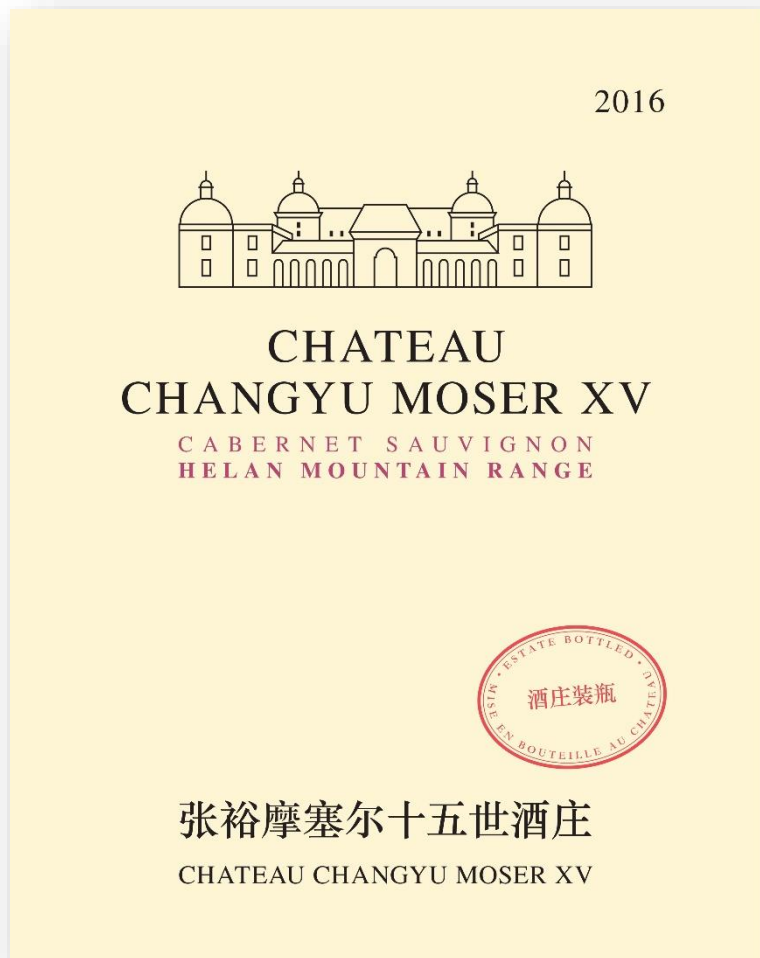


In Essence:

Grape Variety:	CABERNET SAUVIGNON
Country:	China
Region:	Ningxia
Vintage:	2016
ABV:	14%
Colour:	red
Product Type:	still
Bottle Size	750 ml



The TROISIÈME VIN of the château – unique from Ningxia and unique from China, and a revolution in terms of price/quality ratio.

TASTING NOTES BY LENZ M. MOSER,

Chief Winemaker Chateau Changyu Moser XV:

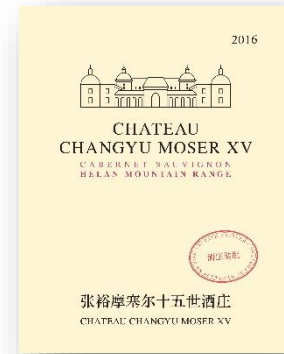
“This wine is a true charmer – a red wine which deserves the name: shiny red to dark red with a beautiful collection of enhancing aromas such as vanilla, chocolate, a little bit of fresh spice and just a touch of classic black tea. The mouthfeel surprisingly smooth for a troisième vin, rich and soft, full bodied with a lingering finish. The complexity is stunning as the Cabernet Sauvignon shows roundness and freshness at the same time. There hasn’t been any wood treatment as this wine displays sensational and natural lushness – gentle enough to be enjoyed immediately after bottling.”

PRODUCTIONNOTES:

- 2016 being a great year in Ningxia
- with vines between 12 – 18 years old
- 100% Cabernet Sauvignon (small and healthy berries with brown seeds and 23 brix)
- no wood treatment
- growing and blending under close supervision of Lenz M. Moser (Chief Winemaker Chateau Changyu Moser XV) who spent the entire harvest period in Ningxia
- “mise en bouteille au château/estate bottled“: bottled at the château on May 19th, 2017 by Mr. Fan Xi (Head Winemaker, Changyu Ningxia) and Lenz M. Moser

FOOD & WINE PAIRING INSPIRATIONS:

CHATEAU CHANGYU MOSER XV Cabernet Sauvignon 2016 goes well with red meat, game, Italian type pasta dishes and hard cheese. Also try more exotic food with it like lighter China cuisine and other Asian cooking.



HOW TO SELL THIS WINE ?

- CHATEAU CHANGYU MOSER XV Cabernet Sauvignon 2016, is without any doubt **one of the top wines** of Ningxia and of China to raise the bar dramatically for the region's "everyday wines". It definitely stacks up to international standards – stunning price/quality ratio, bang for your buck.
- CHATEAU CHANGYU MOSER XV Cabernet Sauvignon 2016, represents the **latest generation of top wines from China**, is the first available to international
- markets and represents also **the first credible proposition from China** to the global customer and consumer.
- Especially when you **emphasize the entire brand-architecture of CHATEAU CHANGYU MOSER XV wines** (Grand Vin, Second Vin and the 3 Troisième Vins) it will represent the best from China.
- The competition is 18 months behind, a **first mover advantage** is guaranteed.
- **Estate bottled**, at the château – as all CHATEAU CHANGYU MOSER XV wines.
- Demand and interest for wines from China has been staggering in the past 9 months as Lenz M. Moser has promoted the idea of Ningxia and China globally through his work with international media like NY Times, German ARD prime time TV, China Daily, yet also to opinion molders like Jancis Robinson MW, Kim Marcus (WS), René Gabriel ("German speaking Parker") etc.
- Since CHATEAU CHANGYU MOSER XV Cabernet Sauvignon 2016, is allocated – only 360,000 bottles produced – please, make sure it gets the right exposure with first movers. An inaugural promotion is mandatory to get attention in the market and from the customer whether it be in on- or in off-trade channels.

USPs

1. First ever enjoyable wine from China – first mover advantage.
2. Unrivaled offering from China in quality, taste and pricing.
3. Château brand-architecture in 3 tiers – belonging in the company of the world's finest.
4. Estate bottled in all 3 tiers.
5. From China's best wine growing region, the new hot spot: Ningxia.
6. Strong global interest in these emerging new wines.
7. Unique cooperation between European pedigree (Lenz M. Moser) + Chinese power house (Changyu, premier wine producer of China).
8. BEST OF CHINA