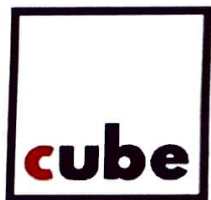


# EXPERIENCE INFORMATION for Wines of Moldova

Prepared March 2021



Brand activation and amplification  
through Strategy, PR, Events and Social

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OFFICE - MOLDOVA

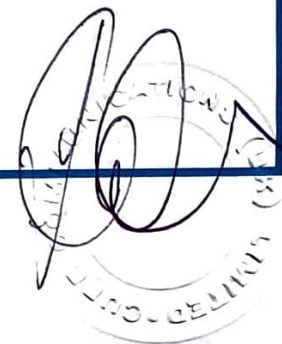


## ECONOMIC & FINANCIAL QUALIFICATIONS

CUBE Communications (UK) Limited is an independent communications agency that offers consumer and trade engagement services for international wine and spirits clients in the UK market.

Principal fields of activity include Strategic Consultancy, Press and Public Relations, Lobbying, Promotions, Events, Experiential, Training, Design and Digital/Social.

- Registered HQ at 1 Cobden Mews, 90 The Broadway, Wimbledon, London SW19 1RH
- Chris Mitchell and James Gabbani are company owners and directors
- Office address as above, contact +44 (0)20 8401 5501 or [chris@cubecom.co.uk](mailto:chris@cubecom.co.uk)
- VAT Registration Number No 778471087
- Registered in England and Wales Company Number 4220985





## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE RELATING TO THE WINE & SPIRITS INDUSTRY

- Established in 2001, we are a drinks specialist communications company based in Wimbledon, London
- The vast majority of our clients are wine clients
- Unusually, we divide our team into two specialisations – PR/Digital and Events/Marketing. This allows us to do the very best work in the most efficient way.
- We represent retailers, generic organisations, importers and producers, so have a detailed understanding of how the trade works
- We also have an unrivalled contact book across specialist food and drink, wine credentials, trade and lifestyle media





# We are experts at



**De-commoditising brands**  
and helping the magic shine through

**Combining experiential, PR & social**  
to amplify a great activation to a wider audience

**Forming emotional connections**  
between brands and their audiences through  
education and experiences

**Bringing brands to life**  
for trade and consumers

**Communicating the detail**  
around brands and products whose complexity  
and premium positioning require the audience to  
really understand and believe





## Cube is a communications agency that packs a punch

Big agency capability but with flexibility, responsiveness and a personal touch

## 20 years' experience of driving awareness for drinks brands

From global leaders to challengers and start-ups

## We think big

But are driven by detail, meaning that our solutions really work

## Our team is multi-skilled and flexible

Our Comms team handles PR, influencers and digital while the Events team manages brand activation and experiential work.





## We know how the trade works...

We work with every link in the chain and know who is who and what needs to be done

## ...and what make the consumer tick

We know how to engage media gatekeepers who influencer your target consumers

## We think and act Global, but adapt Local

We've run Global Press Offices for E&J Gallo and Martini, so have insight and experience on how to build assets that work across markets

## We win

Our awards include 3 x Best PR Agency at the Drinks Business Awards plus 5 x project awards





# Clients



E. & J. Gallo Winery



VINS DE  
PROVENCE

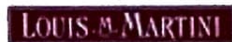


CARNIVOR.  
WINES

ORIN  
SWIFT



APOTHIC.





## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE RELATING TO THE WINE & SPIRITS INDUSTRY WHAT CLIENTS SAY ABOUT US



"The Cube team has used its exceptional wealth of experience to deliver original, impactful and fully-integrated campaigns for both trade and consumers over the past 5 years; their ingenuity has been instrumental in raising awareness of modern Bordeaux. They are a seamless extension of our Marketing team and a pleasure to work with."

*Fiona Juby, UK Market Consultant, CIVB*



"Cube has played a significant role in creating a wine culture within a spirits environment. Industry knowledge along with strong relations with the key wine media stakeholders around the world have made Cube a terrific partner to work with and a significant contributor to our Sparkling wine success".

*Marco Mazzini, Global Director, Sparkling Wine, Bacardi Martini*



"They are a fun, creative and reliable group of people - a safe pair of hands, which is exactly what is needed with a schedule as busy as mine. When they talk about Gallo as a company, or of Gallo brands, they talk of "us" and "our brands" - and it is this total immersion in our business that enables them to represent us as thoroughly and effectively as they do."

*Mairead Quinn, Head of Marketing Communications Europe, E&J Gallo Winery*

A handwritten signature in black ink is written over a circular stamp. The stamp contains the text 'COMMUNICATIONS' at the top and 'E&amp;J GALLO WINERY' at the bottom, with a small logo in the center.



## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE RELATING TO THE WINE & SPIRITS INDUSTRY WHAT THE MEDIA SAY ABOUT US



"Team Cube offers impeccable attention to detail and are a splendid bunch to work with. Informal and led by their expertise, they work tirelessly to deliver the very best for their clients."

*Olly Smith, TV Presenter*



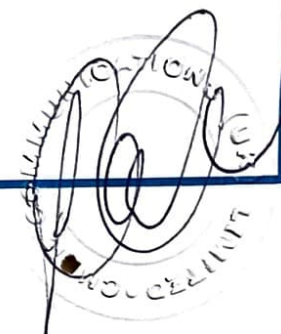
"As a journalist, I have always found the Cube team to be friendly, fast and focused with a 'can do' approach to requests, no matter how fiddly. I have travelled with members of the team on press trips which have always been comfortable and very well organised. As a host, I have been struck by the creativity and attention to detail with events that always seem to run smoothly, no matter how challenging."

*David Kermode, The Buyer, Vinosaurus*



"I've found Cube to be one of the most dynamic and entrepreneurial of communication companies, leading where others have followed, taking initiative, and delivering superbly. "

*Jamie Goode, Wine Writer*



## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE RELATING TO THE WINE & SPIRITS INDUSTRY WHAT THE MEDIA SAY ABOUT US



"I have worked with Cube for many years in my role as a drinks writer and have always found them to be among the very best. They are professional, creative and dependable, understanding the nature of (often very tight!) timescales."

