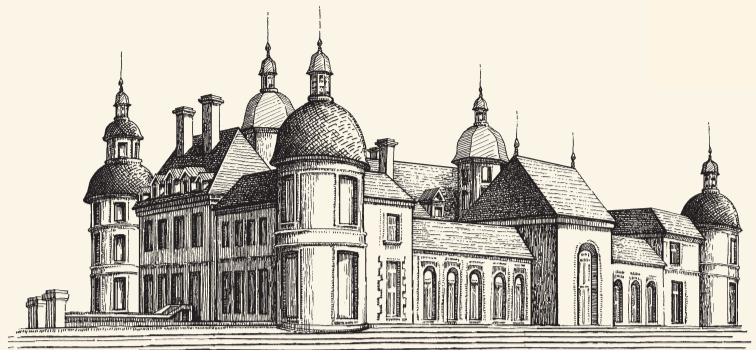


酒庄装瓶

FACT SHEET

MOSER FAMILY
2015



MOSER FAMILY

CABERNET SAUVIGNON



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:	2015
ABV:	14%
Colour:	red
Product Type:	still
Bottle Size:	750 ml

The **SECOND VIN** of the chateau represents the latest generation of top wines from China – and belonging to the world's finest.

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

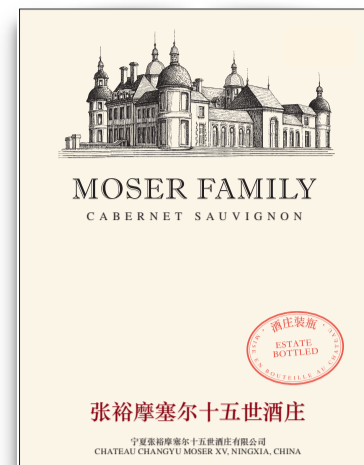
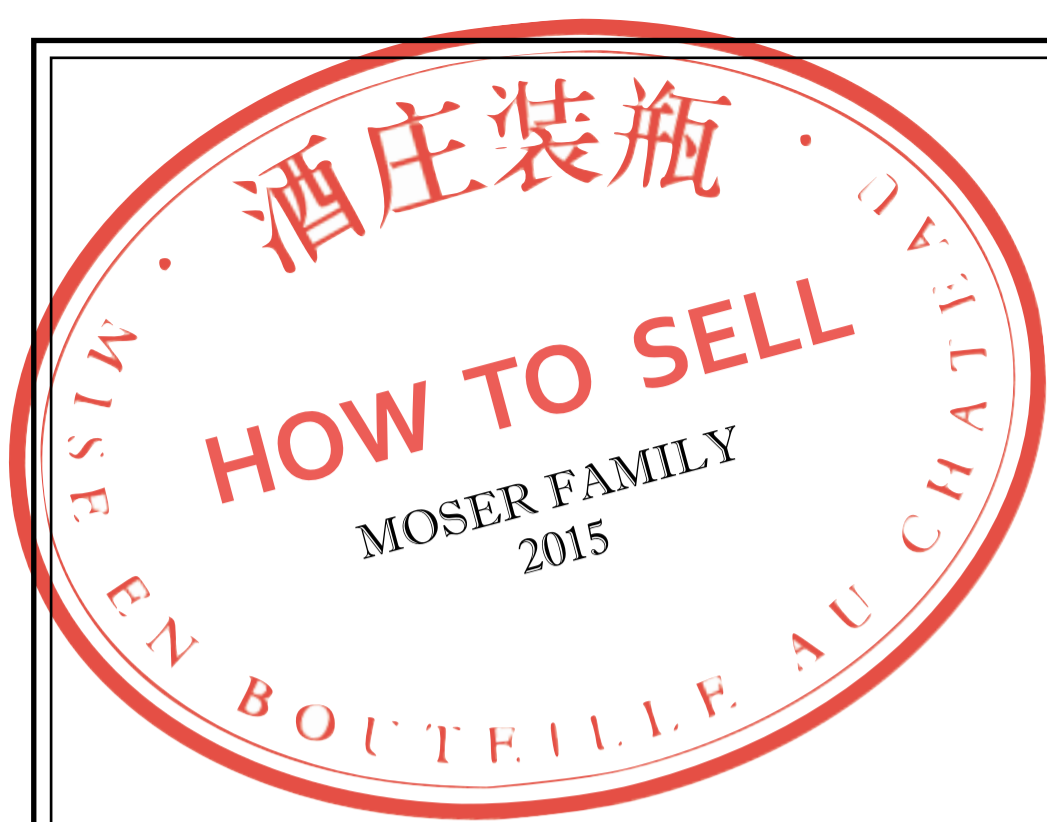
"New" and "exciting" comes to mind with this new entry to the global market. Beautiful nose halfway from red to blackberry fruit, intense and typical Cabernet elements such as chocolate, leather and a bit of tea – a hue of vanilla comes with a touch of spice à la chinoise. Dense colour, not too dark but strong. The excitement builds with the first sip: luscious and giving rather than demanding, the complexity at this price is stunning, so are the aromatics and the long finish, all in tune with excellent Cabernet Sauvignon. Where does it belong? Maybe halfway new world and halfway old world characteristics have taken the positives from both sides – classic Cabernet with freshness of Bordeaux and beautiful cornucopia of flavours on the other side."

FOOD & WINE PAIRING INSPIRATIONS:

As any other great Cabernet Sauvignon MOSER FAMILY 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:

- 2015 being a great year in Ningxia
- with vines between 12 – 18 years old
- 100% Cabernet Sauvignon (small and healthy berries with brown seeds and 23.5 brix)
- aged in barriques (7 different coopers, French, medium toast, most of them second and third use) in the chateau for 18 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 chateau/estate bottled": bottled at the chateau on June 19th, 2017 by Mr. Fan Xi (Head Winemaker, Changyu Ningxia) and Lenz M. Moser



HOW TO SELL THIS WINE ?

- MOSER FAMILY 2015, Second Vin, is without any doubt **one of the top wines** of Ningxia and of China and belongs in the company of the world's finest – stunning price/quality ratio, bang for your buck.
- MOSER FAMILY 2015, Second 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 MOSER FAMILY 2015, Second Vin, is allocated – only 55,000 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**