

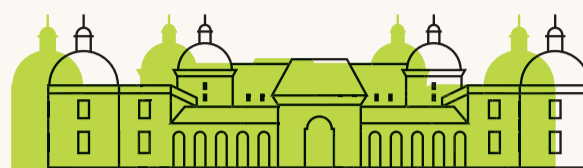
酒庄装瓶

FACT SHEET

MOSER XV
Italian Riesling 2016

MISE

EN BOUTEILLE AU CHATEAU



MOSER XV

ITALIAN RIESLING
NINGXIA



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:	ITALIAN RIESLING
Country:	China
Region:	Ningxia
Vintage:	2016
ABV:	12.5%
Colour:	white
Product Type:	still
Bottle Size:	750 ml

People love its refreshing style, its spirit-lifting elements of fruit and its ability of being luscious enough to support all kind of food dishes around the world.

TASTING NOTES by Lenz M. Moser,

Chief Winemaker Chateau Changyu Moser XV:

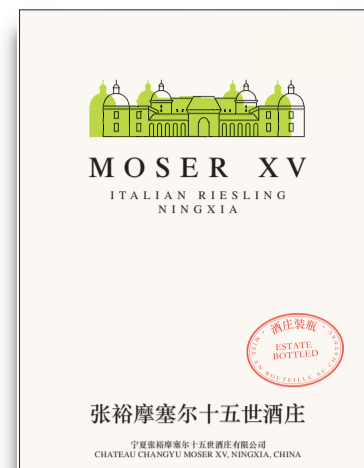
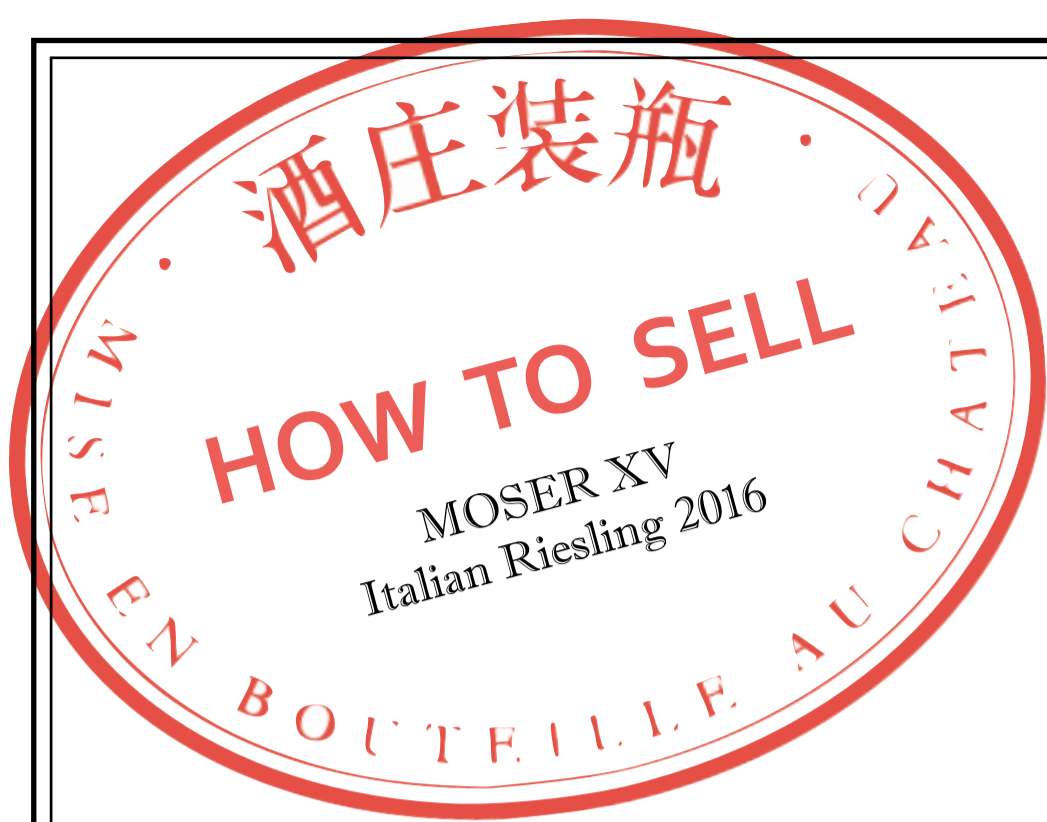
"The light colour indicates also its lightness in alc. 12.5%. The perfume is powered by primary aromas of fresh flowers – reminding me of a spring meadow, with the bees humming from plant to plant. Citrus elements spark freshness and are adding to a complex nose already. The wine is a sheer delight for easy drinking – so quaffable, you want more and more of it. However, its backbone and its character make it also a serious wine. I did grow up with Italian Riesling – as this grape variety was one of the predominant wines of Austria at the time – and it is still big in certain countries in central Europe."

FOOD & WINE PAIRING INSPIRATIONS:

This special style of Italian Riesling – luscious, generous and giving – is particularly food friendly. Amongst other great components it is the lemony character which makes it so versatile and suitable for almost all food around the world. Even spicy Asian dishes will work very well. Please try it out and find your own preferences with this superb white wine from Ningxia.

PRODUCTION NOTES:

- 2016 being a great year in Ningxia
- with vines between 12 – 18 years old
- 100% Italian Riesling grapes – 100% healthy
- being blended from 8 different wines, which took place in January 2017
- the elements had an early harvest for freshness and sip, a late harvest for body and champagne yeast for clarity, fruit expression etc.
- 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



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 Italian Riesling 2016, Troisième Vin, 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**