

For The National Office of Vine and Wine

1. Presentation of the company and expertise: this powerpoint

- **company's profile**
 - **clients**
- **best case studies**

2. Confirmed experience of PR services and international media relations:

- **examples of contracts**

3. List of internationally known and recognized journalist, influencers, MW

4. Copywriting skills:

- **2 press releases in French**
- **2 press releases in English**

SARL VINCONNEXION

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Vinconnexion's profile

To accompany the building of your image and the wines recognition, we will advise you regarding your communication strategy and will put you in touch with the best journalists in order to develop internationally the wines image as fast as you developed their quality.

The basis of our internationally-orientated specialized agency is the wine sector, from vine-growing terroirs through global markets.

« My roots have been living since 1590 in the Beaujolais region on the Colline du Py, home to the very best Morgon wines. For my family, the status of winegrower has always represented a life long commitment. One day I decided to leave the Colline du Py, however wine has never left me », Michèle Piron.

The trust of the world of wine: qualified in Winemaking (University of Dijon) and Master of Wine studies (London) ; member of professional trade-wine tasting committees, from the Wine Challenge in London to the General Agricultural Competition in Paris, and the Paris Sommeliers Association ; wine-growing field trips in the world, USA, Québec, China, ... ; vineyard owner.

An international perspective: diplomas from the Higher Institute of Translation and International Relations (Lyon) and the British and Spanish Chambers of Commerce, ten years with the United Nations, in charge of an online library platform (W.H.O.).

Over the past twenty five years, Vinconnexion has established a unique network of wine industry communication at home and abroad (Europe, the USA, China,...), that contributes naturally to its competence in recommending a strategy of international Press Relations.

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Vinconnexion's profile

Our key strengths

We are flexible: the size of our agency and its know-how adapt to each assignment and event : a permanent full-time staff of 3 and a service constantly open to outside talent.

Our team

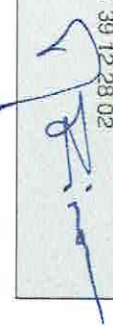
- Michèle Piron
- Aurélie Soulat: french and international projects officer. A wine knowledge, a relationship with domains and journalists, writing. Qualified in Winemaking (University of Dijon 2016), WSET 3 course, judge in many tasting competitions.
- Véronique Magnoni: assistant at Vinconnexion since 20 ans, accurate in press releases formatting, as well as in the journalists queries and our clients' information demands. Graduated in WSET 1.
- Time to time participants attached to Vinconnexion : computer scientist, agricultural engineer, professional taster, writer and business coach...
- Worldwide partner agencies, notably in Japon, GB, USA, Holland, Germany.

Our international strength :

- A personalized approach of media relations in many foreign countries
- Regular mailing to worldwide journalists, professional tastings organization in France for foreign wines and in the world for french domains (New-York, Montréal, Tokyo, Londres, Hambourg,...).

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Vinconnexion's clients

- Domains: Château de France, Pessac Léognan - Domaine Brusset, Vallée du Rhône sud – Domaines Piron et Château du Moulin-À-Vent, Beaujolais – Domaine de Baronarques, Limoux...
- Estates: Orchidées, Maisons de Vins (Ackerman), Val de Loire – Famille Bougrier, Val de Loire - Vidal-Fleury, Vallée du Rhône – Dopff & Irion, Alsace, Cercle des Vignerons du Rhône ...
- Le Club Vignobles & Signatures since 2010
- Union Interprofessionnelle du Vin de Cahors
- Comité Interprofessionnel des Vins de Savoie
- Le Club Marques & Coop, created in 2015
- Caves coopératives: Chassenay d'Arce, Champagne , Les Maîtres Vignerons de Cascastel, Fitou et Corbières, Cave de Pfaffenheim, Alsace, Vinescence Beaujolais et crus
- Fédération Française de la Pépinière Viticole
- Specific actions: Château Musar, Liban, september 2018, Madeira wines since 2013, Le Paris du Chasselas in 2016 and 2017, Association des Vignerons des crus Brouilly et Côte de Brouilly since 2018

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Best case studies

1. Union Interprofessionnelle du vin de Cahors :

Cahors Malbec in the USA, we organized the first press event in 2008 and invited American journalists in the vineyard in October and December 2018

Cahors in Montréal, may 2016 : we received 4 times different professional guests in a loft for a large tasting followed by lunch/dinner (sommeliers, wine journalists, tourism journalists...)

Malbec Days in the vineyard were the opportunity to receive each time more than 100 french and foreign journalists, buyers, sommeliers ...

Several Malbec tours in the USA resulted in the article Cahors, The French Malbec - Wine Spectator, December 2018

2. Comité Interprofessionnel des Vins de Savoie : we organized tasting events for press and professionals with partner press agencies in Amsterdam in 2014, New-York in 2015 and 2018, Japan in 2017 and 2019.

For the last 3 years, Vins de Savoie have entered a new age of appreciation: they start looking beyond the mountains to be listed by some of the best restaurants in France and in Europe.

The presence of Chinese professionals tasting each year Savoie wines in Chambéry confirms the demand from other countries.

3. Madeira : we have organized every year since 2013 one or two tastings per year in Paris for **Madreira wines, IVBAM**

4. Others : we invited between 75 and 90 journalists and professionals in Paris for **major foreign wine partners** such as: Chasselas wines from 2015 to 2017 - Khareba Lipartiani Wines in, May 2017 - Château Musar, Liban in September 2018

5. In France: press relations contributed to the up-market development of many French domains we worked with, such as Château Jean Faure, which thus acquired the status of Saint-Emilion Grand Cru classé

(details per action available upon request = many documents, invitations for instance)

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