

BOUCHARD COOPERAGES NEW ZEALAND LTD.

A COMMITMENT TO QUALITY & CUSTOMER SERVICE



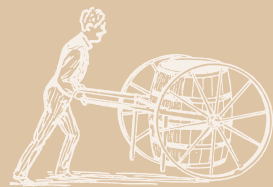
EUROPEAN COOPERS LTD.



Canadell
Oak for Winemaking

2012 Newsletter

WWW.BOUCHARDCOOPERAGES.COM



Bouchard Cooperages is an independent barrel broker that represents five outstanding producers from France and Hungary. Our goal is to offer you an exceptional selection from artisan coopers and oak barrel alternatives, and provide you with excellent customer service. There have been a few exciting changes and additions to our portfolio this year, and we hope you enjoy reading through what's new from Bouchard Cooperages for the 2012 vintage.

Our portfolio includes barrels from the coopers **Damy** and **Billon** from Burgundy (collectively known as Les Tonnelleries de Bourgogne), and **European Coopers** from the Mecsek region of Hungary, an area known historically for its barrel making tradition. Our most recent addition is **Canadell** from the Hautes-Pyrénées region of France. Canadell is the largest independent stave mill remaining in France and will be supplying us with French oak chips, powder, dominoes and staves. We continue to work with **Laglasse**, an artisan-scale stave mill and our supplier of tank staves who sources oak exclusively from the higher reaches of the Vosges forest in France. All of these companies are family owned and run operations, interested in long-term quality and performance.

In our unique role as an independent broker, we contract with the cooperages but act on behalf of the winery as your advocate. We have experience with our barrels over many wine styles, varietals, regions and countries, so if you have any questions please contact us.

We are grateful for your continued support. We look forward to catching up with you in the near future as we make our way through the North and South Islands, and endeavour to visit each and every one of you!



BOUCHARD COOPERAGES NEW ZEALAND TEAM

Roberta Manell Montero—Sales and Technical Support

Roberta has long experience with our barrel suppliers and winemakers' needs here in New Zealand. She offers technical information and advice to help you find the best match for your particular varietals, terroir, and winemaking style. Roberta also represents Bouchard Cooperages in Oregon, and co-owns a vineyard and small wine brand, Ellero, in Central Otago.

Erin Shull—Administration and Accounts

Erin has been with Bouchard Cooperage since 1999. Many of you have met Erin as she accompanies Roberta on some of her sales trips. Prior to joining Bouchard Cooperage, Erin worked for winery accounting departments in both Central Otago and Napa, California. Please contact Erin with any customer service questions you may have, including any queries regarding accounts or best way to pay your invoice.

CONTACT INFORMATION



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FAQ—Frequently asked questions

Does the price of the barrel include freight?

No. All of our barrels are sold DDP port. We attempt to bring the containers into the nearest port to help reduce the cost of shipping.

Why are we charged GST on the barrels?

The cooperage must prepay all the GST on the barrels before New Zealand Customs will release the barrels into the country. The cooperage then invoices GST to the wineries using the same exchange rate that Customs charged.

Why do we need to pay our Les Tonnelleries de Bourgogne invoice in Euros instead of NZD?

Damy and Billon barrels are invoiced in Euros so our coopers can offer the lowest price per barrel. A Euro price allows them to avoid adding significant markups needed to cover potential exchange rate fluctuations.

Payment in Euros—how is this done?

The short answer is by wire transfer or bank draft, payable directly to the coopers. Your bank can do it for you, or we recommend Western Union (which now comprises Custom House Global Foreign Exchange). Les Tonnelleries de Bourgogne has an account with Western Union so there is no need for you to open an account. There are no bank fees involved and you do not have to go into your bank to make the payment. You simply contact Jim Watson at Jim.Watson@business.westernunion.com, by phone on 03 365 4563 or fax your invoice to 03 365 4890. Western Union will then

convert your invoice into New Zealand dollars and you pay this amount to Western Union in Christchurch.