*Helen McGinn, Daily Mail, Saturday Kitchen, Knackered Mothers' Wine Club*



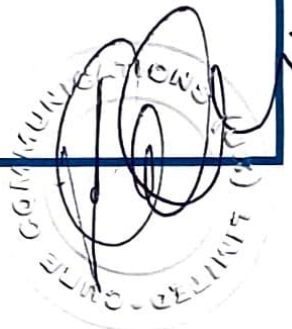
"Cube are at the top of the wine PR sector for one standout reason. They are specialists in both wine - and PR. That's what makes them standout. Their longstanding, highly experienced team means they know the industry, the challenges, the opportunities and can then apply them to creating campaigns and ideas for their clients that are both relevant to their industry needs and objectives, and make sense and appeal to the journalists and media channels they are hoping to influence."

*Richard Siddle, The Buyer*



"Good wine PRs are worth their weight in gold to journalists, and Cube is up there with the best. Quick to keep me informed of news and campaigns they know are of relevance to me, really efficient with samples and communications, and organising great trips and tastings, Cube's team is a pleasure to work with."

*Kate Hawkins, Olive*





## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE RELATING TO THE WINE & SPIRITS INDUSTRY KNOWLEDGE & EXPERIENCE

Because we have worked with leading retailers, generic organisations, brand owners, closure manufacturers and wine producers for over 20 years, we have a deep understanding of how the wine sector operates, and how to communicate both within it and to its end consumers.

This includes an intimate knowledge of the regulatory and legislative framework, necessitated in part by our role running Tesco Beers, Wines and Spirits Press Office for 19 years. Our role is partly proactive publicity but also incorporates considerable reputation management with not only the trade, business and consumer media but also with the supplier base.

Moreover, as a multi-skilled communications agency firmly embedded in the UK wine trade, we understand how to work with the trade, influencers and consumers in an integrated way to get the best possible results for our clients.

Our Directors' experience within the UK wine communications landscape stretches back 25 years, and includes running the London Wine Fair, The International Wine Challenge, Wine Magazine and advising industry-leading brands on their consumer engagement strategies

We are The Drinks Business' most-awarded PR agency having won the PR Company of the Year three times in addition to five trade and consumer campaign awards.

In the bottom right corner, there is a handwritten signature in black ink. Overlaid on the signature is a circular stamp. The text 'COMMUNICATIONS' is visible along the top arc of the stamp, and 'WINE & SPIRITS' is visible along the bottom arc. The center of the stamp contains some illegible text.

## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES

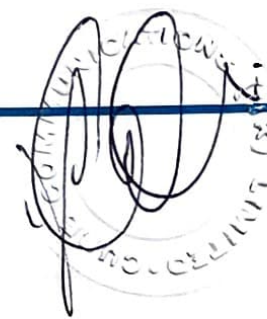
### **A broad base of multi-channel experience**

We have Press Relations and wider communications services for generic advocacy organisations and wine brands for over 20 years.

These have evolved over time to also encompass social media and virtual content provision and, although we place great importance on the quality and frequency of our contact with specialist wine writers, we now do more and more of our work beyond the wine pages, in lifestyle and consumer affairs media.

We are adept and well-versed in running integrated, multi-channel campaigns and were an early mover in the adoption of online conferencing to deliver press events in the face of Covid-19.

We are wine-expert enough to write compelling, informative and relevant wine content for any audience, from national wine writers to the UK trade at large. Equally, we like the housekeeping too, such as making sure all activities across Trade and Consumer Relations are amplified to reach a wide, relevant audience.

In the bottom right corner, there is a handwritten signature in black ink. Overlaid on the signature is a circular stamp. The text 'TECHNICAL QUALIFICATIONS' is visible along the top arc of the stamp, and 'PRESS RELATIONS' is visible along the bottom arc.



## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES MEDIA SPECIALISATION

We have an impressive list of contacts and strong, established relationships with the media channels important to Bordeaux Wines.

	Time	Experience	Strength of Contacts
Lifestyle Press	40%	Strong	Strong
Drinks/Food Trade Press	20%	Unrivalled	Unrivalled
Specialist Wine Journalists	40%	Unrivalled	Unrivalled



Handwritten signature and circular stamp, likely a seal or official mark, located in the bottom right corner of the page.



## **TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES LIST AND SUMMARY OF PRESS RELATIONS PROGRAMMES**

During the past five years we have implemented a considerable number of press relations campaigns and activities. Some of these are outlined in the following slides:

Bordeaux Wines Press Office – since 2015

Bordeaux Press Trips – since 2015

Bordeaux Briefings – since 2015

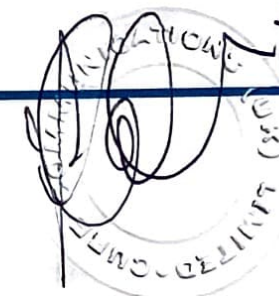
Tesco BWS Press Office – since 2004

E&J Gallo Trade Press Office – since 2001

E&J Gallo Fine Wine – since 2014

Martini Sparkling Wine Press Office and The Spumante Experience – since 2018

Vins de Provence Press Office – since 2015





## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES EXAMPLES OF PRESS RELATIONS PROGRAMMES

### BORDEAUX WINES PRESS OFFICE

**The brief:** To generate positive media exposure and drive consumer consideration for Bordeaux Wines by reenergising their image, raising awareness of initiatives and creating strong and long-lasting relationships with media.

**The detail:** From one-to-one press meetings, virtual tastings, press trips and consumer press events, to supporting trade activities such as the Bordeaux Hot 50 and training initiatives, our press office works tirelessly to deliver impactful coverage that communicates the exceptional quality, diversity and value of modern Bordeaux in a memorable way.

**Results:** 272 x features across consumer and trade media (print and digital), with a **total circulation of 505M+** in 2020.

