

Baron d'Arignac  
EASY DRINKING, EASY GOING



# Baron d'Arignac

The Baron D'Arignac was born in 1649 in a castle of Arignac which was the property of his family since 1455. Located in the hearth of the Pyrenees Mountains, Arignac was an unforgettable place for Baron D'Arignac where he spent his happy childhood with natures around. After visiting his uncle's vineyards in pays d'Oc, Baron D'Arignac, at the age of 18, a young man full of passion and ambitions, decided to learn wines, a sea of knowledge!

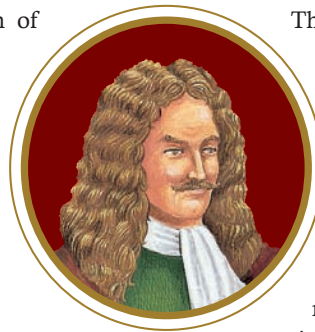
Spending years in family vineyards and in visiting other vineyards, Baron D'Arignac fell in love with winemaking and treated it as his lifelong career. He worked with winery workers for the progressive growth of grapes and grape qualities.

In 1676, Baron d'Arignac independently blended his first red wine of the Baron d'Arignac cuvee. Humbly, he sent the wines to all his relatives as well as many close royal families for critics and suggestions. The result was encouraging: he conquered those picky wine-lovers!

Based in south of France, benefited the generous sunshine and the diversified soils, Baron d'Arignac started to try different grape varieties to blend red, rosé and white wine. When the "great terroir" meets experienced winemaking expertise, there are always surprises!

Years gone by, this gentle monsieur with typical southern style moustache was well reputed for his charms and his surprisingly outstanding wines.

Baron d'Arignac, a man with big heart, always had down to earth attitudes, sunny smiles and sonorous voice, carried a philosophy that good wine should be shared with friends and families. Along with his passionate loyal team, they rigorously selected the noblest grape varieties to give wines the remarkable characters. Due to those efforts, Baron d'Arignac's wines revealed exceptional aromas and considerable elegance, at the mean time; they were not overwhelming but having easy-to-drink styles. Just like Baron d'Arignac himself who came from a prestigious family but with easy-going personalities.



