

LIONEL
COLLECTION

10
GOAT



MM WINEMAKER



LEO MESSI OFFICIAL PRODUCT





When football excellence meets the art of winemaking

LIONEL COLLECTION

Lionel Messi, with eight Ballon d'Or awards and more than 800 goals to his name, now transcends football to forge a new legacy: wine.

After launching his "Leo" collection in Argentina in 2012, Messi embarked in 2023 on a new exclusive worldwide collaboration with the Swiss company MM Winemaker, whose presence on the international market is the result of thirty years of experience and more than 400 international distinctions.

In October 2024, the first wine from the official Lionel **Goat 10** Collection was produced, sealing with MM Winemaker an exceptional alliance between the Swiss heritage of the Valais Alps and five centuries of winemaking history from the Italian Puglia region.

Presented at Expovina Zurich 2024, the **GOAT 10** Collection embodies heritage, precision and the spirit of a champion.

A collection designed to celebrate greatness in all its forms.

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JOHANNISBERG



Sylvaner, called Johannisberg in Valais, is the second white grape variety of the canton. Introduced at the beginning of the 20th century, it quickly established itself thanks to its adaptation to the alpine climate. In the 1920s, it found its

ideal terroir on the schistose soils of Chamoson, at the foot of the Haut de Cry massif, where vines of more than fifty years still thrive. This wine has great aging potential, revealing richer fruity aromas over time.



VINEYARD

Name: Johannisberg AOC Valais

Wine region: Valais

Grape variety: Gros Rhin

Old vines of more than 30 years

WINEMAKING

Harvest: Manual

Vinification: Gentle pressing, alcoholic fermentation at low temperature (18°C)

Aging: Partial malolactic fermentation to optimize length on the palate, finesse and freshness of aromas

Production: 500 000 bottles



Straw yellow with brilliant reflections



Fresh lime zest, roasted almond and greengage plum



Ripe fruits blend with a gentle almond note and the long, elegant finish evokes the warmth of sun-warmed stones from Valais.

Service: 10-12°C | Aging: 2024 to 2050 | Alcohol: 13.5%

ROSÉ DE PINOT NOIR



The world's best rosés are produced in Switzerland with Pinot noir! Valais benefits from a dry continental climate, with about 300 days of sunshine per year and strong temperature variations between day and night, ideal conditions for Pinot noir maturation. The Valais soils of schist, limestone and glacial

moraines bring making it a unique rosé in the world. The Pinot Noir grape variety remains a safe bet as a iconic grape! This gastronomic rosé embodies Swiss precision and Pinot elegance, in a pure, deep and persistent expression, like a mastered gesture by Messi, precise, fluid and unforgettable.



VINEYARD

Name: Rosé de Pinot Noir
AOC Valais

Wine region: Valais

Grape variety: Pinot Noir

Old vines of more than 30 years

WINEMAKING

Harvest: Manual

Vinification : Fermentation and aging on lees for 6 months to preserve the freshness and finesse of the wine

Production: 2 000 000 bottles



Salmon rose, silver reflections



Wild strawberry, raspberry, rose petals, citrus



Fresh and structured. Small red fruits, touch of citrus as well as beautiful minerality

Service: 8-10°C | Aging: 2024 to 2035 | Alcohol: 12.5%

SPARKLING ROSÉ DE PINOT NOIR



The world's best rosés are produced in Switzerland with Pinot noir! Valais benefits from a dry continental climate, with about 300 days of sunshine per year and strong temperature variations between day and night, providing ideal conditions for Pinot noir maturation. The Valais soils of schist, limestone and glacial moraines bring magnificent minerality to this unique rosé wine in the world. The Pinot Noir grape variety remains a safe bet as a iconic grape.

VINEYARD

Name: Rosé de Pinot Noir
AOC Valais

Wine region: Valais

Grape variety: Pinot Noir

Old vines of more than 30 years

WINEMAKING

Harvest: Manual

Fermentation : Conducted at 18°C to preserve fruit freshness

Vinification : Classic method, aging on lees for several months to develop its finesse

Production : 500 000 bottles



Bright rose with violet reflections, fine bubbles



Lively notes of orange peel and grapefruit, raspberry aromas



Aromas of hazelnut and lemon, delicate string of bubbles and balanced structure

Service: 6-10°C | Aging: 2025 to 2040 | Alcohol: 12.5%

PRIMITIVO FROM PUGLIA



Puglia, sunny land in southern Italy, offers an ideal Mediterranean climate for Primitivo. Grown in a unique terroir of limestone and clay soils with limestone and clay soils,

our Primitivo reflects all the soul and passion of an ancestral tradition. Like a number 10 mastering the tempo of the match, it stands out with elegance and character.



VINEYARD

Name: Primitivo IGT

Wine region: Puglia

Grape variety: Primitivo

Climate: Mediterranean

WINEMAKING

Harvest: Manual

Vinification: Gentle destemming-crushing, controlled fermentation to preserve aromas, then malolactic fermentation for suppleness and harmony.