#### THE SUNDAY TIMES magazine

#### The most affordable big hitters from Bordeaux



##### Will it soon

Bordeaux is the world's largest wine region. In a good year this area of land, which fans out from the Gironde estuary in southern France, produces as much as 100 million bottles of wine — a quite remarkable volume. To put that into some sort of context, Champagne makes some 150 million bottles a year, and little old England, in an extremely favourable growing season, will produce roughly 15 million bottles.

And yet, for all its size, Bordeaux remains one of the most romantic regions on the wine scene. Anyone who has driven up the D2, passing along a ribbon flanked with some of the world's most famous châteaux — Margaux, Latour and Lafite — can't fail to be seduced by the sight of row upon row of immaculately tended vines. Quality, of course, is sacred. After all, this is a region that not only produces extremely sought

after and aging-worthy red wine, but also every wine, a crisp and refreshing white, every going rose and some pretty mediocre fizz. Its top wines retail for hundreds of pounds and are seldom bottled: 2008 Chateau d'Ay is a case in point, drinking wonderfully well now — and costing more than £100 a bottle.

So what about those for less than £15? Can Bordeaux do value? Yes, but not always. I recently attended a tasting in London of dozens of examples in this price range. Here are six to try. **Twitter:** @1012, **Spice:** @spice1012, **James:** @james1012



#### INDEPENDENT



People often ask me to point them in the direction of a great Bordeaux wine. But when they hear this particular answer, they are often perplexed. "Bordeaux doesn't produce white wine, do you?" they typically exclaim. However, this statement couldn't be further from the truth. For, overlooking deep beneath the robe of Bordeaux, is a history and tradition that has lived for centuries, its heart well beating within the vines.

Yes, Bordeaux is home to some of the best reds in the world, but it is also home to some of the planet's finest dry white wines too — and it's about time you discovered them.

It all started in the 17th century when white wines were produced in Bordeaux and sent over to Holland where they would be stored in wine casks. We all know Sauvignon Blanc is being the most popular and most planted white grape variety in the world, but did you know its origins are said to have come from Bordeaux? Well, yes, it's true. It might also interest you to know that Sauvignon Blanc is in fact closer than Cabernet Sauvignon, too.

As production methods continued to improve over the centuries, less of this juice was being used to bulk up other products and, by the 18thC, prior to the phylloxera crisis you know, the focus on that pretty much wiped out the vast majority of Europe's vineyards, it was inevitable that some wineries in Bordeaux would be producing multiple varieties of white grapes.

**THE SUNDAY TIMES Weekend**  
Saturday June 17 2023

**Wine**  
Jane MacQuitty

**The week's star buys**

2019 Chateau d'Ay: Sauvignon Blanc, Bordeaux, France, 13 per cent bawdyc.com, £2.95  
The Quincey family's 20th sauvignon vintage is a bawdy, gooseberry, lime and lemongrass mouthful.

**GOING GREEN IN THE BORDEAUX HOT 50**

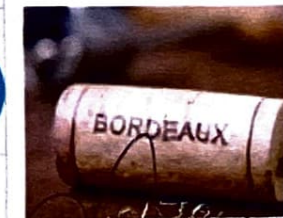
By Peter Ranscombe 17th May 2023

France's most famous wine region has turned its 'Everyday Bordeaux' listing into a 'Hot 50'. Peter Ranscombe follows his visit to the area in March with a look at the 'green' wines on the new list

#### HARPERS.CO.UK

Bordeaux ramps up marketing to deliver accessible Tuscany

By James Cameron  
Published 17 May 2023



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# TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXAMPLES OF PRESS COVERAGE Cont.

## The Daily Telegraph

Sweet bordeaux isn't quite out for the Count yet...

Growners in Sauvignons are facing a choice: much for the spirit, plant new vines or dig their heels in



**H**ave you ever tried a Sauvignon Blanc? It's a wine that's been around for centuries, but it's only in the last few decades that it's really taken off. In the UK, it's the most popular white wine, and it's also one of the most popular in the world. It's a wine that's full of flavor, and it's also a wine that's easy to drink. It's a wine that's perfect for a hot day, and it's also a wine that's perfect for a cold day. It's a wine that's perfect for any day.

### WINE OF THE WEEK

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who don't hang on with the vintage. But the wine is still a choice, and it's a choice that's worth making. It's a wine that's full of flavor, and it's also a wine that's easy to drink. It's a wine that's perfect for a hot day, and it's also a wine that's perfect for a cold day. It's a wine that's perfect for any day.

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## Bordeaux on a budget

Surprised at the quality-to-price ratio in this price bracket, Times Drinks Editor James Wake, raises a glass to beautiful bottles of Bordeaux to suit all palates and wallets.

It's the time for change, and it's the time for the new. The wine is still a choice, and it's a choice that's worth making. It's a wine that's full of flavor, and it's also a wine that's easy to drink. It's a wine that's perfect for a hot day, and it's also a wine that's perfect for a cold day. It's a wine that's perfect for any day.



Four bottles of Bordeaux wine standing side-by-side.



A bottle of wine with a label that says 'vino'.

## the guardian

**Fiona Beckett**  
Bored with Bordeaux?  
Think again...

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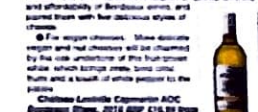
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## Shropshire Star

### 6 DRINKS CUPBOARD

#### Top five dry whites for British cheeses

We've all done the red wine and cheese routine, but if you really want to see things up, try pairing dry white wine with British cheese. It's a combination that's perfect for a hot day, and it's also a combination that's perfect for a cold day. It's a combination that's perfect for any day.



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A bottle of wine standing next to a cheese wheel.





## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES EXAMPLES OF PRESS RELATIONS PROGRAMMES

### BORDEAUX PRESS TRIPS

**The brief:** To invite established and next generation wine writers to experience modern Bordeaux.

**The detail:** There is no better way to communicate on modern Bordeaux and build strong and lasting relationships than by taking media to the vineyards of Bordeaux to meet the people behind the wines.

