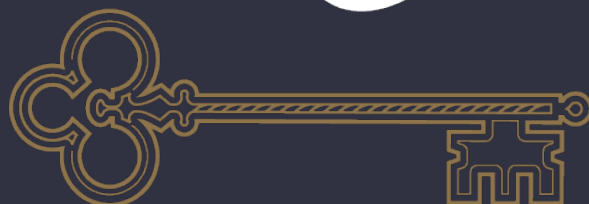


Clavis Orea



SAINT-EMILION GRAND CRU

Clavis Orea Saint-Émilion Grand Cru
A well-crafted wine made accessible

Clavis Orea Saint-Émilion Grand Cru Bordeaux "Drinkability & Accessibility"

A wine that represents the right bank at his best, with great varietal definition Merlot-Cabernet, with good pedigree, well crafted, balanced, spices, fruit driven, with good backbone, fleshy, and very digest. Moreover, we wanted to make a great Grand Cru wine accessible palate wise and refined, that can be enjoyed once bottled but also can be aged up to 7-10 years before moving into secondary and tertiary stage.

"Depth with elegance" and certainly a wine that taste more expensive that it is...

I | The vineyards

All our grapes come from properties at **Vignobles Rollet in Saint-Émilion**, where specific single plots vineyards are selected by **Franck Jugelmann**, and under our own management from vinification to the bottle. Vineyards that are family owned for centuries dating back to 17th century for some. Vineyards are located on foothills below the plateau facing South East & West, clay and deep limestone in Saint-Étienne-de Lisse, and with clay, silicious sand with perfect draining.

Vineyards: **70% Merlot - 20% Cabernet Franc - 10% Cabernet Sauvignon** (except for the 2016 vintage with 100% of Merlot)

- Average age of vines: 38-years-old
- Soils: Deep clay and limestone
- Maintenance: Simple Guyot 5 buds - 8 bunches per vines - Green harvest when needed
- Harvest: semi mechanic -Yield averaging **42 HL**/hectare
- Harvest & Winemaking: 3 levels of selection. On Vines - Sorting table-final Optical Sorter Infra-laser selection for the grape size

II | The vinification

- Concrete tanks surface coating & with temperature control
- Pre-fermentation at cold temperature **6°** - 5 days
- Maceration & Fermentation 15 days average, Temperature **20°** - up to **28°** max 3 or 4 days to preserve the freshness of the fruit
- Manual pushing cap and pumping over gently, all contribute to perfect gentle extraction
- Vatting period for another 10 days at cool temperature.

III | The ageing

- The ageing lasts **16 months**
- 225 Litres barrels - Forêts de l'Allier - CM
 - 30% New oak, giving the complexity
 - 30% 2nd year, adding fine texture
 - 40% in vats, preserving the fruit element and varietal definition
- Batonnage regular on fine lies and 2 rackings a year
- Racking and bottling mid-March

IV | The production

Only 28,000 bottles can be produced on that quality scale, delimited by the capacity of our selected single vineyards.

V | The vintages

- **Vintage 2015**: 70% Merlot – 20% Cabernet Franc – 10% Cabernet Sauvignon
- **Vintage 2016**: 100% Merlot
- **Vintage 2017**: We have not produced 2017 wines because of the climate, as the frost caused two-thirds of losses. Moreover, the quality of the remaining volumes was not meeting our level of requirements.

VI | The name

Clavis Orea meaning "golden key" in Latin, symbol of welcoming in the hospitality industry (conciierge), The golden keys represent high quality, hard work and passion, as we both come from restaurateur family. We wanted to reflect that in the name and quality of the wine, service, and dedication leading to high satisfaction.

VII | The philosophy

First, we don't believe in very low yields to start with, but balance and respecting mothers nature in tune with the vintage, as much as knowing the terroir are the essence in making the best wine accordingly to our eco system, where we obtain perfect balance, good ripeness, balanced of acidity and alcohol, good color and fine tannins, seeking harmony and generosity, plenty of fruit and freshness, with good lift to the palate... Ageing without excess of oak as we age only 60% in oak and 40% in vat to preserve the fruit and varietal flavors... and overall making digest wines.

The continuity, and consistency of Clavis Orea objective, every year you must find same quality and style or as close as possible and make the necessary sacrifices to achieve it to keep our clients happy, and produce less or none if the quality is not achievable, in that case there will be no Clavis Orea but a second wine which is not defined yet as we so far produced 2 great vintages 2015 & 2016.

VIII | The market

"Depth with Elegance" and certainly a wine that taste more expensive that it is...

The brand objective: Driven to maximum quality in that segment of price and region to achieve best price-quality-ratio

The Market Position Saint-Émilion GC: Ex Cellars Pricing to the distributors/importers: 60% of the wines are sold from the property at below 11 euros (cooperative) level, only 25% are between 12-18€ and 15% are between 18-100€+ for GC, GCC often will exceed up to 200€+.

Therefore, **Clavis Orea Saint-Émilion Grand Cru** is (entry level) price of the appellation achieving higher quality within our segment 12-18€.

IX | Our story

We both grew up in restaurateur families. **Franck Jugelmann** has learned how to cook very young from his grandmother before succeeding her as the chef in the restaurant. **Lahcene Boutouba** also his father was restaurateur and has started his career as sommelier in prestigious hotels. Both fell in love with wine and met both while working for prestigious Chateaux in Saint-Émilion.

X | The team



Franck Jugelmann is an autodidact, for nearly 2 decades plus he has been working as Winemaker and Maitre de Chai with 1st GCC left Bank example **Ch Haut Brion** where he started, and **Ch Fonplegade**, GCC St Emilion, **Ch de Candale GC**, and **L'Enclos** Pomerol... Franck is today a wine consultant for several properties Chateaux of **Vignobles Rollet** Right Bank in Saint-Émilion, and making today Clavis Orea St Emilion GC as partner with.



Lahcene Boutouba started his career at The Ritz Hotel Paris as Sommelier then moving to California US at Deutz Winery, next stop London with Grp Thienot Champagnes-Bordeaux, Global Head of Sales for Wav & Michel Rolland, then Amssadeur export JL Thunevin, finally settled down in St Emilion, and created with Franck **Clavis Orea GC** St Emilion at **Vignobles Rollet**.

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