The NZ dollar is at an all time high against the Euro, can I fix my invoice amount at the time of order?

Not directly through our coopers, but Western Union does offer customers of Bouchard Cooperages the ability to fix the exchange rate at the time of their order. This simple transaction, which involves a “forward contract,” allows our customers to know the total \$NZD cost at the time of their order, and eliminates any risk from fluctuations in the exchange rate. Please contact Jim Watson at 03 365 4890 for more information.

What about payment by credit card?

Yes, both Damy and Billon accept payment by Visa and Mastercard. Just contact Erin at our office for a credit card authorization form.

Do you sell used barrels?

No, we only sell new barrels. We are happy to pass along references, and you can also take a look online at: http://www.winework.com/more_brokerage.html#barrelsale

Do you sell small barrels or casks?

Yes, small barrels are available from Coopers Damy and Billon: 28L and 56L barrels (both equipped with a stand and silicone bung) and 114L barrels (equipped with a silicone bung). Billon supplies casks up to 860L in size, optionally equipped with a stainless steel hatch.

LES TONNELLERIES DE BOURGOGNE

Damy and Billon are sister cooperages, owned by the Damy family, and marketed under the name **Les Tonnelleries de Bourgogne**. Despite their common ownership, the stave yards, production techniques and management remain completely separate, giving each cooperage a unique aromatic and flavour thumbprint.

GRAIN TIGHTNESS VS. FOREST ORIGIN

We are often asked about forest origin versus grain tightness for Damy and Billon. Forest region is very important for both coopers, to the point that Damy and Billon each guarantee the forest origin through PEFC certification. “Allier and Vosges, for instance, are so different from one another,” explains Jerome Damy.

“Allier has more spice and lifts aromatics whereas Vosges tends to express sweetness. For Damy and Billon this holds true across grain width and is a better way for us as coopers to offer consistency and a choice of flavour.”

Billon and Damy’s long-standing relationships with their wood suppliers allow them to ensure 100% traceability of all staves to their forest origins. This means that they are able to offer specific and hard-to-source forests—such as Bourgogne, Allier, Vosges, Jura, Center of France, Bertranges, and Nevers, as well as limited amounts of Tronçais—if ordered far enough in advance. Eastern European and American oak are also offered as selections by both Tonnelleries.

TONNELLERIE BILLON

Over the last few years, the Billon cooperage has been making large investments into their cooperage production facility and stave yard. Billon understands that in times of decreased oak budgets, winemakers will shift back to their “trusted coopers”—which means they will reduce the number of trials and focus on the coopers with consistent, reliable quality and value.



The decrease in global demand for oak following the Global Financial Crisis has also enabled the coopers to be even more stringent and scrupulous than normal, meticulously-pedantic even, when it comes to wood sorting and the rejection of staves that have even the slightest

potential to be problematic in the final product. The cooperage has also been analyzing and improving to the point of obsession, each and every step of the process to make the best quality, most consistent barrel in the most efficient way possible. Rest assured these changes have not in anyway affected the style of the Billon

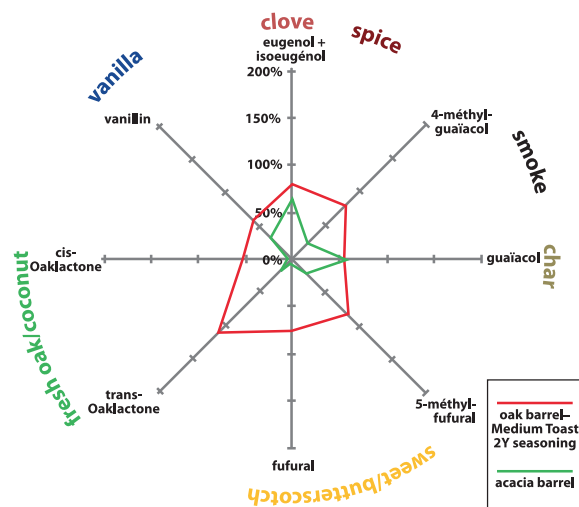
barrels, nor the characteristics they portray; but rather ensure the future and strengthening of the Billon brand.

