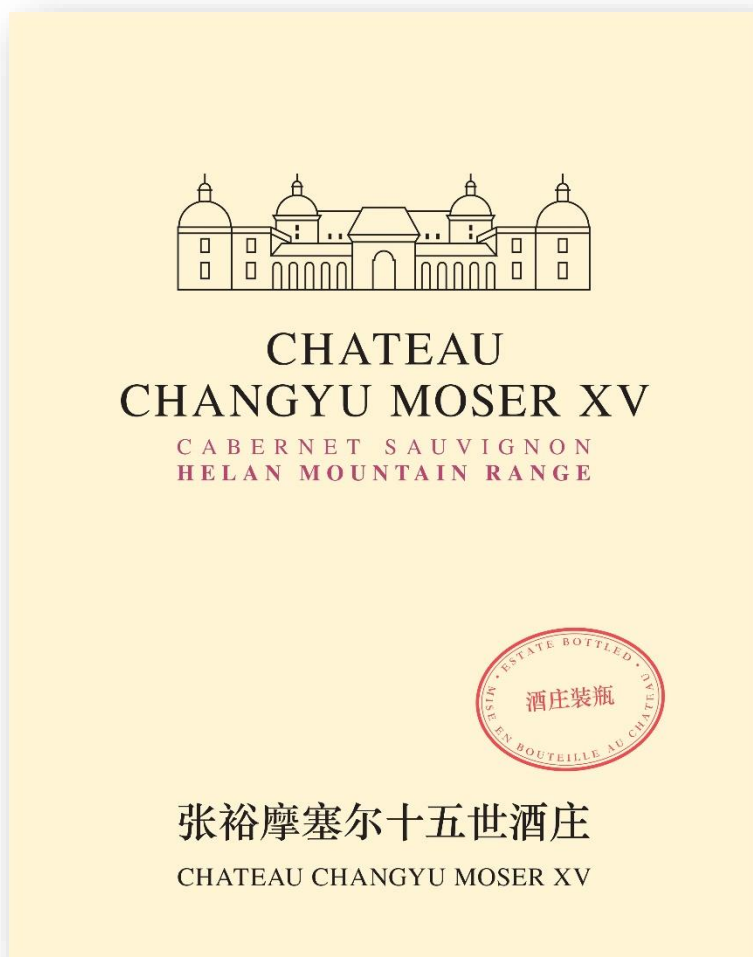


In Essence:

Grape Variety:	CABERNET SAUVIGNON
Country:	China
Region:	Ningxia
Vintage:	2019
ABV:	14%
Colour:	red
Product Type:	still
Bottle Size	750 ml



The TROISIÈME VIN of the château – unique from Ningxia and unique from China, and a revolution in terms of price/quality ratio.

TASTING NOTES BY LENZ M. MOSER, Chief Winemaker Chateau Changyu Moser XV:

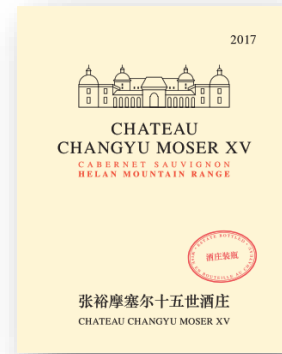
- Speaking on this wine, Jancis Robinson MW said to Lenz M. Moser in 2016: "This is the most important wine in your portfolio

– it will reach many consumers around the world and create the awareness for wines from China. "This is also a reason why we put our utmost care in creating this "affordable" wine from our Chateau.

- We also wanted to create a new style of unoaked wine from the Chateau – "showing the character of the best Cabernet Sauvignon berries I have ever worked with", says Lenz. Spice of China, concentrated fruit aromas and flavours you would never expect from such a young Cabernet. The small berries occur in this desert climate to protect themselves from evaporating the water – hence a fantastic skin to juice ratio.

PRODUCTIONNOTES:

- 2019 being a great year in Ningxia
- with vines between 14 – 20 years old
- 100% Cabernet Sauvignon (small and healthy berries with brown seeds and 23 brix)
- no wood treatment
- growing and blending under close supervision of Lenz M. Moser (Chief Winemaker Chateau Changyu Moser XV) who spent the entire harvest period in Ningxia
- "mise en bouteille au château/estate bottled": bottled at the château on May 19th, 2021 by Mr. Fan Xi (Head Winemaker, Changyu Ningxia) and Lenz M. Moser



HOW TO SELL THIS WINE ?

- CHATEAU CHANGYU MOSER XV Cabernet Sauvignon 2017, is without any doubt **one of the top wines** of Ningxia and of China to raise the bar dramatically for the region's "everyday wines". It definitely stacks up to international standards – stunning price/quality ratio, bang for your buck.
- CHATEAU CHANGYU MOSER XV Cabernet Sauvignon 2017, represents the **latest generation of top wines from China**, is the first available to international
- markets and represents also **the first credible proposition from China** to the global customer and consumer.
- Especially when you **emphasize the entire brand-architecture of CHATEAU CHANGYU MOSER XV wines** (Grand Vin, Second Vin and the 3 Troisième Vins) it will represent the best from China.
- The competition is 18 months behind, a **first mover advantage** is guaranteed.
- **Estate bottled**, at the château – as all CHATEAU CHANGYU MOSER XV wines.
- Demand and interest for wines from China has been staggering in the past 9 months as Lenz M. Moser has promoted the idea of Ningxia and China globally through his work with international media like NY Times, German ARD prime time TV, China Daily, yet also to opinion molders like Jancis Robinson MW, Kim Marcus (WS), René Gabriel ("German speaking Parker") etc.
- Since CHATEAU CHANGYU MOSER XV Cabernet Sauvignon 2017, is allocated – only 360,000 bottles produced – please, make sure it gets the right exposure with first movers. An inaugural promotion is mandatory to get attention in the market and from the customer whether it be in on- or in off-trade channels.

USPs

1. First ever enjoyable wine from China – first mover advantage.
2. Unrivaled offering from China in quality, taste and pricing.
3. Château brand-architecture in 3 tiers – belonging in the company of the world's finest.
4. Estate bottled in all 3 tiers.
5. From China's best wine growing region, the new hot spot: Ningxia.
6. Strong global interest in these emerging new wines.
7. Unique cooperation between European pedigree (Lenz M. Moser) + Chinese power house (Changyu, premier wine producer of China).
8. BEST OF CHINA