your significant moments  
with an exceptional wine that only gets better over time.



*I had originally thought of buying a vineyard. But when I discovered VINIV, I thought 'what a fantastic thing! I can make my own wine one vintage at a time without having the responsibility of owning the land!' With VINIV, I can now say 'I'm a Bordeaux winemaker' and be proud of it.*

Simon Bax  
Bordeaux winemaker since 2009

*It's like a dream to do this.  
If you're a wine lover and you know  
a little bit about Bordeaux, it is kind  
of amazing to suddenly find yourself  
at the center of wine production,  
and getting support from the world-  
class team at VINIV  
and Château Lynch-Bages.*

Duco Habbema and Job Roodnat  
Bordeaux winemakers since 2012



## To Give...

Wine is always a wonderful gift. At VINIV, we help you develop a high-quality wine that you will be proud to bestow upon others. At the end of your winemaking journey, you will have 288 bottles to share with friends, family and colleagues – or even donate to charitable organisations, which can auction your wine to raise much-needed funds. Offering the VINIV winemaking experience is also possible, allowing your beneficiaries to produce their own personal barrels.

VINIV makes it possible for you to give a gift like no other.  
A gift that is a meaningful reflection of who you are.

## To Market...

While the vast majority of VINIV's members produce wines for their personal consumption, some have enjoyed success in marketing and selling their premium wines.

VINIV's dedicated team of winemaking experts can help you develop a luxury product that sets you apart from other winemakers and appropriately reflects the essence of who you are. Importantly, VINIV also helps you learn the winemaking process from beginning to end, thereby offering insights for those of you considering investing in vineyards or launching your own winemaking operations.

VINIV's dedicated team of winemaking experts can help you develop a luxury product that sets you apart from other winemakers.



*I blend cigars by day for aficionados who are accustomed to pairing fine cigars with Scotch, Rum or Cognac. Now, I am able to pair the wine that I've made at VINIV with my cigar products. It means my customers can experience something different, exciting and unexpected.*

