



VINIV

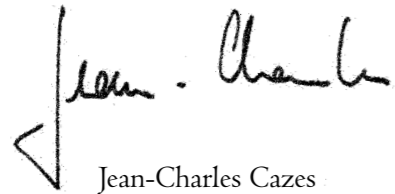
BE A BORDEAUX WINEMAKER

The Bordeaux region of France — steeped in history, culture and natural beauty — is home to the world's finest wines and most acclaimed winemakers. For over 2,000 years, individuals have taken advantage of its unique terroir to produce the greatest grape varieties in the world. They have painstakingly refined their craft. They have elevated winemaking to an art form that is revered worldwide.

VINIV is your passport to this rarified and enigmatic world.

Since 2009, we have helped a select group of individuals create their own premium barrels of wine from vineyards in Bordeaux's most coveted appellations. We enable wine lovers to fully immerse themselves in their winemaking experience, one vintage at a time. We create an environment of true collaboration with Bordeaux winemaking insiders. And we offer a rare opportunity for our members to express themselves through a wine that is as unique as they are.

We would be delighted to accompany you on your winemaking journey.




Jean-Charles Cazes
CEO, Château Lynch-Bages



Stephen Bolger
Founder and CEO, VINIV



Stephen Bolger and Jean-Charles Cazes



Access to the refined craft of Bordeaux winemaking – and to the region’s best vineyards and wineries – has historically been limited to those either born into winemaking families or willing to make significant investments in the purchase of land and facilities.

VINIV provides a unique alternative.

We offer a select group of ‘outsiders’ entrée to the esoteric world of Bordeaux winemaking, one vintage at a time. You don’t need to own the land. And you don’t need a Bordeaux pedigree. All you need is a passion for wine, a desire to learn, and a willingness to immerse yourself in an experience unlike any other.

WHY VINIV?

A fine wine turns any gathering into a party, and any meal into a feast. It elevates a simple toast to poetry. It transforms a quiet moment into a revelation.

VINIV members understand, better than most, the power and allure of a fine wine. While they come from different backgrounds with different motivations and experiences, they share one essential characteristic: they are wine enthusiasts.

With VINIV, you can tap your enthusiasm in a visceral way. You can immerse yourself in a personal journey of discovery. You can unleash your inner winemaker. You can make a statement. Above all, you can participate in an experience like no other.

Our members choose the VINIV experience
for a number of reasons:

To Learn...

Our members come to VINIV with various levels of winemaking knowledge. Some simply enjoy wine and have given little thought to the process involved in making it. Others have a basic familiarity with the process, perhaps through vineyard tours and wine tastings. And still others have a real understanding of the art and science of winemaking. Regardless of where you fall on the spectrum, VINIV can deepen your winemaking know-how.

Through our highly experiential process, you produce a personal barrel (288 bottles) of premium Bordeaux wine. Our expert staff stands ready to teach you all you want to know about what it takes to create an exceptionally fine wine.

*You can be as involved in the process as you like.
We guide you every step of the way.*



Every time I come to Bordeaux to work on my blends, it hits me that I am tasting my wines with the head winemaker of Château Lynch-Bages. And he is actually paying attention to my comments. I've learned so much about the process and components of my wine. Just walking the vineyards with the VINIV team is an education in and of itself.

Peter Hartman
SoMa Cellars
San Francisco, USA
Bordeaux winemaker since 2012

*When my father and I became
VINIV members, we had a passion
for wine. But when it came to the
process of winemaking, we knew
nothing. We learned everything.
We created an outstanding wine. And
we shared a one-of-a-kind,
father and son experience.
The wine won't last forever.
But the memories of
what we created together will.*

Paul Baldensperger
Paris, France
Bordeaux winemaker since 2009



To Share an Experience...

Winemaking is a communal activity. It requires multiple talents, insights and skills. And it calls for a shared commitment to produce the finest wine possible. As a VINIV winemaker, you immerse yourself in a completely new kind of collective enterprise. You become part of a team of experts that, together, fulfil your wine vision. We're here to help you every step of the way.