Trips are meticulously planned to focus on specific themes eg Sustainability, young winemakers or dry whites, and ensure that attendees can produce an informative and positive feature

**Results:** Since 2018, we have taken **10 x journalists** to Bordeaux, resulting in over **20 x in-depth features** and **30+ x social media posts**.

This includes a trip for **2 x media** in 2020, which delivered **5 x solus features**, **11 x social media posts** and reached an audience of **240k**

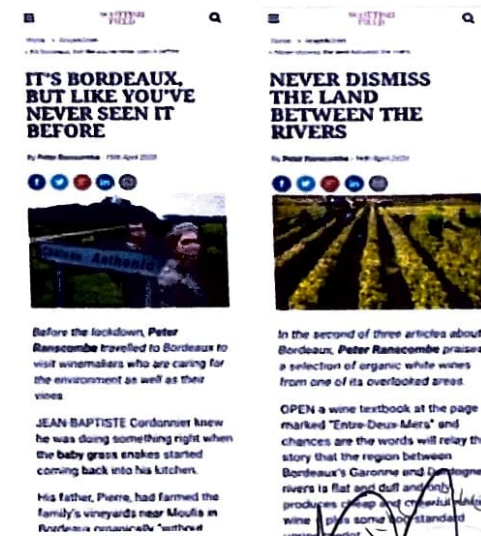
*"From an environmental standpoint, I had no idea what to expect. I did wonder whether, due to reputation, Bordeaux could be resting on its laurels, but I was hugely reassured by the brilliant efforts by the CIVB to propel incentives to growers; for example by banning wide estate sprays of herbicide and the fantastic efforts to combat flavescence d'orée. The figure of 9% org/BD in Bordeaux is also reassuring, of course not high enough but far higher than the statistics of other regions." – Christina Rasmussen, Little Wine*

Christina Rasmussen  
@Christina\_SuR

Some fascinating lessons in 5-6 generation hybrids today @jonathanducourt - plants that were bred outside for 20 years & chosen for their resistance to various sicknesses. In the vineyard they only need around 1 copper/sulphur treatment per year. @BordeauxWinesUK #hybrid #organic



10:55 AM - Mar 3, 2020 - Twitter for iPhone



COPIED FROM THE  
WINE CELLAR



# TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXAMPLES OF PRESS COVERAGE Cont.

## THE SUNDAY TIMES



**WINE PAIRING**  
Susie and Peter,  
Above, from left:  
the Lopez de  
Heredia vineyard,  
La Rioja; Le Bar à  
Vin, Bordeaux;  
and grape-picking

## NOTES FROM OUR TRAVELS

Married Masters of Wine Peter Richards and Susie Barrie have spent decades travelling the world in search of vintage holiday spots. Here they pick out six of their favourites

### BORDEAUX AND SAINT-ÉMILION

FRANCE  
The Loire, Alsace and Burgundy tend to headline the French wine tourism scene, but Bordeaux is opening up to visitors like never before. The city is known as Little Paris because of its elegant 18th-century architecture, but the place is abuzz with regeneration, as I found out just last week. If you can stretch to it, base yourself at the Vido Hotel, an audaciously renovated 19th-century mansion (doubles from £196; vidohotelbordeaux.fr). Stroll (the French word is flâner) up the broad riverfront promenade to the Cité du Vin, a £58m architectural statement and engaging multimedia wine experience with aroma blenders and interactive videos – don't miss the naughty Bacchus and Venus peep show (£17; www.lactedevin.com). Then it's out to the captivating hilltop village of St-Émilion, a 40-minute drive away. Lose yourself in its medieval streets before visiting the elegantly restored Château Souzard (tasting £9; chateau-souzard.com) and the eerie subterranean limestone

galleries of Château Franc Mayne (14 La Gomerie RD 243). But your main

appointment is with some delectable hake fillet and a glass of G de Guiraud at the avant-garde Château la Dominique, while gazing over a sea of vines dotted with world-famous producers, from Cheval Blanc to Petrus (menus from £24; chateau-ladominique.com).

The wine Bordeaux is the world's largest fine-wine vineyard, covering some 425 square miles, so there's variety in both style and quality. We're big fans of the underrated dry whites, especially the complex smoky ones, and don't forget sumptuous sweet sauternes. But refined reds are the heart and soul of Bordeaux – top vintages, such as 2009, 2010 and 2015, tend to be rich and full, and the likes of 2014 and 2016 represent fantastic drinking for lesser prices (Le Bar à Vin du CIVB has Les Fiefs de Lagrange 2014 at just £5 a glass; baravin.bordeaux.com).



delicious.

## A foodie postcard from Bordeaux

There's no better way to discover a new city than with a local. We asked Benoit Trécard, a Bordeaux-born sommelier, to share his city with us

Blackst is the 15th generation of one of the oldest families of wine growers on the Right Bank of Bordeaux. He has travelled internationally to meet the world but headed back to Bordeaux in 2017 to take over his father's 85-acre estate, Château Trécard

Benoit is a member of the Bordeaux Sommeliers' Association, a collection of young Bordeaux sommeliers representing the new generation of wine professionals in the city.



Benoit is a member of the Bordeaux Sommeliers' Association, a collection of young Bordeaux sommeliers representing the new generation of wine professionals in the city.



Bordeaux: Grand Cru Classé fatigue and the force of emerging change



### SCOTTISH FIELD

## NEVER DISMISS THE LAND BETWEEN THE RIVERS

By Peter Ranscombe 11th April 2020



In the second of three articles about Bordeaux, Peter Ranscombe praises a selection of organic white wines from one of its overlooked areas

OPEN a wine textbook at the page marked "Entre-Deux-Mers" and chances are the words will relay the story that the region between Bordeaux's Garonne and Dordogne rivers is flat and dull and only produces cheap and cheerful white wine – plus some bog-standard unripe merlot.