Pete Johnson, Owner, Tatuaje Cigars  
Bordeaux winemaker since 2010



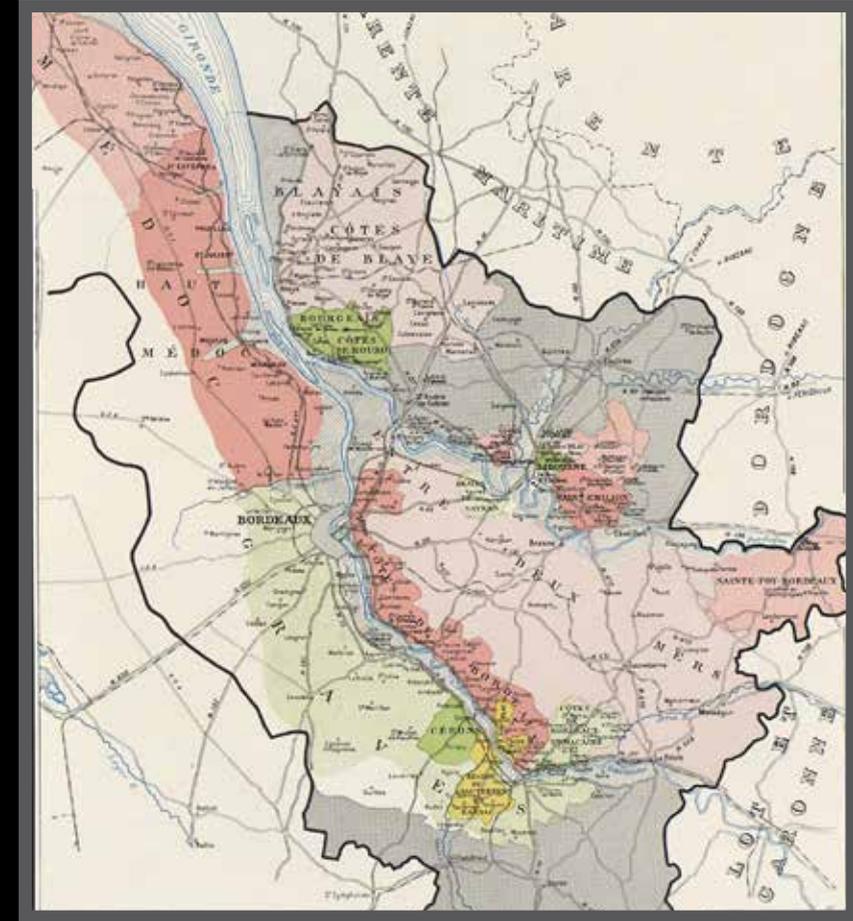
# VINIV

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## THE VINEYARDS

It's no secret that great wine comes from great terroir. VINIV has assembled a portfolio of prestigious old-vine vineyards throughout Bordeaux – from Pauillac, Saint-Estèphe, Haut-Médoc and the Graves region on Bordeaux's left bank to Saint-Émilion, Canon Fronsac and Côtes de Castillon on the right bank. Many parcels are located next to classified growths; others are in lesser-known, up-and-coming appellations with equally fine potential. With access to great vineyards and the opportunity to blend fruit from various appellations, you can produce a truly unique Bordeaux wine – every year.

We provide detailed descriptions of each of our vineyards to help you identify the parcels that best match your wine style. Of course, our team stands ready to assist you in choosing your vineyards and varietals for both your base blend and final adjustments.





## HOW IT WORKS

As a VINIV member, you become a winemaker, producing your own barrel of high-end Bordeaux wine. That's 288 bottles, personalised and custom-blended to fit your palette and reflect your personality.

The VINIV winemaking experience lasts from 6 months (if you choose to 'adopt' existing wine components) to 24 months (from vineyard to bottle). Throughout the process, you are encouraged to be active participants and make the key decisions that go into producing a premium wine – from selecting the vineyards and varietals to finalising your own blend and creating your own brand and label. You get to choose your level of involvement and VINIV does the rest.

Our staff, as well as the winemakers at Château Lynch-Bages and Eric Boissenot, renowned œnologist and advisor to four of Bordeaux's five 1855 first-classified growths, are all on hand to guide you every step of the way.

## THE PROCESS

The process of VINIV winemaking typically comprises six steps.

### *Step 1 – Introduction*

A member of the team at VINIV or Berry Bros. & Rudd meets with you, either in a face-to-face or virtual setting, to introduce the winemaking process. During this meeting, we explain the journey that lies before you, gauge your desired level of involvement, and answer any questions you may have.

### *Step 2 – Select Your Vineyards and Varietals*

The magic of Bordeaux winemaking comes from the perfect blend of any of the region's three key varietals: Merlot, Cabernet Sauvignon and Cabernet Franc. VINIV works with you to define your wine style, visit the parcels, and select the vineyards and varietals that will make up your initial blend.

### *Step 3 – Develop and Refine Your Wine Plan*

We work closely with you to develop a detailed blueprint that covers the entire winemaking cycle. We will help you understand the process and ensure you are informed of all you can do to make the best possible wine.

### *Step 4 – Participate in the Winemaking Process*

Our winery, located in the charming village of Bages directly behind Château Lynch-Bages, is your winery. Here, you can enjoy a series of unique experiences, from harvesting your fruit to vinification. We provide you with vineyard updates and you can follow your wine through the fermentation, aging, blending and bottling processes. You participate when and as often as you wish. When you can't be in Bages in person, our winemaking staff will handle every step.

### *Step 5 – Finalise Your Wine Blend*

During 'l'assemblage', you taste your selected blend components and determine if changes are required to further improve your wine's aromatics, texture and balance. We invite you to do this in Bages with our winemakers. We can also organise off-site final blending sessions or send you your base blend, along with alternatives for comparison. However you choose to finalise your blend, our experts are here to guide you with this important step.

### *Step 6 – Design Your Label and Packaging*

While your wine is aging in barrel, we turn your attention to the design process and the final personalisation of your wine. This involves selecting your wine's name and designing a label that is uniquely yours. Our dedicated graphic designer is here to guide you in this process and ensure that all legal requirements are met. You will also have the option to personalise your cork and select other packaging options.

### **Save time with our 'Adopt a Barrel' option**

The process of making a custom wine from harvest to bottle can take up to 24 months. For members who prefer not to wait for their wine to be ready for bottling, VINIV reserves small quantities of wine each year from each vineyard for each vintage.

With adoptions, your wine can be ready in as little as six months. You create your own blend and still receive the best of the winemaking experience, including vineyard and varietal selection (subject to remaining availability), final blending and label creation.

