

IS MARSELAN A TREND ?

THE EXPECTED VARIETAL FOR CHINA



ORIGIN OF MARSELAN

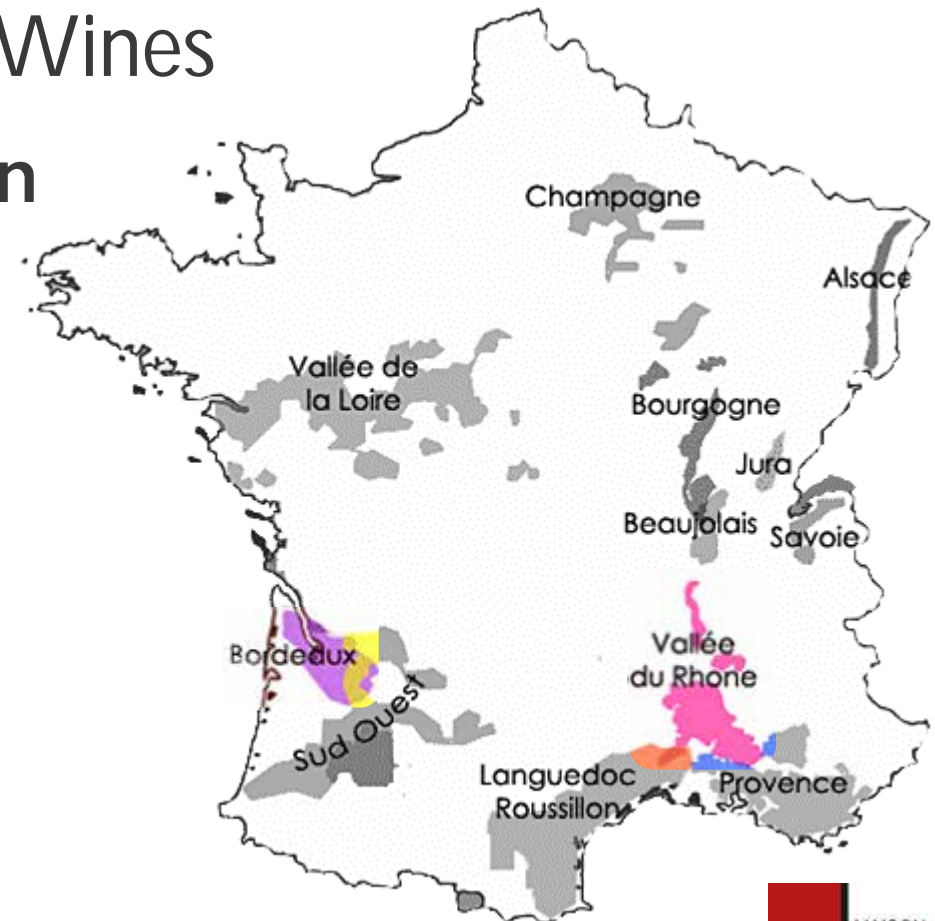
FRANCE = 2 important styles of Red Wines

i **Bordeaux with Cabernet Sauvignon**

✓ Fruity, full-bodied and tannic

i **Côtes-du-Rhône with Grenache**

✓ Spicy, sweet sensation and supple



WHAT IS MARSELAN ?

French research created a single and original varietal to get the best of **Cabernet Sauvignon** and the best of **Grenache**