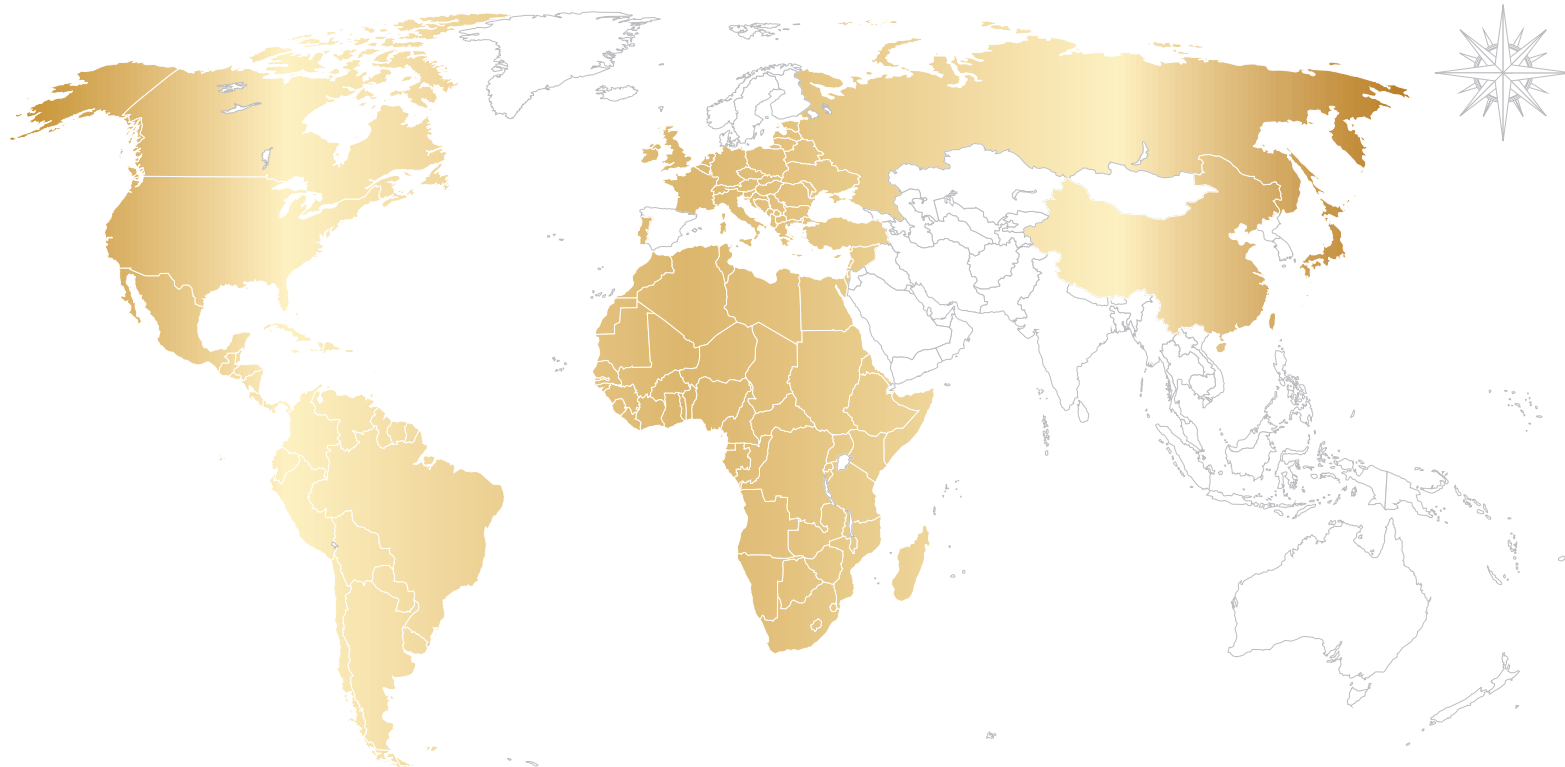
The wine Baron d'Arignac continued its legend. In 1980's, this brand was officially commercialized in France. Shouldered family legacy, the decedents carefully conserve Baron d'Arignac's principles, adhere to wine-making traditions and develop the wine packaging and product range.

Authentic and entrenched in tradition, Baron D'Arignac achieved a huge success. The wines have been exported all around the world.

For almost 30 years, Baron D'Arignac is a great companion of the best moments in people's lives. In 2011, more than 5 millions of Baron d'Arignac bottles were consumed worldwide. People liked the simplicity of Baron D'Arignac, a French wine worthy of the name, a French wine which is easy-drinking, easy going!

## // AN INTERNATIONAL BRAND

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BARON D'ARIGNAC HAS BEEN SOLD TO 69 COUNTRIES  
ABOUT MORE THAN 5 MILLION BOTTLES.

France  
Netherlands  
Belgium  
Luxemburg  
Germany  
Austria  
Swiss  
Italy  
Portugal

Andorra  
Czech Republic  
Slovakia  
Hungary  
Bulgaria  
Estonia  
Latvia  
Lithuania  
Balkans

Russia  
Byelorussia  
Central Asia  
Africa  
Denmark  
Iceland  
Middle East  
Turkey  
Mediterranean countries

Canada  
South Korea  
South-East Asia  
Taiwan  
South America  
Central America  
Mexico  
Caribbean  
Brazil

Indian Ocean  
Japan  
Pacific Ocean  
United Kingdom  
Ireland  
USA  
China  
Hong-Kong  
Macau



## // A WINE FULL OF AMBITION...

An authentic brand with *more than 30 years of expertise*.

A *worldwide presence* and *international communication*:  
all over Europe, Asia, Africa, USA, South and Central America.

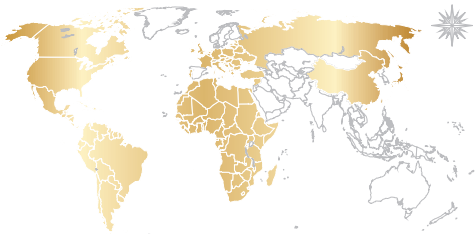
More than *5 Million bottles sold every year* on average the past 3 years.

