

G'VINE NOUAISSON

PRESS RELEASE

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G'VINE NOUAISON: THE BIRTH OF THE BERRY

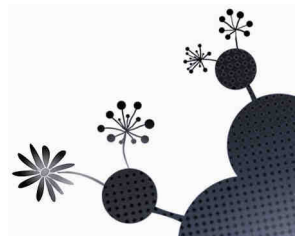
The audacious and unique G'Vine Gins erase the preconceived notions of a traditional gin and change the perceptions of this centuries-old spirit. Marrying the ancestral grape distillation know-how and infusion practices with the ground-breaking production of the rare grape vine flower, G'Vine Gins shake up codes and conventions while respecting the tradition and local heritage dating back to the 13th century when gin was originally made with grape spirits.

G'Vine Nouaison is crafted from grape spirit, while most of the world's gin is made from grain 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.

Once a year, in mid-June, something enchanting happens in the vineyards of Cognac: the rare green grape flower blossoms to life, gently awakened by the sun. A bewitching and unique fragrance of flowers and fruits arises. This precious and delicate flower, which exists only for a few days before maturing into a grape berry, is immediately handpicked to preserve its exhilarating and spellbinding fragrance. The flower is carefully macerated in the neutral grape spirit for 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 evanescence 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 period of two to five days 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 Nouaison, the world’s first gin made from grape spirit, starring the vine flower.

G’Vine Nouaison is named for the vibrant and intense period following the vine blossom, called the setting (Nouaison in French) : the germinated vine flower forms a tiny green berry that fixes itself to the stem. The silver-grey bottle embodies the unique concentration of energy, intensity and spiciness occurring during the berry’s birth.

G’Vine Nouaison is a silky and intensely spicy gin with exciting, complex flavors which make it perfect for sipping or innovative cocktails. Named Best Distilled Gin in the world by renowned global authority Drinks International, G’Vine Nouaison amplifies the aromas of distilled spices, yet retains the sensual and silky grape base and subtle floral notes which set G’Vine apart from all other gin. Superb in a dry martini or in a cocktail, it is an absolute alternative to the classic London Dry gin.

Winner of numerous accolades, including four stars and ‘Highly Recommended’ by F. Paul Pacult, and a Platinum medal (96 pts, “Superlative”) from BTI, G’Vine Nouaison is a hit with spirits authorities. “One of my favorite gins is G’Vine Nouaison, a gin distilled in Cognac, France, with a botanical formula that includes green grape flowers,” says Jason Wilson, spirits columnist of the Washington Post. “This one has a real juniper kick that is delicious, especially in a sort of French martini that substitutes Lillet Blanc for dry vermouth.”

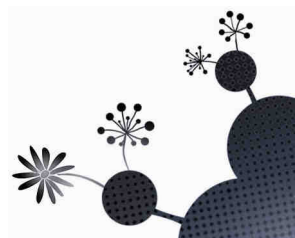
G’Vine Nouaison is currently available in New York, New Jersey, Florida and California and nationally available online at www.drinkupny.com, www.grandeharvestwines.com, www.mondoliquor.com, www.morrellwine.com, www.parkaveliquor.com and www.sherry-lehmann.com.

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 carries a suggested retail price between \$40.00 and \$45.00.

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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