## THE WINE MERCHANT.

Independent thinking for drinks retailers

### Beyond the stereotypes



Wine merchant Today in Bordeaux, we learned that Bordeaux is a key component of most quality products. Bordeaux wine comes in all of styles. You have the likes of: Bordeaux, Entre-Deux-Mers, Pomerol, Saint-Émilion, Margaux, Médoc, Graves, Sauternes, and Cognac. Bordeaux is a key component of most quality products. Bordeaux wine comes in all of styles. You have the likes of: Bordeaux, Entre-Deux-Mers, Pomerol, Saint-Émilion, Margaux, Médoc, Graves, Sauternes, and Cognac.

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## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES EXAMPLES OF PRESS RELATIONS PROGRAMMES

### BORDEAUX BRIEFINGS

**The brief:** To highlight Bordeaux's position as thought-leaders and champions of modern Bordeaux to the trade media

**The detail:** These bi-annual briefing meetings provide a valuable opportunity for the CIVB to update key trade media on the latest news from Bordeaux, including export figures, sustainability initiatives and new trends, and build strong, lasting relationships. Hosted in person in previous years, meetings in 2020 took place over Zoom.

**Results:** The 2020 briefings resulted in **7 x interviews**, **8 x features**, delivering **220k+ opportunities to see**



DRINKS  
INTERNATIONAL



Bordeaux winemakers determined to provide on primeur campaign  
By Lisa Riley  
Published: 11 November, 2020  
Bordeaux winemakers are putting out of the clouds in a bid to present the trade with an on-line campaign under the Cuvée 18 portfolio

DrinksRetailing<sup>NEWS</sup>

Bordeaux reveals enhanced 2020 marketing plan for UK  
By Victoria Webb  
10th May, 2020



HARPERS.CO.UK



UK overtakes US as biggest export market for Bordeaux dry whites  
By Lisa Riley  
Published: 11 November, 2020

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# TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXAMPLES OF PRESS COVERAGE Cont.

## DrinksRetailing NEWS

### RISE IN UK EXPORTS COINCIDES WITH MAJOR IMPROVEMENT IN CROP LEVELS THIS YEAR BIGGER HARVEST LIFTS BORDEAUX CONFIDENCE

The Bordeaux region is confident to see steady growth after enjoying a strong 2016 vintage.

Exports to the UK are up 15% in volume and 27% in value for the year to July 2016, according to figures from the CIVB. That is despite a short harvest in 2015 to yield just 4.5 million hl as a result of frost.

The 2016 crop is back up to 5.1 million hl, which is in line with the 2014 average, and the CIVB is pleased with the quality.

President Alain Sichel said: "We are excited by the 2016 vintage. We had a fantastic August and September, with lots of sunshine and warm wet nights, which gives complexity and freshness to the wines."

"The bulk of our consumption, small format, restaurants, and those at the top, are very positive and we are expecting the rise."

In fact, a lot of that, with nice, rich aromas, lots of finesse and balance."

The region was looking to build up reserves this year as producers for the very potential short harvest in August. At flowering stage, it thought it might be to be a bumper crop of 5.5 million hl, but when a cold spell hit in June, the quality of the vines is down to 5.1 million.

"The volume of this year's harvest is a relief, but it is not a record. It is a good sign, but we are not yet in a position to say whether it is a high or low harvest, and we are not yet in a position to say whether it is a high or low harvest."

"We are expecting the rise."



Production is back in line with 10-year average

exported Bordeaux volume for the first time in 10 years. It is a good sign, but we are not yet in a position to say whether it is a high or low harvest, and we are not yet in a position to say whether it is a high or low harvest."

"We are expecting the rise."

## THE BUYER



**Allan Sichel on making Bordeaux fresh and exciting to more buyers**

"Education, education, education" is a mantra that has passed on to political speech, but it is also just as valid and relevant to the world of wine, particularly for a region that sees progress as a challenge.

It is one of the big challenges and opportunities that Allan Sichel, president of the Bordeaux Wine Council, believes it has to help make Bordeaux more relevant and appealing to both the trade and consumers alike.

## THE WINE MERCHANT.

Independent thinking for drinks retailers

### Quality assurance

After the success of the Bordeaux Wine Council (CIVB) talks in London earlier about the decision to sell only those wines that meet the highest standards, the CIVB has now taken a further step by setting up a new body to ensure that the quality of the wines is maintained.



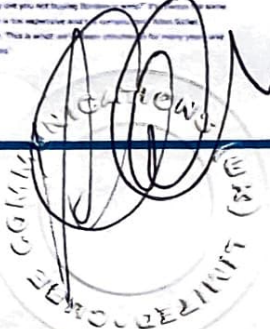
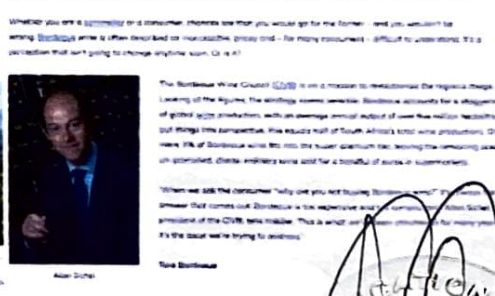
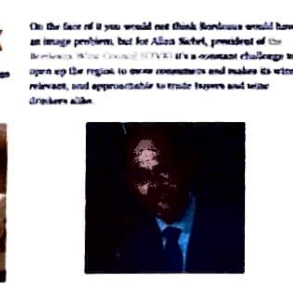
Bordeaux is a region that has a long history of producing high-quality wines. The CIVB has been working to ensure that the quality of the wines is maintained, and it has now taken a further step by setting up a new body to ensure that the quality of the wines is maintained.

## Harpers Wine & Spirit



### BUILDING BORDEAUX

Bordeaux is a region that has a long history of producing high-quality wines. The CIVB has been working to ensure that the quality of the wines is maintained, and it has now taken a further step by setting up a new body to ensure that the quality of the wines is maintained.





**SPECTATOR**

tightly strapped the cash and with your name and their chains clanking for a post lockdown, pre-wild-war? Or simply on the look-out for something to accompany the last surface of summer? These last no further than this only red from the Tropic Winter' series. A smoky, juicy, spicy, but forward blend of Greenish Yerba, Marabou and Curigano, it's shimmering bristling and, coming from Singapore near Avignon like most worthy of the appetizer's named village, it's a noticeable step up from simple Class in Elitism. Simply uncut, pure and easy.

