Les Jamelles



HISTORY AND KEY FIGURES



- A French brand created in 1995 by Catherine and Laurent Delaunay.
- A heir of a long familial tradition and of a series of fruitful encounters: in particular of both creators that have been very early on convinced of the tremendous potential of the Languedoc region. They are passionate about its diversity of terroirs and grape varieties.
- Has become over the last 20 years Badet Clément's flagship and an established brand with the most extensive and consistent range of varietal wines from the Languedoc region.
- 6 million bottles sold in 2018 throughout 45 countries. Steadily growing turnover due to strong consumer demand, distribution growth and increasing

KEY SELLING POINTS



> Region:

- Languedoc: A privileged production area. One of the oldest winegrowing regions in the world and the largest.
- Diverse soils and climates in which a wide assortment of classical and old grape varieties grow.
- A typical Mediterranean ambiance: hot climate, scents...



> High quality vineyards & winemaking:

- A selection of some of the best vineyards of the region based on the highest expression of the terroir and grape varieties.
- Long term partnerships with innovative and passionate growers.
- A highly skilled team comprising 2 agronomists and 6 winemakers-oenologists following Catherine Delaunay's quality orientations.
- A ultra hi-tech winery in Monze, near Carcassonne, with a vinification capacity of 50,000hl (eq. 6.7 M bottles)



> Wines:

- Unique and extensive range of 30 varietal wines covering a large spectrum of the market.
- Consistent and approachable style guaranteed by Catherine Delaunay.
- Award winning quality: Parker, Wine Spectator, Enthusiast, IWC, IWSC, Decanter etc…



> Packaging/brand:

- A brand name that is easy to remember and that sounds authentically French.
- A consensual distinctive presentation, which is both authentic and contemporary, and inspires confidence. A design with very broad appeal.
- A unique elegantly-shaped, embossed bottle.

> Price:

- Outstanding value for money
- Over-delivering mix

Les Jamelles

BRAND VALUES



- Universality
- Pleasure
- South of France's lifestyle
- Timelessness
- Reliability
- Consensual
- Humility

BRAND SYNOPSIS



Sélection Parcellaire: when the Languedoc's terroirs take single varietals to new heights!

A unique selection of 4 cuvées coming from increadible single vineyards



Sélection Spéciale

3 blends from Languedoc's finest terroirs
with delicate oak ageing





Traditional Method: intense and fresh!

A blend and a method made famous in Champagne
with fruit forward grapes from the South of France





Cépage Rare: offer something else!

A unique collection of heritage, little-known or unexpected varietals
in the Sout h of France to be (re)discovered





Our Best seller : the "Classic": range tasting better!

12 individual grapes that offer great value
and are regulary awarded at international wine competitions.



Les Petites Jamelles : perfectly suited to simple occasions!

A small range of three colors of fruity, smooth, balanced wines

