

G'VINE FLORAISON

PRESS RELEASE

By_EWG Spirits&Wine

6-Aug-09





G'VINE FLORAISON: CAPTURING THE ESSENCE OF SUMMER

The audacious and unique G'Vine Gins erase the preconceived notions of a traditional gin and change the perceptions of this centuries-old spirit. Marrying the ancestral grape distillation know-how and infusion practices with the ground-breaking production of the rare grape vine flower, G'Vine Gins shake up codes and conventions while respecting the tradition and local heritage dating back to the 13th century when gin was originally made with grape spirits.

While most of the world's gin is made from grain spirit, G'Vine Flouaison is crafted from grape spirit. France's Cognac region is the birthplace of centuries-old distillation practices using Ugni Blanc grape varietal, recognized for its perfect adaptability to the distillation process: high in acidity and neutral in flavor. Unlike traditional grain spirit associated with Gin production, the neutral grape spirit is significantly smoother with a heady body. It is the ideal canvas to fully express the complex delicacy of any botanical.

Hand crafted by EuroWineGate in Cognac, France, G'Vine Flouaison emphasizes the vine flower which blossoms once a year, in mid-June, for just a few days before giving birth to a grape berry. Gently awakened by the sun, this lush period of new beginnings is called Flouaison in French. A bewitching and unique fragrance of flowers and fruits arises from the vineyard. This precious and delicate flower, which exists for just a few days before maturing into a grape berry, is immediately hand picked to preserve its exhilarating and spellbinding fragrance. The flower is carefully macerated in the neutral grape spirit during several days to obtain the best floral essence. The infusion is then distilled in a small Florentine pot still. The result of this unique process is a wonderful journey into the very essence of the blossoming vineyards.

As the neutral grape spirit and the green grape flower infusion are nurtured, nine fresh whole-fruit botanicals chosen for their purity, aroma and healing properties are sourced and collected from all over the world. The botanicals include juniper berries, ginger root, liquorice, cassia bark, green cardamom, coriander, cubeb berries, nutmeg and lime. These botanicals are macerated over a two to five days process by group to extract their purest aromas and distilled in the neutral grape spirit. Small bespoke liquor stills are used to insure the best quality.

In September, the grapes are harvested and immediately pressed and converted to wine. The result is then distilled in a column still producing a neutral grape spirit over 96.4 % abv – 192.8 proof. In the final step, the green grape flowers infusion, the botanicals distillates and more neutral grape spirit are blended together in perfect proportion and undergo a final distillation in a copper pot still affectionately nicknamed "Lily Fleur." The result is G'Vine Flouaison, the world's first gin made from grape spirit, starring the vine flower.





G'Vine Floraison, 40% abv - 80 proof, is a warm and spicy gin bursting with vibrant floral notes. The delicate aromas of cardamom and ginger are followed by smooth, subtle verdant flavors with flowers and spice. The lush floral flavors of the vine flower wash over the palate, finishing with a fresh zesty taste of juniper, cardamom and ginger.

The subtle, aromatic vine flower together with the grape spirit soften the traditional juniper taste and make it a well balanced, full bodied and soft gin, appreciated by non gin-drinkers as well. G'Vine Floraison captures the essence of the ephemeral, exhilarating fragrance of the vine flower, and the warmth of summer's arrival. The transparency of the bottle reflects the smooth, natural and fresh essence of G'Vine Floraison. The chic, green coating on the shoulders stands for the brightness of the vineyards during springtime.

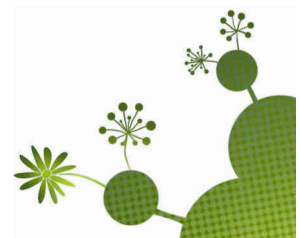
Awarded four stars from F. Paul Pacult of Spirit Journal, Gold medal winner of the 2007 and 2008 International Review of Spirits, BTI, and rated "Superb" and "Highly Recommended" (90-95) by Wine Enthusiast, G'Vine is a favorite of top spirits authorities. "If you want to taste a very unusual, highly recommendable gin, look for G'Vine... it's the green grape flowers that give it its exceedingly intriguing, incredibly seductive, floral notes," says Gary Regan of The San Francisco Chronicle.

Launched late 2006, G'Vine Floraison is currently available in the finest on and off-premise locations in Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Louisiana, Massachusetts, Michigan, Missouri, Maryland, New York, Nevada, New Jersey, Oklahoma, Rhode Island, Tennessee, Texas, Upstate New York, Washington DC and Wisconsin. G'Vine Floraison is also nationally available online at www.drinkupny.com, www.grandeharvestwines.com, www.mondoliquor.com, www.morrellwine.com, www.parkaveliquor.com and www.sherry-lehmann.com.

G'Vine is imported in the United States by Domaine Select Wine Estates (DSWE) and is marketed through Classic & Vintage, the Artisanal Division of DSWE. G'Vine Floraison carries a suggested retail price between \$35.00 and \$40.00.

About EuroWinegate (www.eurowinegate.com)

Founded in 2001 in Cognac, France, by experienced distillers and oenologists Jean Sébastien Robicquet and Bruno de Reilhac, EuroWineGate specializes in innovation, creation, and distribution of contemporary world class spirits & wines. EWG's vision is to leverage its strong traditions and culture in relation with the wine world to create and commercialize ultra-premium and inspirational products. In addition to G'Vine, EuroWineGate created with Diageo, the world's leading premium drinks business, Cîroc, the world's first vodka made entirely from grapes. EuroWineGate is also the producer of K'orus wines, which are distributed in the US.





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