**20**  
*best festive  
wines*

**The Observer**

Tenue d'Honnor  
Museum, Lammington  
Charterhouse  
November 2015  
£1.99



**Reds, whites and  
fizz for the holiday  
season, as chosen  
by OFM experi**  
*David Williams*

Daily Mail  
**weekend**

**The Guardian**

0Z CLARKE

People may say they don't like Chardonnay any more – well, they may SAY that, but do they really mean it? Chardonnay is a wonderful grape. Perhaps they just want something a little more restrained. In which case this lightly toasty, subtly creamy but enticing apple Chardonnay from the far west of Australia should do nicely.

**Woman's Own**

A collage of wine-related images. At the top left is a black and white portrait of a man with dark hair, wearing a suit and tie. To his right is the text 'WINE LIST' in large, bold, black letters. Below this, there are several images of wine bottles of different shapes and sizes, some with labels. At the bottom left is a close-up of a wine bottle with a dark label. At the bottom right is a glass of white wine with a yellow label. The background is a light, textured surface.

**The best supermarket wines for under £10**

Tasted South African Sauvignon Blanc, French Cabernet, New Zealand Merlot and more in our guide to the best supermarket wines





## Wine OF THE WEEK

How Many Are You?



**Newman's Own® Pinot Grigio**  
Crisp, Clean

**\$9**

A fresh and crisp Pinot Grigio that's full of flavor and ready to become a go-to wine in the bottle. The citrus and tropical fruit flavors go well with light pasta dishes.



**Lee's Phenomenal® Old Cheddarwine**  
Crisp

**\$18.99**

This delicious cheddarwine is a delicious combination of wine and aged cheddar cheese. It has an apple flavor and rich texture.



**Extra Special Cordon® Rosé**  
Aussie

**\$21**

If you want a drink that's a little extra, this Aussie rosé is full of lush fruit and beautiful flavor. This is the perfect wine to drink down with classic fish and chips.



British gents, illustrious  
and a hint of  
black trace.

with a little  
extra  
to serve

**Bargain**

*Finest Brut Champagne  
(Tinned)*

Made from chardonnay  
and pinot noir, its  
refreshing citrus and red  
fruit flavours are ideal to  
serve on its own or  
with fruity  
desserts.

**NO. 1202**

## TECHNICAL AND PROFESSIONAL QUALIFICATIONS

## EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES

## EXAMPLES OF PRESS RELATIONS PROGRAMMES

**E&J GALLO TRADE PRESS OFFICE**

**The brief:** To secure varied and pertinent coverage for E&J Gallo's mainstream and commercial premium brands in key trade media.

**The detail:** From product launches to marketing campaigns, ongoing liaison and annual trade media briefings, we have managed the E&J Gallo Winery Trade Press Office since 2001, delivering consistently strong and positive coverage that ensures that Gallo's brands and campaigns never leave the trade media.

**Results:** We secured **70+ features** in 2020, generating **10M+ impressions**, an impressive 50% above target



**Apothic adds first single-varietal to range**

By William Latta  
Published: 16 August 2007

Premium Callitriche wine brand **Callitriche** is to add its first single-variety wine to its portfolio next year.

**Apoptin Cells** mixed with exclusively Coloured Transgenic groups, all colour through the efficacy of Optaportin supported by PMA, digital media and more sophisticated work.

Coloured Pencils is the second-most popular brand in the art supplies category, according to a new survey.

Clips Service, Marketing Center (FMA) at 2345 S. 10th Street, which owns the Apache brand, said, "The introduction of Apache's high brand quality, instantly recognizable mark, and the discovery of Colossal Sauvignon, joins brands Apache Cellaring to its full suite of wine Colossal brands and existing vineyards to create a new Apache Cellaring."

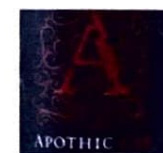
Launched in 2014, the Apple Watch has performed well in the US market, with sales up 20% in the past 12 months.

Author's address: Department of Psychology, University of California, San Diego, 3542 La Jolla Village Drive, San Diego, CA 92093, USA.



**Don't Waste Money for a Minute**

and (2) the separation of growth in water from an increase in body size (growth in air). Growth in water is achieved by the addition of new cells, while growth in air is achieved by the addition of new cells and the enlargement of existing cells. The separation of growth in water from growth in air is achieved by the separation of growth in water from growth in air.

drinks business  
The most read email in the trade

#### Enl Gallo to launch Prophecy road in UK

US wine group E&J Gallo is to launch its Prosecco rose in UK supermarkets Asia and Tesco this month, featuring labels inspired by local cars.

100

DrinksRetailing<sup>NEWS</sup>

## RUNNING BAREFOOT

Martin Geros leaves the California brand expansion and U.S. marketing from 1976 to his holding sales at a time the number two spot.



## Grocer

## Barefoot takes major step into canned wine

[illegible]



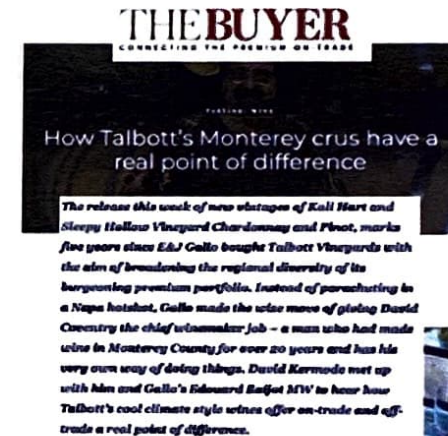
## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES EXAMPLES OF PRESS RELATIONS PROGRAMMES

### E&J GALLO FINE WINES

**The brief:** To introduce E&J Gallo's fine wine portfolio to the UK's national, specialist and trade media.

**The detail:** Through a carefully targeted communications campaign spanning virtual media tastings, press releases and sampling, key opinion leader tastings and winemaker interviews, we have ensured that E&J Gallo's fine wine brands have made a splash, with some exceptional results.