Most of our members opt to share the VINIV experience with family members or friends. It's quite common to see couples, parents and children, siblings, coworkers or groups of friends getting together to create wines that celebrate their special bonds or common interest. It's a collaborative, 6 – to 24 – month journey and a unique, fun-filled opportunity to deepen the relationships you value most.

*We share the secret of Bordeaux winemaking.
You share the experience of a lifetime.*

To Celebrate...

Wine is a universal symbol of celebration. It is the perfect accompaniment to any number of special occasions. Whether you're celebrating a wedding, birthday, anniversary or retirement, VINIV lets you mark the milestones of your life with a premium Bordeaux wine you've created to commemorate the occasion. We help you honour your significant moments with an exceptional wine that only gets better over time.

While the process from vineyard to bottle can take 24 months, VINIV reserves small quantities of unblended wine that can be 'adopted' and ready to bottle in as little as 6 to 9 months. Through our 'adoption' program, you are still able to create a customised blend. And you still can enjoy the lion's share of the winemaking experience – from vineyard and varietal selection to final blending and label creation.

*We help you honour your significant moments
with an exceptional wine that only gets better over time.*



I had originally thought of buying a vineyard. But when I discovered VINIV, I thought 'what a fantastic thing! I can make my own wine one vintage at a time without having the responsibility of owning the land!' With VINIV, I can now say 'I'm a Bordeaux winemaker' and be proud of it.

Simon Bax
London, England
Bordeaux winemaker since 2009

*It's like a dream to do this.
If you're a wine lover and you know
a little bit about Bordeaux, it is kind
of amazing to suddenly find yourself
at the center of wine production,
and getting support from the world-
class team at VINIV
and Château Lynch-Bages.*

Duco Habbema and Job Roodnat
Amsterdam, The Netherlands
Bordeaux winemakers since 2012



To Give...

Wine is always a wonderful gift. At VINIV, we help you develop a high-quality wine that you will be proud to bestow upon others. At the end of your winemaking journey, you will have 288 bottles to share with friends, family and colleagues – or even donate to charitable organisations, which can auction your wine to raise much-needed funds. Offering the VINIV winemaking experience is also possible, allowing your beneficiaries to produce their own personal barrels.

*VINIV makes it possible for you to give a gift like no other.
A gift that is a meaningful reflection of who you are.*

To Market...

While the vast majority of VINIV's members produce wines for their personal consumption, some have enjoyed success in marketing and selling their premium wines.

VINIV's dedicated team of winemaking experts can help you develop a luxury product that sets you apart from other winemakers and appropriately reflects the essence of who you are. Importantly, VINIV also helps you learn the winemaking process from beginning to end, thereby offering insights for those of you considering investing in vineyards or launching your own winemaking operations.

VINIV's dedicated team of winemaking experts can help you develop a luxury product that sets you apart from other winemakers.



I blend cigars by day for aficionados who are accustomed to pairing fine cigars with Scotch, Rum or Cognac. Now, I'm able to pair the wine that I've made at VINIV with my cigar products. It means my customers can experience something different, exciting and unexpected.

Pete Johnson
Owner, Tatuaje Cigars Inc.
Los Angeles, USA
Bordeaux winemaker since 2010