Aging: 24 months in oak barrels

Production: 5 000 000 bottles



Intense ruby red



Displaying great finesse, fruity (jammy fruit)



Round and rich on the palate, marked by notes of black fruits and spices, supported by supple tannins

Service: 13-18°C | Aging: 2024 to 2050 | Alcohol: 14%

SYRAH FROM SICILY

Between hills, volcanoes and Mediterranean coasts, our Syrah embodies the unique energy of Sicily. The volcanic terroir, shaped by Etna and the natural forces of the island, endows this wine with remarkable power and elegance

power and elegance. Heir to Sicily's millennial wine tradition, our Syrah reveals deep and refined flavors, harmoniously blending fruity notes, spices and mineral nuances from the volcanic terroir of Etna.



VINEYARD

Name: Syrah IGT

Wine region: Sicily

Grape variety: Syrah

Climate: Mediterranean

WINEMAKING

Harvest: Manual

Vinification: Gentle destemming-crushing, controlled fermentation to preserve aromas, then malolactic fermentation for suppleness and harmony

Aging : 24 months in oak barrels

Production : 5 000 000 bottles



Intense ruby red evoking the energy and vitality of Sicily



Intense and complex nose, blending ripe black fruits, black pepper and a smoky note



Harmonious blend of black cherry, spices and velvety tannins

Service: 16-18°C | Aging: 2024 to 2040 | Alcohol: 14%

When Italian passion meets Swiss precision.

THE EUROPEAN HERITAGE

A CELEBRATION OF GREATNESS

The Lionel Messi **GOAT 10** Collection was born from a unique alliance between two great European wine traditions, designed to celebrate greatness in all its forms.

SWISS EXCELLENCE AND ITALIAN SOUL

Born from the encounter between Swiss rigor and Italian warmth, this exceptional collection embodies the perfect union between precision and emotion. Switzerland, renowned for its impeccable consistency and technical precision, ensures flawless mastery. Italy, meanwhile, breathes a generous soul, sensory intensity and Mediterranean expressiveness.

MESSI INSPIRATION

Like Lionel Messi's game — where millimetre-precise technique meets instinctive inspiration — **GOAT 10** wines express a subtle balance between alpine rigor and southern passion.

IN THE HEART OF THE SWISS ALPS

Discover one of the most extraordinary vineyards in the world! Planted since the Iron Age, our Valais terroir has been producing Europe's rarest wines for 2800 years. Our spectacular vines defy the laws of gravity on vertiginous terraces sculpted by 800 years of history.

EXCEPTIONAL TERROIR

2000 hours of pure Alpine sun — more than Provence! The magical foehn sculpts unique grapes on schist and granite soils shaped by glaciers. Pure water from eternal snows naturally irrigates our high-altitude vines, creating striking minerality that you would find nowhere else on Earth.

IMPOSSIBLE VITICULTURE

Manual harvesting on 45% slopes! 1500 hours of heroic work per hectare — no machine can access these exceptional terroirs.



Italy PUGLIA

HISTORICAL TERROIR

Vineyards have been cultivated in the heel of the Italian boot since Roman times. This generous land, with its red soils rich in limestone and clay, produces wines of remarkable concentration.

500-YEAR HERITAGE

MM Winemaker inherits five centuries of wine tradition. Winemaking techniques, perfected generation after generation, produce of extraordinary richness.

ANCESTRAL TRADITION

Our vines, cultivated according to methods passed down from father to son, preserve the authenticity of a thousand-year-old terroir and perpetuate the excellence of our know-how.

MEDITERRANEAN CLIMATE

Hot and dry summers, combined with mild winters, offer optimal grape ripening and allow the full potential of the grape variety to be expressed.

EXCEPTIONAL TERROIR

The limestone and clay soils, saturated with Mediterranean sun, give Primitivo its characteristic powerfulness and fruity generosity.



Italy SICILY

BETWEEN SEA AND MOUNTAIN

Sicily offers a terroir of rare richness. This island, cradle of European viticulture, houses vineyards perched on hills bathed in light and slopes open to the sea.

ETNA, SCULPTOR OF CHARACTER

It is in this land where volcanic fire meets the sea that our Syrah draws its strength, finesse and unique identity.

MINERAL SIGNATURE

The volcanic soils, rich in minerals, confer this characteristic signature that distinguishes great Sicilian wines.

UNIQUE VOLCANIC TERROIR

The warm climate, tempered by sea breezes, and the complex soils shaped by Etna give birth to wines of remarkable depth.

MILLENNIAL HERITAGE

Cradle of European viticulture introduced by the Phoenicians, Sicily perpetuates a wine tradition of more than three thousand years.