**Results:** Despite the challenges of Covid 19, we generated **150+ features** in 2020, reaching an **audience of 38M+**.



### the guardian



Fiona Beckett  
@fionabeckett

**'It's time the wine industry stopped taking safe stances to keep its primarily white audience comfortable'**

The wine world needs more voices: the growing demand and desire for representation from black winemakers



For Bismarck Royal, the young vineyard manager of Gallo's Monte Rosso Vineyard, from which the very polished Louis Martinus Cabernet (£79.50 a bottle) draws its fruit, it's a question of finding a sympathetic and supportive mentor, which she herself found in Gallo's current head of winemaking, Debbie Kermode. "When she started out, she was one of the only women winemakers here, so by the time I came along, she had already faced many of the challenges that I now face as a result of being one of the only women, and women of colour, in my part of the business."

Despite her senior role, Royal still gets mistaken for the secretary in meetings. "I've come to terms with the fact that someone will be ignorant or think it's funny to question my title or authority," she tells me. "If a black person wants to get into senior winemaking or viticulture roles, they need to be prepared to work for it. You do not just appear out of nowhere. There is a lack of representation there, but the industry can be very exciting, hard, retaining and promoting black winemakers who are exceptional talents."

*Handwritten signature and circular stamp.*



## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES EXAMPLES OF PRESS RELATIONS PROGRAMMES

### MARTINI SPARKLING WINE PRESS OFFICE

**The brief:** To position Martini as the Masters of Spumante by introducing the brand's sparkling wine portfolio to specialist and lifestyle media across the globe.

**The detail:** Leading the surge of Italian sparkling wines and looking beyond Prosecco, we have created and implemented PR strategy across the world. Our hard-working proactive press office in the UK includes ongoing media communications and bespoke media events, while globally, we coordinate partner agencies in different markets to ensure consistent messaging and tactical local market support.

**Results:** In 2019, we generated **187 x pieces of coverage** with a **reach of over 211M** (up by 49% on the previous year)

DAILY EXPRESS

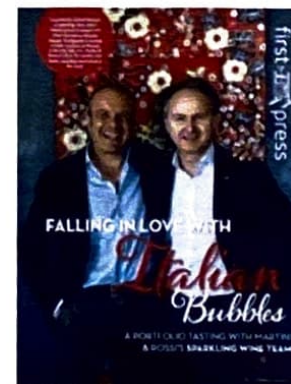


imbibe.com

Martini launches 'champagne-like'  
Speciale Vintage Prosecco



*Fabulous*



Handwritten signature and circular stamp.



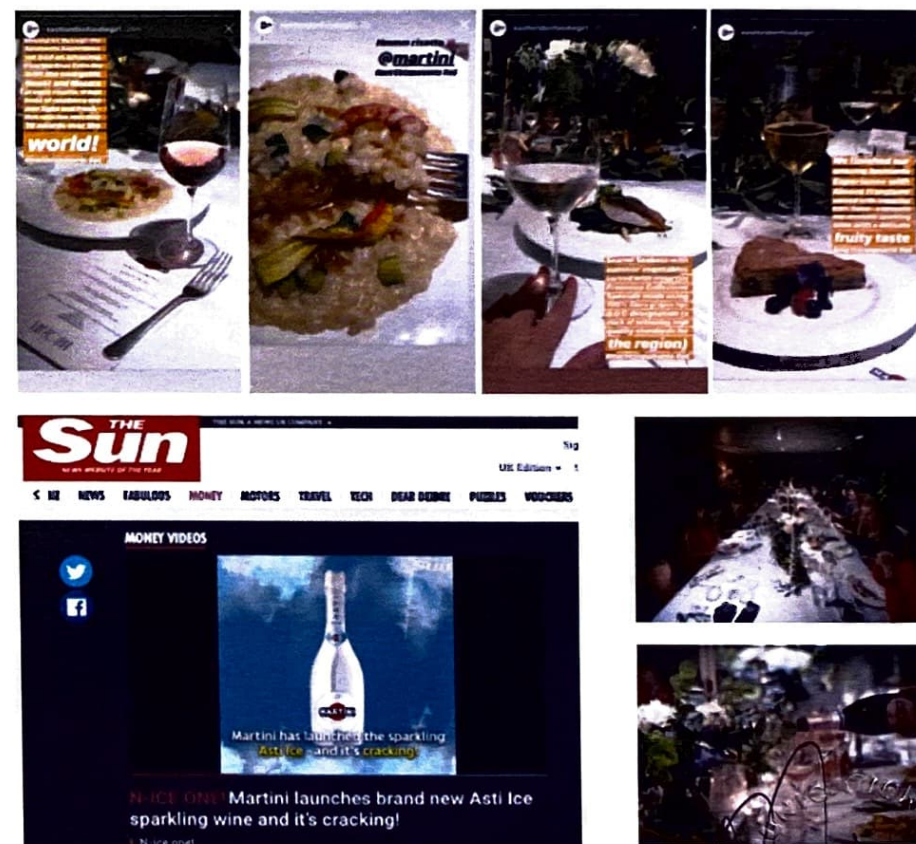
## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES EXAMPLES OF PRESS RELATIONS PROGRAMMES

### THE SPUMANTE EXPERIENCE

**The brief:** To launch Martini Asti Ice and Martini 0.0 Dolce to UK lifestyle media in a compelling way, encouraging them to explore the Martini Sparkling Wine range in greater depth.

**The detail:** We hosted an exclusive event for 8 x consumers lifestyle journalists and influencers at Sartoria restaurant in the Central London. We working closely with the chef to create a bespoke menu that showcased the exceptional versatility of the wines. Our in-house created stunning table setting and display to bring the iconic brand to life.

**Results:** Over 51 x social media posts and stories were published during the event, reaching an audience of 1.5M; an additional 5 x product features were published in the national and lifestyle media



*Handwritten signature and a circular stamp.*



## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES EXAMPLES OF PRESS RELATIONS PROGRAMMES

### VINS DE PROVENCE PRESS OFFICE

**The brief:** To build on the popularity and success of Vins de Provence Rosé wines by reinforcing its premium credentials to media and consumers.