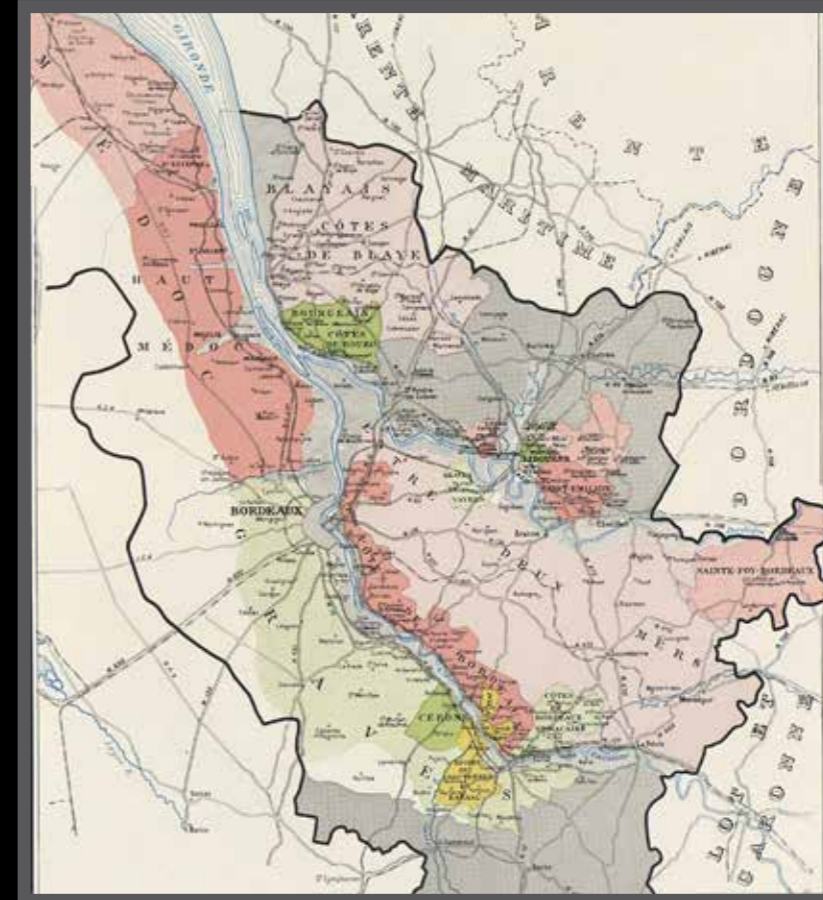
VINIV

- THE VINEYARDS
- HOW IT WORKS
- THE PROCESS
- EXCLUSIVE MEMBER PRIVILEGES
- THE COST
- THE TEAM
- VINIV IN THE VILLAGE OF BAGES

THE VINEYARDS

It's no secret that great wine comes from great terroir. VINIV has assembled a portfolio of prestigious old-vine vineyards throughout Bordeaux – from Pauillac, Saint-Estèphe, Margaux and the Graves region on Bordeaux's left bank to Saint-Émilion, Canon Fronsac and Côtes de Castillon on the right bank. Many parcels are located next to classified growths; others are in lesser-known, up-and-coming appellations with equally fine potential. With access to great vineyards and the opportunity to blend fruit from various appellations, you can produce a truly unique Bordeaux wine – every year.

We provide detailed descriptions of each of our vineyards to help you identify the parcels that best match your wine style. Of course, our team stands ready to assist you in choosing your vineyards and varietals for both your base blend and final adjustments.





HOW IT WORKS

As a VINIV member, you become a winemaker, producing your own barrel of high-end Bordeaux wine. That's 288 bottles, personalised and custom-blended to fit your palette and reflect your personality.

The VINIV winemaking experience lasts from 6 months (if you choose to 'adopt' existing wine components) to 24 months (from vineyard to bottle). Throughout the process, you are encouraged to be active participants and make the key decisions that go into producing a premium wine – from selecting the vineyards and varietals to finalising your own blend and creating your own brand and label. You get to choose your level of involvement and VINIV does the rest.

Our staff, as well as the winemakers at Château Lynch-Bages and Eric Boissenot, renowned oenologist and advisor to four of Bordeaux's five 1855 first-classified growths, are all on hand to guide you every step of the way.

THE PROCESS

The process of VINIV winemaking typically comprises six steps.

Step 1 – Introduction

A member of the VINIV team meets with you, either in a face-to-face or virtual setting, to introduce the winemaking process. During this meeting, we explain the journey that lies before you, gauge your desired level of involvement, and answer any questions you may have.