## EXCLUSIVE MEMBER PRIVILEGES

As a VINIV winemaker, you are granted access to the private and rarified world of Bordeaux winemaking. In addition to access to first-class resources and facilities, participating in harvest and wine production, custom blending sessions, and personal consultations with some of the world's most esteemed winemakers, members are encouraged to take advantage of special opportunities designed just for them. Some of these include:

### *The VINIV 'Member Mashup'*

Every first week in April, wine connoisseurs from around the world descend on Bordeaux for 'en Primeurs' to taste barrel samples and gauge the quality of the vintage. VINIV offers its members a similar experience at roughly the same time of year. Our annual Client Mashup, recently described by *Decanter* magazine as 'what just might be the most unusual networking group in the world and almost certainly one of the most fun', allows members to taste their wines, adjust their blends, meet other members and rub shoulders with the owners of Château Lynch-Bages, and other Bordeaux properties.

### *Tasting events and winemaker dinners*

VINIV members will receive invitations to tasting and dining events in Great Britain and Hong Kong, hosted by VINIV and our exclusive agents, Berry Bros. & Rudd. Additionally, members are periodically invited to attend worldwide events hosted by Château Lynch-Bages.

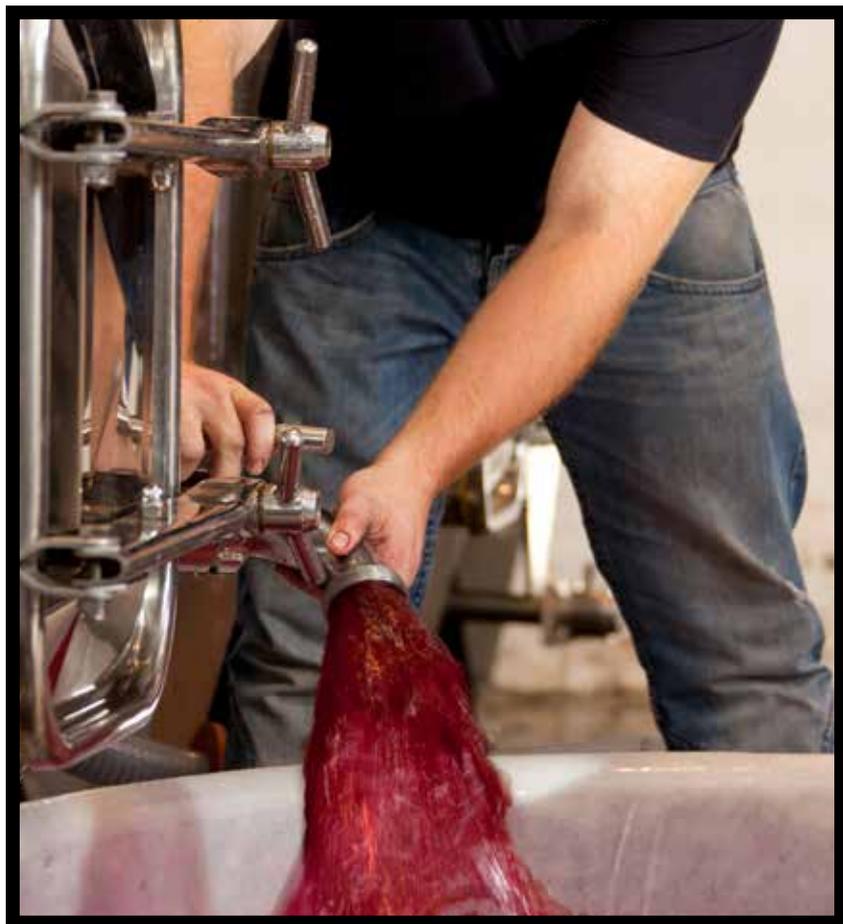
### *The Medoc Marathon*

What better way to monitor your vineyards than by running through them! We invite you to join 'Team VINIV' in a one-of-a-kind marathon event that winds through 59 vineyards in the fabled villages of the Medoc. Le Marathon des Châteaux du Medoc has been described as 'The most fun that you can have running a marathon' – a statement borne of the fact that wine is served at the route's 'aid' stations and more than half of the participants dress in costume for the run. The annual event takes place each September.

