

酒庄装瓶

FACT SHEET

CHATEAU CHANGYU MOSER XV
2013

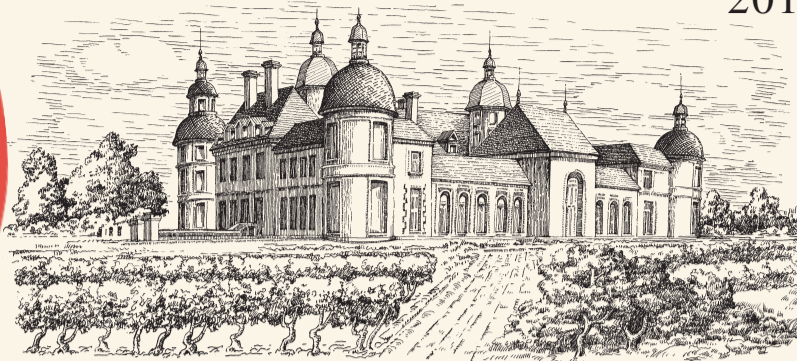
MISE

EN

BOUTEILLE

AU CHATEAU

2013



Chateau
Changyu Moser XV



张裕摩塞尔十五世酒庄

宁夏张裕摩塞尔十五世酒庄有限公司
CHATEAU CHANGYU MOSER XV, NINGXIA, CHINA

IN ESSENCE:

Grape Variety:	CABERNET SAUVIGNON
Country:	China
Region:	Ningxia
Vintage:	2013
ABV:	15%
Colour:	red
Product Type:	still
Bottle Size:	750 ml

The **GRAND VIN** of the château – and grand in every tastable way: **Vintage 2013** marks the real start of the château, deeply concentrated and richly flavored.

TASTING NOTES by Lenz M. Moser,

Chief Winemaker Chateau Changyu Moser XV:

“Breathtaking, beautiful, generous, big and certainly different from the usual Bordeaux blends. Yes, it is Cabernet, yes there is a touch of oak in this young, rich and new 2013. But it isn’t like all of them – it offers a new kind of generosity, lushness and freshness, pretty unique in the field of the top wines around the world. The colour is deep, full of youth. The nose blows wide with the delicate and rich fruit flavours paired with a hint of elegant vanilla, wood and charming spices. A perfect precursor for the mouthfeel which brings your palate into ecstasy – vibrant, fresh and strong Cabernet with finesse and a long, strong finish.

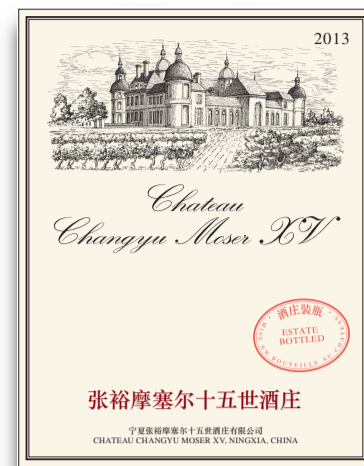
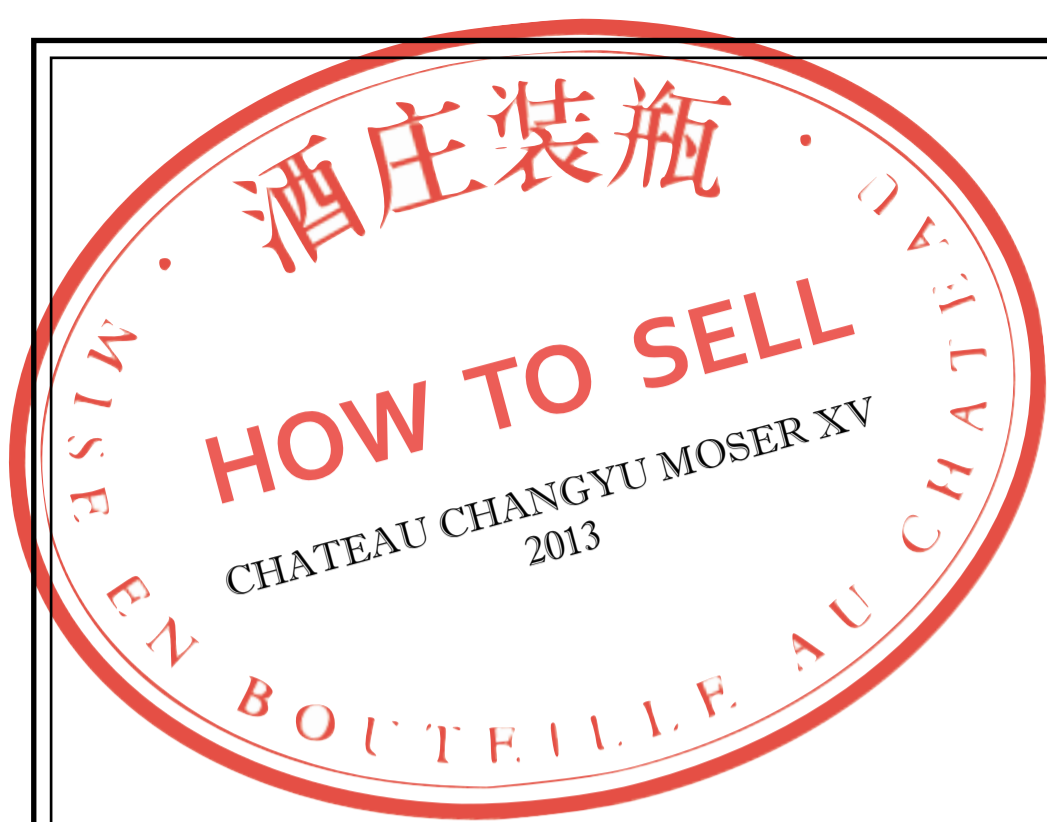
This is the new Ningxia style – spice and classic at the same time with a well balanced tannin structure.”

FOOD & WINE PAIRING INSPIRATIONS:

As any other great Cabernet Sauvignon CHATEAU CHANGYU MOSER XV 2013 fits the classic food for classic reds. However, nothing better than a juicy steak, a nice piece of suitable cheese or a nice chocolate tarte will make your senses go wild .

PRODUCTION NOTES:

- 2013 being a great year in Ningxia
- with vines between 12 – 18 years old
- 100% Cabernet Sauvignon (small and healthy berries with brown seeds and 24 brix)
- aged in barriques (7 different coopers, French, medium toast, most of them second use) in the château for 24 months
- growing, aging 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 17th, 2016 by Mr. Fan Xi (Head Winemaker, Changyu Ningxia) and Lenz M. Moser



HOW TO SELL THIS WINE ?

- CHATEAU CHANGYU MOSER XV 2013, Grand Vin, is without any doubt **one of the top 3 icon wines** of Ningxia and of China and belongs in the company of the world's finest.
- CHATEAU CHANGYU MOSER XV 2013, Grand Vin, 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 2013, Grand Vin, is allocated – only 39,500 bottles produced – make sure it gets the right exposure in selected outlets towards the private consumer and great wine related pioneering restaurants.

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**