Step 2 – Select Your Vineyards and Varietals

The magic of Bordeaux winemaking comes from the perfect blend of any of the region's three key varietals: Merlot, Cabernet Sauvignon and Cabernet Franc. VINIV works with you to define your wine style, visit the parcels, and select the vineyards and varietals that will make up your initial blend.

Step 3 – Develop and Refine Your Wine Plan

We work closely with you to develop a detailed blueprint that covers the entire winemaking cycle. We will help you understand the process and ensure you are informed of all your options to make the best possible wine.

Step 4 - Participate in the Winemaking Process

Our winery, located in the charming village of Bages directly behind Château Lynch-Bages, is your winery. Here, you can enjoy a series of unique experiences, from harvesting your fruit to vinification. We provide you with vineyard updates and you can follow your wine through the fermentation, aging, blending and bottling processes. You participate when and as often as you wish. When you can't be in Bages in person, our winemaking staff will handle every step.

Step 5 - Finalise Your Wine Blend

During 'l'assemblage', you taste your selected blend components and determine if changes are required to further improve your wine's aromatics, texture and balance. We invite you to do this in Bages with our winemakers. We can also organise off-site final blending sessions or send you your base blend, along with alternatives for comparison. However you choose to finalise your blend, our experts are here to guide you with this important step.

Step 6 - Design Your Label and Packaging

While your wine is aging in barrel, we turn your attention to the design process and the final personalisation of your wine. This involves selecting your wine's name and designing a label that is uniquely yours. Our graphic designer is here to guide you in this process and ensure that all legal requirements are met. You will also have the option to personalise your cork and select other packaging options.

Save Time with our Adopt a Barrel Programme

The process of making a custom wine from harvest to bottle can take up to 24 months. For members who prefer to accelerate the process, VINIV reserves small quantities of unblended wine from the prior vintage each year.

With adoptions, your wine can be ready in as little as six months. You create your own blend and still receive the best of the winemaking experience, including vineyard and varietal selection (subject to remaining availability), final blending and label creation.

EXCLUSIVE MEMBER PRIVILEGES

As a VINIV winemaker, you are granted access to the private and rarified world of Bordeaux winemaking. In addition to access to first-class resources and facilities, participating in harvest and wine production, custom blending sessions, and personal consultations with some of the world's most esteemed winemakers, members are encouraged to take advantage of special opportunities designed just for them. Some of these include:

The VINIV 'Member Mashup'

Every first week in April, wine connoisseurs from around the world descend on Bordeaux for 'en Primeurs' to taste barrel samples and gauge the quality of the vintage. VINIV offers its members a similar experience at roughly the same time of year. Our annual Member Mashup, recently described by *Decanter* magazine as 'what just might be the most unusual networking group in the world and almost certainly one of the most fun', allows members to taste their wines, adjust their blends, meet other members and rub shoulders with the owners of Château Lynch-Bages, and other Bordeaux properties.

Tasting events and winemaker dinners

VINIV members will receive invitations to tastings and dining events hosted by VINIV. Additionally, members are periodically invited to attend worldwide events hosted by Château Lynch-Bages.

The Medoc Marathon

What better way to monitor your vineyards than by running through them! We invite you to join 'Team VINIV' in a one-of-a-kind marathon event that winds through 59 vineyards in the fabled villages of the Medoc. Le Marathon des Châteaux du Medoc has been described as 'The most fun that you can have running a marathon' – a statement borne of the fact that wine is served at the route's 'aid' stations and more than half of the participants dress in costume for the run. The annual event takes place each September.

Discounts for members

When visiting Bordeaux, members can take advantage of discounted rates while staying at the neighbouring Relais & Châteaux Cordeillan-Bages. This 17th-century charterhouse, on the grounds of Château Lynch-Bages, is known for its two-star Michelin restaurant, its magnificent works of art, sweeping views of the vineyards and world-class guest service.



THE COST



The cost to produce one barrel (288 bottles) of wine depends on the vineyards you've selected for your blend. The typical price for a barrel of wine ranges from €7,350 to €10,900 per barrel, or €25.50 to €38.00 per bottle. This price excludes the cost of transportation from Bordeaux to your destination, which typically ranges between €1.50 and €5.00 per bottle, depending on location. You will be also liable for any sales tax and import tariffs imposed by your country of destination. Our team can help you understand these costs and make shipping arrangements on your behalf.

