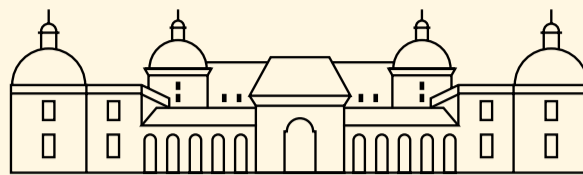


酒庄装瓶

FACT SHEET

MOSER XV
Cabernet Merlot Rosé 2016
HELAN MOUNTAIN RANGE



MOSER XV

CABERNET MERLOT
HELAN MOUNTAIN RANGE



张裕摩塞尔十五世酒庄

CHATEAU CHANGYU MOSER XV

IN ESSENCE:

Grape Variety:	CABERNET MERLOT
Country:	China
Region:	Ningxia
Vintage:	2016
ABV:	13%
Colour:	rosé
Product Type:	still
Bottle Size:	750 ml

MOSER XV Cabernet Merlot Rosé 2015 is an all year Rosé with enough stamina to support nice winter evenings and still maintains the freshness for the summer.

TASTING NOTES by Lenz M. Moser,

Chief Winemaker Chateau Changyu Moser XV:

"With this Rosé from Ningxia I created an own style of Rosé for our château – reminding me of my holidays in Provence/France, enjoying the light hearted and refreshing style of the region's signature wines. The super light colour signals the freshness already, which is confirmed on the palate with its fresh and luscious modern style. Completely unoaked and vinified in stainless steel for extra freshness and kept chilled at every stage of wine making. The "new thing" is the combination of Cabernet Sauvignon and a touch of Merlot: Cabernet brings the raciness, the bon vivant, the spirit lifting element, and the Merlot adds complexity and the smooth elements. The goal, to present a palate grabbing and a "friendly" wine, has been achieved at 100% – friendly in terms of approachability and also in terms of food friendliness.

I love Rosé – this one in particular!"

FOOD & WINE PAIRING INSPIRATIONS:

This special Ningxia Rosé is the perfect companion for any kind of food you can think of. You will discover that it is hard to exclude any dishes from being ideal for this Rosé. This is certainly the beauty of this wine: it just fits any occasion, it just fits every food.

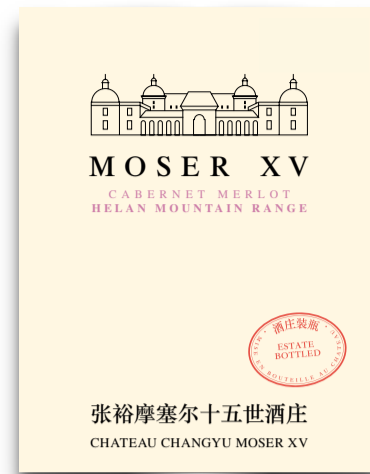
PRODUCTION NOTES:

- 2016 being a great year in Ningxia
- with vines between 12 – 18 years old
- mostly Cabernet grapes with a touch of Merlot
- early harvest of healthy berries with 22 brix
- immediate bleeding of the destemmed grapes for lightness in colour
- 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

酒庄装瓶

HOW TO SELL

MOSER XV
Cabernet Merlot Rosé 2016
HELAN MOUNTAIN RANGE



HOW TO SELL THIS WINE ?

- MOSER XV 2016, Troisième Vin, 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.
- MOSER XV 2016, Troisième 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 XV Cabernet Merlot Rosé 2016 HELAN MOUNTAIN RANGE is allocated – only 180,000 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**