Balance between Alpine precision and Mediterranean expressiveness



OUR INFRASTRUCTURES

MODERN GUARDIAN OF THE TERROIR

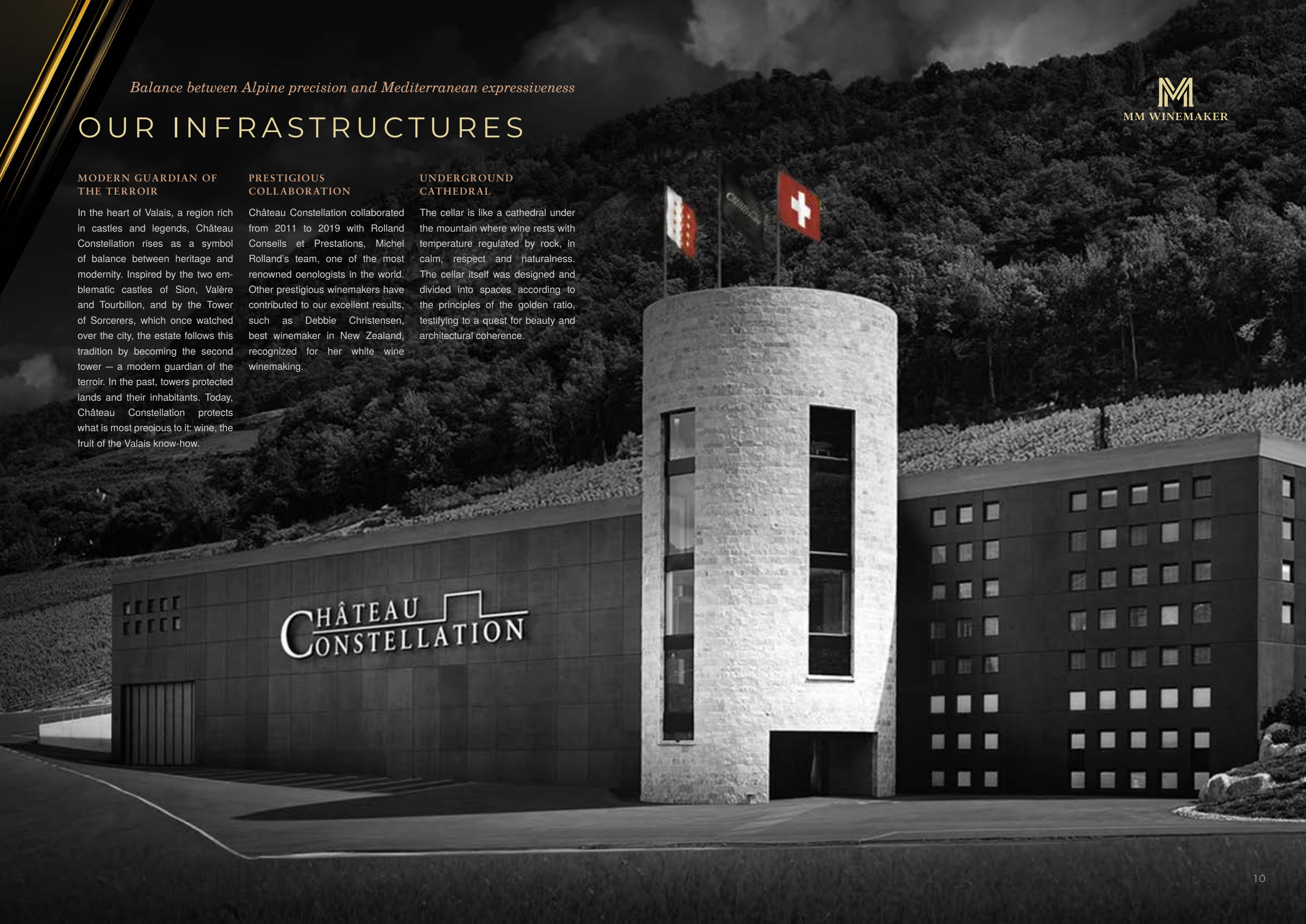
In the heart of Valais, a region rich in castles and legends, Château Constellation rises as a symbol of balance between heritage and modernity. Inspired by the two emblematic castles of Sion, Valère and Tourbillon, and by the Tower of Sorcerers, which once watched over the city, the estate follows this tradition by becoming the second tower — a modern guardian of the terroir. In the past, towers protected lands and their inhabitants. Today, Château Constellation protects what is most precious to it: wine, the fruit of the Valais know-how.

PRESTIGIOUS COLLABORATION

Château Constellation collaborated from 2011 to 2019 with Rolland Conseils et Prestations, Michel Rolland's team, one of the most renowned oenologists in the world. Other prestigious winemakers have contributed to our excellent results, such as Debbie Christensen, best winemaker in New Zealand, recognized for her white wine winemaking.

UNDERGROUND CATHEDRAL

The cellar is like a cathedral under the mountain where wine rests with temperature regulated by rock, in calm, respect and naturalness. The cellar itself was designed and divided into spaces according to the principles of the golden ratio, testifying to a quest for beauty and architectural coherence.





MM WINEMAKER

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