### *Discounts for members*

When visiting Bordeaux, members can take advantage of discounted rates while staying at the neighboring Relais & Châteaux Cordeillan-Bages. This 17th-century charterhouse, on the grounds of Château Lynch-Bages, is known for its two-star Michelin restaurant, its magnificent works of art, sweeping views of the vineyards and world-class guest service.





## THE COST

The cost to produce one barrel (288 bottles) of wine depends on the vineyards you've selected for your blend. The typical price range for a barrel of wine, delivered directly to your door in Great Britain by the team at Berry Bros. & Rudd, ranges from £7,200 to £10,900 per barrel, or £25.00 to £38.00 per bottle (UK pricing is 'in bond', thus excludes VAT and excise taxes).

For our Hong Kong members, the team at Berry Bros. & Rudd will group together all finished client wines for secure and cost-effective shipment, significantly lowering the delivery cost. This service is priced annually according to current shipping rates.

VINIV's per-barrel pricing covers all production costs, including the cost of fruit, winemaking, materials (including barrels), label design, packaging and your optional participation in the winemaking process. It also includes your introduction to VINIV winemaking, any vineyard selection tastings at our winery in Bages, as well as the final blending sessions that take place prior to bottling.

### *Store your wines and secure your investment*

Thanks to VINIV's partnership with Berry Bros. & Rudd, our members have the option to store their wines in state-of-the-art, temperature-controlled 'bonded' warehouses located just outside London. You decide when you wish to receive your wine. You also have the guarantee that your bottles are securely stored in ideal conditions.

## THE TEAM

*Stephen Bolger, Founder and CEO, VINIV*

After a successful international career in industrial minerals and technology, Stephen established VINIV with a desire to better align his career with his interests. A passionate wine enthusiast, he introduced VINIV's unique business model in one of wine's most renowned bastions of tradition – Bordeaux. Stephen is Franco-American and holds an MBA from the University of Chicago.

*Daniel Llose, Winemaker*

Daniel is Technical Director for all of the Cazes family properties. He was responsible for the modernisation of Château Lynch-Bages in Pauillac and Château Ormes de Pez in Saint-Estèphe in the 70s and 80s, resulting in the acclaimed reputation of these two great wines. Daniel is also Technical Advisor for the properties of AXA Millésimes, which include Château Pichon Longueville Baron in Pauillac, Château Petit-Village in Pomerol and Château Suduiraut in Sauternes.

*Nicolas Labenne, Winemaker*

Nicholas is the Head Winemaker for Château Lynch-Bages in Pauillac and Château Ormes de Pez in Saint-Estèphe. He began his career at Château Lafite-Rothschild and was Technical Director at Château Calon-Segur in Saint-Estèphe for 12 years before joining the Cazes family properties in 2006.

*Eric Boissenot, Consulting Oenologist*

Eric – who was recently named 'the world's most influential wine consultant' by *Drinks Business* – is considered by many to be the oenologist-of-choice in the Médoc. One only needs to look at his client base to gauge the quality of his work: Lafite, Margaux, Latour, Palmer, Pichon Comtesse, Pichon Baron, Ducru-Beaucaillou, Leoville Barton, Leoville La Cazes... and the list goes on. Eric advises VINIV on all aspects of viticulture and winemaking, and guides individual members on their final blending at specific times each year.



*Our members are guided along their wine journeys by Stephen Bolger, Daniel Llose, Nicolas Labenne and Eric Boissenot.*



## VINIV IN THE VILLAGE OF BAGES

Winemaking is not all our members can enjoy when visiting the VINIV winery in Bordeaux. VINIV is located in the charming village of Bages and is one of the wine and lifestyle businesses of Lynch-Bages & Cie. For more than 30 years, Château Lynch-Bages has been welcoming visitors from all over the world.

While in Bages, our guests can immerse themselves in a true Bordeaux experience. They can, for example, tour Château Lynch-Bages, enjoy a relaxing stay at the 17th-century Relais & Châteaux Cordeillan-Bages and dine at its two-star Michelin restaurant, take a wine-tasting class, or simply stroll the main square to take advantage of the village's shops and other high-end lifestyle offerings.

At VINIV, you immerse yourself in the art of winemaking.  
In Bages, we invite you to fully appreciate wine as a way of life.

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