A *comprehensive wine range* including sparkling wines.

A *high commitment to quality* thanks to a close collaboration with wine growers,  
*respect of food standards* (IFS and BRC) and *respect of the environment*.

Just like the Greats, it has been treated a *face-lift*: bright and lively capsule colours, modern engraving and label to adapt trends and be more impactful on shelves.

A wine in which a huge part of *wine lovers can identify themselves* including a broader, younger and more dynamic public.



## // PAYS D'OC, A WONDER LAND FULL OF QUALITY WINES.

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It covers 200km of beaches and an ocean of vines bathing in the sunshine.

A rich and natural combination of steep slopes, hilly peaks, vineyards, scrubland and the sea, the Pays d'Oc territory is embraced by its Mediterranean climate that comfortably enfolds the vines with its dry and windswept soils.

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It is recognised by the European Union and is a collective brand. Pays d'Oc IGP wines must be produced in the "Pays d'Oc" production area in the Languedoc-Roussillon (made up of the Hérault, Aude, Gard and Pyrénées-Orientales départements and also 4 areas in Lozère).

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Naturally focused on vines, Pays d'Oc has adapted its vineyards and embraced different French grape varieties that have permanently adopted the Pays d'Oc accent.

Pays d'Oc IGP is an official quality label certified by Bureau Véritas Quality France.














## // TASTING NOTE



### PAYS D'HERAULT - WHITE

INDICATION GÉOGRAPHIQUE PROTÉGÉE

-  Ugni Blanc, Terret, Grenache.
-  Hérault region, between Montpellier and Narbonne.
-  Light alluvial soils made up of silt, clay and sand. These are often deep soils.
-  The grapes are machine harvested when slightly overripe and pressed rapidly at a low temperature (18-20°C) for a week. Then the wine is clarified and filtered.
-  Pale yellow with yellow highlights.
-  Ripe fruit, white flowers with slight citrus notes.
-  An ample and warm wine that is easy to drink.
-  Serve with white meat, salad. This is a wine for everyday consumption.
-  8 - 10°C.



### PAYS D'HERAULT - ROSÉ

INDICATION GÉOGRAPHIQUE PROTÉGÉE

-  Carignan, Cinsault, Grenache.
-  Hérault region, between Montpellier and Narbonne.
-  Light alluvial soils made up of silt, clay and sand. These are often deep soils.
-  Machine harvesting. The rosé colour is obtained by «bleeding». The grapes are rapidly pressed and racked. Alcohol fermentation takes place at a low temperature (18°C). The wine is then fined, racked and bottled.
-  Pale pink with salmon lights.
-  Fine, red fruit, with notes of liquorice and spice.
-  Round and easy wine, supple. This is the wine to quench thirst.
-  This rosé may be served by itself or with grilled meat. This is the wine of the summer.
-  8 - 10°C

## // TASTING NOTE



### AUDE - RED










INDICATION GÉOGRAPHIQUE PROTÉGÉE

-  Blend of Carignan and Grenache.
-  Aude region
-  Light alluvial soils made up of silt, clay and sand. These are often deep soils.
-  The grapes are harvested, destemmed, crushed, hot macerated and pressed. The wine is stored in vats. Then the wine is racked, filtered and bottled after sweetening with concentrated grape juice.
-  Ruby red, medium intensity.
-  Red fruit, spicy, red currants.
-  Ample, strong.
-  Wine may be served with a large number of dishes such as cold cuts, salads, grilled meats and cheese.
-  10-12°C.



### SPARKLING WINE

#### DEMI-SEC

-  Ugni blanc, Airen.
-  Charente (France) and Mancha (central Spain).
-  Chalk.
-  Machine harvest. The basic wine is fermented at a low temperature. 2nd fermentation in tanks, for 2 weeks at 14° C followed by dosing.
-  Green yellow, brilliant, fine crown.
-  Fruity, brioche bouquet, plenty of elegance.
-  The bubbles are fine, the wine is fresh and pleasant.
-  As an aperitif and with desserts.
-  10 - 12°C.



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