

# THE VIDAL-FLEURY REVOLUTION!

“Look out for Vidal-Fleury starting in 2008! With a brand new, state-of-the-art winemaking facility, tucked beneath the Côte Rôtie vineyards of the Côte Blonde, and a new management team, this famous estate, owned by the Guigal Family, looks set to turn a page in a positive and dramatic fashion.”

- Robert Parker, The Wine Advocate (February 2009)



## NEW WINEMAKER

Guy Sarton du Jonchay, Winemaker and Managing Director, comes to Vidal-Fleury with an extensive background of making wines internationally, including South America and Australia.

He delivers superior Rhône wines that can appeal to today's demanding U.S. consumers.

## NEW WINERY

Vidal-Fleury had invested over \$25 million in a new winery, completed in June 2008 and designed to optimize aging, bottling and maturation.

The wines quality has increased significantly, resulting in enhanced consumer experiences and repeat purchases.

## NEW NAME & LOGO

J.Vidal Fleury simplified its name to Vidal-Fleury. A new, stylish logo has been created to reflect this change.

It is now easier than ever for your consumers to recognize the brand!

## NEW PACKAGING

Vidal-Fleury new labels are modern, consistent across the line and back labels feature wine and food pairing information. The historic Vidal-Fleury coat of arms remains.

Easy to read labels that don't intimidate consumers while retaining a premium, French flair.

**ORDER TODAY AND SHARE THE NEWS WITH YOUR CUSTOMERS!**

VISIT THE TRADE SECTION OF THE W.J.DEUTSCH WEBSITE TO DOWNLOAD TECH SHEETS

[wjdeutsch.com](http://wjdeutsch.com)