**The detail:** We have been running Vins de Provence's Communications Programme in the UK since 2016. In addition to training and trade initiatives, our dynamic press office which includes press releases and creative mailings, bespoke press trips and events and especially curated digital activity delivers exceptional results, making sure that everything remains Rosé.

**The results:** in 2020, we secured **288 x features**, with no less than **68 x national recommendations** and reaching an audience of **377M**.

#### THE TIMES

2019 AIX, Côtes de Provence, France, £5 per cent

100% Côté de Provence, £29.99 a magnum

Magnus of rose were a big thing a few summers back and, while seeing a giant bottle of rose on a summer table is magic, quality for most took a tumble after the initial thrill. Aix, from the lesser Coteaux d'Aix, is back on top form and is a fragrant, floral, thyme-scented mag.

2019 MIP Classic Rosé Côte de Provence, France, £2.5 per cent  
100% Côté de Provence, £11.50, down from £14.99, until four £3 MIP's Black Label Classic is a step down from its pink-colored Provence on earlier, it comes from the same Durance valley, near the Montagne St Victoire. I am a big fan of its easy-drinking, crisp, summery citrus-blossom fruit, which loves everything from seafood to vitello tonnato.

2019 Château La Moutonne, Côte de Provence, France, £5.5 per cent

100% Côté de Provence, £15.99

Smart, elegant, Provencal pink from Berry Ben and Yvon Ben, who owned Mouton before Beaulieu bought it. From tricky soil and the usual Provencal mix of gravel, stony and pebbles, this field, very pale salmon-pink rose is a thyme-and-butter, citrusy, green, and best enjoyed with food.

#### INDEPENDENT

10 best Côte de Provence rosé wines to sip whatever the weather

Transport yourself to the south of France with one of these top 10 picks



#### 10 Of The Best Rosé Wines Under £20



With another British lockdown in full swing, it's time to crack out the rosé. As many of us are on the hunt for an affordable bottle that still tastes good, we consulted lawyer-turned-wine-consumer Charlotte Kristensen, aka @TheLondonerGirl.

#### WOMEN talking Rose-Tinted Glasses

And of course, rosé wine continues to rise in popularity, which isn't surprising as the women are fabulous, and the marketing has always been on point. No wonder it's the Binge of the Summer. Considered one of the most popular types of wine, it's £1.99 was more expensive, but a refreshing, fruity citrus and rose with mineral notes. It was, however, well-timed and perfect. You could easily call it a great deal for a nice summer day.

#### Life of Link

CHRISTMAS GIFT GUIDE 2020  
THE ULTIMATE WINE EDIT



#### SQUAREMEAL

PROVENCE:  
A ROSÉ FOR ALL SEASONS

Take a fresh look at Provence rosé - a wine style that's in demand all year round



Provence is the heart of France's wine industry, and it's no surprise that the region is home to some of the most famous French wines. But what about the rosé wines of Provence? They're often overlooked, but they're actually some of the most delicious and versatile wines you can drink.

Provence rosé is a wine style that's in demand all year round. It's a wine that's perfect for any occasion, from a casual summer picnic to a formal dinner. It's a wine that's easy to drink and easy to love.

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#### TATLER



5 Best Rosé Wines For The Lockdown  
2020

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## TECHNICAL AND PROFESSIONAL QUALIFICATIONS EXPERIENCE IN PROVIDING PRESS RELATIONS SERVICES EXISTING OR PREVIOUS PRESS RELATIONS CLIENTS

Over the past three years we have provided press relations services to the following companies

- CIVB (current)
- CIVP (current)
- Tesco Stores Limited (current)
- E&J Gallo Winery (current)
- Martini (current)
- Waddesdon Wines (Rothschild Portfolio, current)
- Moët & Chandon
- Wines of Portugal
- CVRVV







## TECHNICAL AND PROFESSIONAL QUALIFICATIONS MANAGEMENT INFORMATION

We pride ourselves in our systems and ability to track and measure the output of our work.

### **Finances**

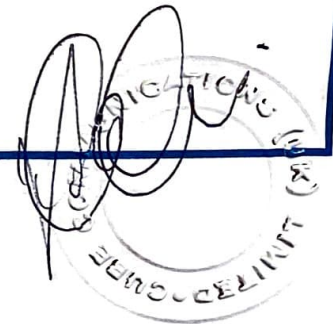
Cost estimates are issued in advance and a payment plan agreed for the year. Final invoices are adjusted to actual final spend through meticulous reconciliation, so that any surplus funds can be reallocated.

### **Monitoring**

Press coverage is tracked through a professional clippings service. All activities are followed up by a user survey, with feedback helping to shape future activity

### **Reports**

Monthly status reports are provided to track progress and share information. All activities generate a full final report, detailing every element including user feedback and budget reconciliation



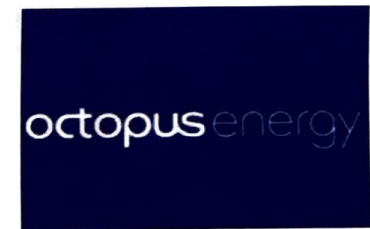


## TECHNICAL AND PROFESSIONAL QUALIFICATIONS MEETING SOCIAL AND ETHICAL RESPONSIBILITIES

CUBE has always been an equal opportunities employer, so recently we have turned our attention to more environmental and social caring initiatives

### **Responsible Energy Sourcing**

We recently switched our office energy supply to Octopus Energy, which uses 100% green energy



### **Recycling**

We recycle all we can in the office, and were recently awarded a Silver Medal by Merton Council and Love Wimbledon in recognition



### **Wine Sales**

Each year, with the permission of our clients, we hold a wine sale of surplus wine with all proceeds donated to local charities. This year, we have also gifted wine to local members of the National Health Service to give them a little treat as they get home after a shift battling Covid-19.