CROSS OF 2
VARIETIES



CABERNET



GRENACHE

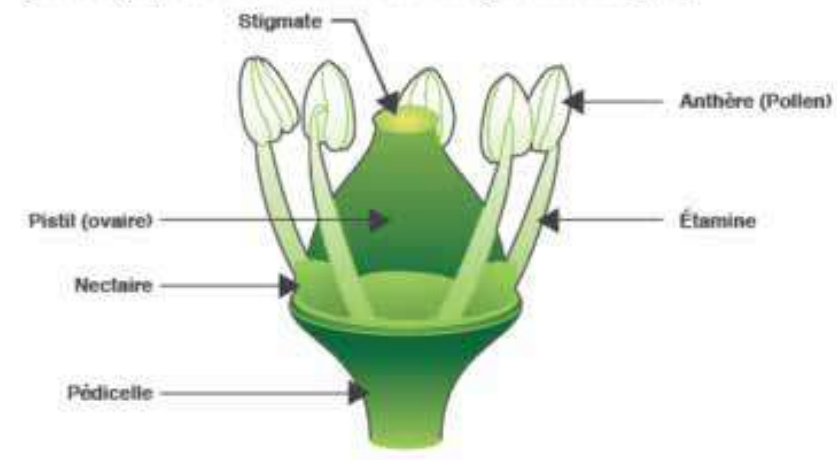


MARSELAN

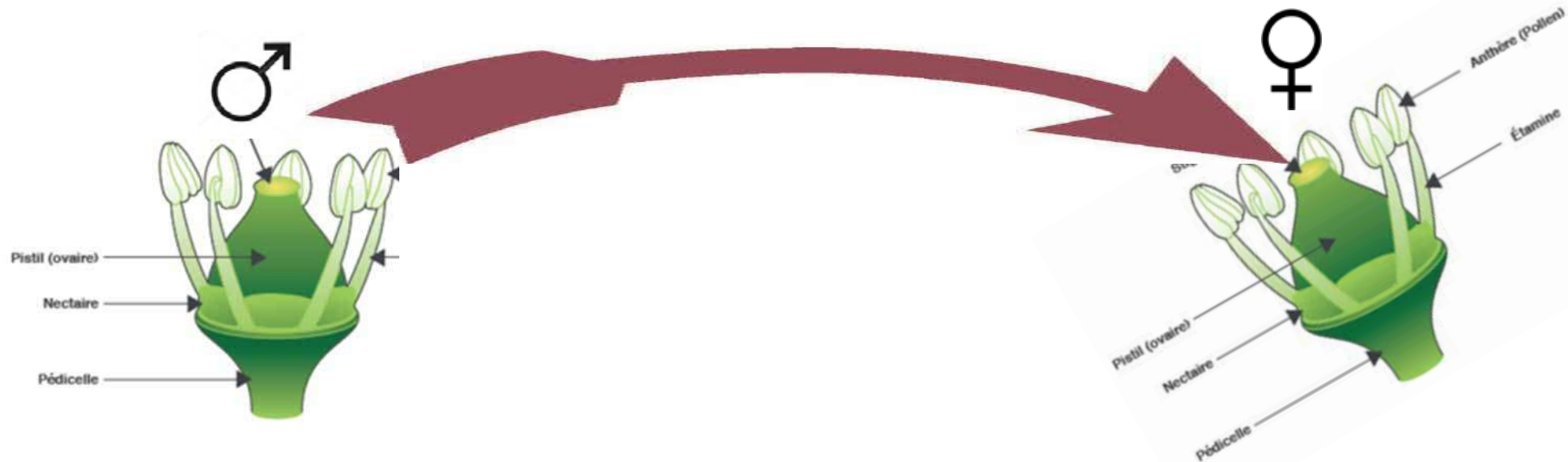
HOW IS IT BORN ?



Photographie et schéma d'une fleur de vigne



MALE CABERNET SAUVIGNON X FEMALE GRENACHE



=



FIRST PLANTATION 1961 IN MARSEILLAN (LANGUEDOC)



MARSELAN

ADVANTAGES OF MARSELAN VARIETY FOR CHINESE MARKET

ABOUT CABERNET

ŷ When Cabernet can have these inconveniences:

- § Greenness
- § Tannic
- § Lack of spice

þ Marselan has these Qualities :

- ü Nice color
- ü Fresh fruit
- ü Nice ageing

More advantages than Cabernet and Grenache separated

ABOUT GRENACHE

ŷ When Grenache can have these inconveniences:

- § Light color
- § Poor structure
- § Lack of fruit

þ Marselan has these Qualities :

- ü High degree
- ü Very spicy
- ü Super sweet sensation

ADVANTAGES OF MARSELAN VARIETY FOR CHINESE MARKET

- i **Nice deep colour**

- § Red, violet and blue



- i **Super fruity**

- § Black currant and raspberry



- i **Very spicy**

- § High expression of aromas



- i **Sweet Sensation**

- § Dry and very tender



PERFECT TO BE BLENDED

Very good colour (IC>15)
High degree (Degree = 14%Vol)
Good concentration
High expression of fruit
Mouth very tender



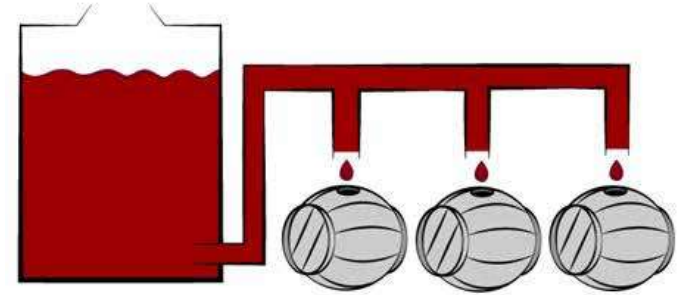
Wine « enhancer »

- ü Matches perfectly in blend with **Merlot** due to his origin from Cabernet Sauvignon : **Bordeaux style**
- ü Matches perfectly in blend with **Syrah** due to his origin from Grenache : **Rhône style**

PERFECT TO BE AGED IN BARRELS

Marselan can support one year in Barrel thanks to:

- ü Full-bodied
- ü Balanced acidity
- ü No risks of oxydation
- ü Oak-friendly



MARSELAN HAS A GREAT FUTURE IN CHINA

Welcome on our stand to taste different styles of Marselan

Stand N° C 19

