



2016



MOSER XV

CABERNET SAUVIGNON
BLANC DE NOIR
NINGXIA



张裕摩塞尔十五世酒庄

CHATEAU CHANGYU MOSER XV

IN ESSENCE:

Grape Variety:	CABERNET SAUVIGNON
Country:	China
Region:	Ningxia
Vintage:	2016
ABV:	13.5%
Colour:	white Blanc de noir
Product Type:	still
Bottle Size:	750 ml

This Blanc de Noir is definitely the first ever White Cabernet Sauvignon from China. Its colour, texture and taste profile is completely new to the wine world.

TASTING NOTES by Lenz M. Moser,
Chief Winemaker Chateau Changyu Moser XV:

"The colour comes with a hue of rosé, just a touch to indicate the provenance. Surprisingly peachy on the nose with a cornucopia of floral aromas – it certainly enlarges the spectrum of fragrance in wine.

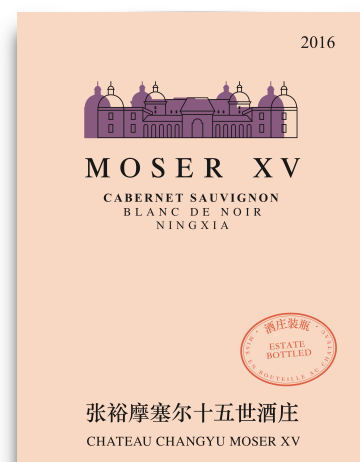
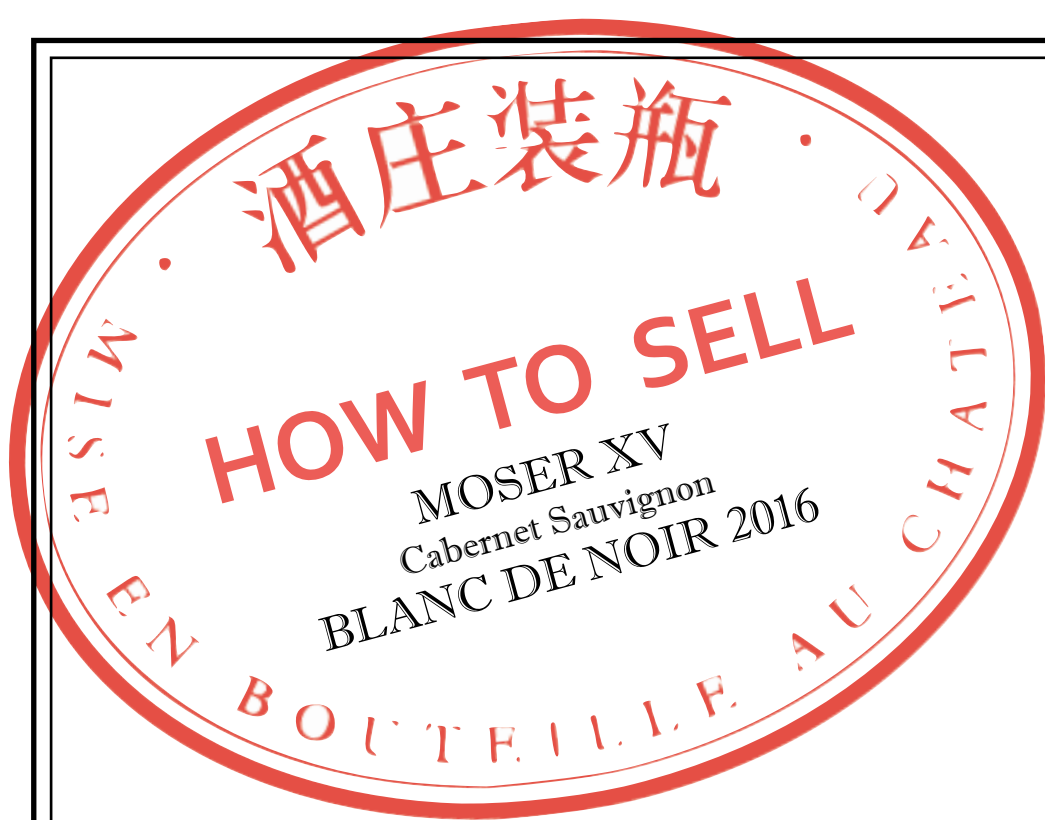
On the palate it offers a stunning lusciousness of peach and exotic fruits with a hint of violet. The vibrancy comes from its perfectly embedded acidity. Its long and rewarding finish asks for the next zip.

FOOD & WINE PAIRING INSPIRATIONS:

This Blanc de noir has a new quality of being a perfect companion to most foods and serves extremely well as a cocktail.

PRODUCTION NOTES:

- 2016 being a great year in Ningxia
- with vines between 12 – 18 years old
- a 100% Cabernet Sauvignon grapes
- early harvest of healthy berries with 22 brix
- immediate bleeding of the destemmed grapes for the white in the Cabernet Sauvignon
- 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 for the very first time at the château in February 2017 by Mr. Fan Xi (Head Winemaker, Changyu Ningxia) and Lenz M. Moser



HOW TO SELL THIS WINE ?

- MOSER XV Blanc de noir 2016, is without any doubt a **true innovation** of Ningxia and of China – and even globally – to raise the bar dramatically for the region's.
- MOSER XV Blanc de noir 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 MOSER XV Blanc de noir 2016, is allocated – only 120,000 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. Unrivalled 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. Blanc de Noir from Cabernet Sauvignon: TRUE INNOVATION from China.