For our members based in the United States, VINIV offers US dollar pricing which includes delivery to our warehouse located in Napa, California. VINIV groups together all finished US-based member wines for a cost-effective shipment, significantly lowering the delivery cost. Per barrel prices typically range from \$11,200 to \$16,300, or \$39.00 to \$56.50 per bottle, delivered to Napa. You are only responsible for the onward journey of your wines from our warehouse to your final destination, including any State tax if applicable.

VINIV's per-barrel pricing covers all production costs, including the cost of fruit, winemaking, materials (including barrels), label design, packaging and your optional participation in the winemaking process. It also includes your introduction to VINIV winemaking, any vineyard selection tastings at our winery in Bages, as well as all blending sessions that take place at the winery prior to bottling.

VINIV also offers specific delivered pricing to the United Kingdom, Hong Kong and other markets.

THE TEAM

Stephen Bolger, Founder and CEO, VINIV

After a successful international career in industrial minerals and technology, Stephen established VINIV with a desire to better align his career with his interests. A passionate wine enthusiast, he introduced VINIV's unique business model in one of wine's most renowned bastions of tradition – Bordeaux. Stephen is Franco-American and holds an MBA from the University of Chicago.

Daniel Llose, Winemaker

Daniel is Technical Director for all of the Cazes family properties. He was responsible for the modernisation of Château Lynch-Bages in Pauillac and Château Ormes de Pez in Saint-Estèphe in the 70s and 80s, resulting in the acclaimed reputation of these wines. Daniel is also Technical Advisor for the properties of AXA Millésimes, which include Château Pichon Longueville Baron in Pauillac, Château Petit-Village in Pomerol and Château Suduiraut in Sauternes.

Nicolas Labenne, Winemaker

Nicholas is the Head Winemaker for Château Lynch-Bages in Pauillac and Château Ormes de Pez in Saint-Estèphe. He began his career at Château Lafite-Rothschild and was Technical Director at Château Calon-Ségur in Saint-Estèphe for 12 years before joining the Cazes family properties in 2006.

Eric Boissenot, Consulting Oenologist

Eric – who was recently named 'the world's most influential wine consultant' by *Drinks Business* – is considered by many to be the oenologist-of-choice in the Médoc. One only needs to look at his client base to gauge the quality of his work: Lafite, Margaux, Latour, Palmer, Pichon Comtesse, Pichon Baron, Ducru-Beaucaillou, Leoville Barton, Leoville La Cazes... and the list goes on. Eric advises VINIV on all aspects of viticulture and winemaking, and guides members on their final blending at specific times each year.



Our members are guided along their wine journeys by Stephen Bolger, Daniel Llose, Nicolas Labenne and Eric Boissenot.



ENJOY YOUR STAY WITH LYNCH-BAGES & CIE.

Winemaking is not all our members enjoy when visiting their winery in Bordeaux. VINIV is located in the charming village of Bages and is one of the wine and lifestyle activities of Lynch-Bages & Cie. Here, for more than 30 years, the Cazes family has been welcoming visitors from all over the world.

During their stay, VINIV members can immerse themselves in a unique Bordeaux experience. They can, for example, tour Château Lynch-Bages, enjoy a relaxing stay at the 17th century Relais & Châteaux Cordeillan Bages and dine at its gourmet two-star Michelin restaurant, enroll in a wine-tasting or cooking class, take advantage of the village's high-end shops or dine at Café Lavinal, the lively bistro on the village square.

Lynch-Bages & Cie. also can design bespoke stays for your holidays, meetings or events in order to enjoy an exceptional world of food and wine.

*At VINIV, you immerse yourself in the art of winemaking.
With Lynch-Bages & Cie., we invite you to fully appreciate wine as a way of life.*

VINIV

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