FRENCH ACACIA WOOD

Tonnellerie Billon now offers barrels fabricated with seasoned French Acacia wood from the Burgundy region. Acacia wood, actually the *Robinia pseudoacacia* or black locust tree, is dense, tight-grained and tough (resistant to decay) and makes excellent barrels. Acacia barrels were initially used with sweet white varietals (Petit Manseng, Muscadelle, Mauzac) to preserve the freshness of the fruity nose and palate. In an increasing winemaking trend in France and the United States, winemakers are now also using Acacia barrels with Sauvignon Blanc, Semillon, Viognier, Marsanne, Pinot Gris and Chasselas, as well as Chardonnay and even some lighter reds. For Italian Winemakers, French Acacia barrels are often preferred for light, fruity white wines like Sauvignon Blanc (to avoid the combination of oak tannins and astringent/herbaceous characters from the Sauvignon Blanc), Pinot Blanc, Pinot Grigio, Chardonnay, and Rosato. For this reason, we strongly recommend a light toast.



Billon Cooperage — Oak vs. Acacia Barrels



Compared to French oak species, French Acacia is characterized by a softer, subtler wood expression, which to many winemakers seems to preserve the typical characteristics of the base wine in terms of fresh fruit, vegetable and floral notes. “Respects the fruit,” “subtle wood expressions,” “made more floral,” and “notes of exotic fruits and flowers” are just a few of the comments made by French winemakers using French Acacia barrels. This is a wood that would lend some very interesting, yet subtle expressions to barrel fermented and/or aged Sauvignon Blanc and other white varietals where preservation of fruit aromatics is important. And at 56 Euros less per barrel than French oak, it is also a relatively inexpensive alternative.



PUNCHEONS AND CASKS

Tonnellerie Billon also specializes in crafting puncheons and casks, which are becoming increasingly popular for use in fermentation, providing what many winemakers feel is a more seamless integration between wine and wood. These products range from a 350, 400, 450 and 500 Liter puncheon to the larger format of 600, 700, and 860 Liter casks, (the latter with the option of a stainless steel hatch). 🍷

TONNELLERIE DAMY

THE NEW DAMY ROUGE BARREL: "More Damy than Damy"

Over the last few years, Jerome Damy has been developing, testing and fine-tuning a new barrel specifically suited to red wines. The DAMY ROUGE barrel is finally ready for official release for the 2012 New Zealand vintage, although we have an early glimpse thru trials at various North and South Island wineries this past vintage.

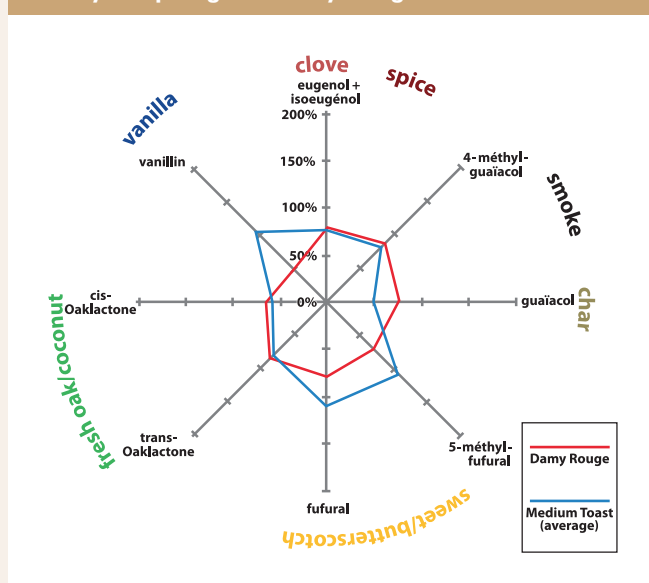
The Damy Rouge is a hand-selected blend of extra-tight grain French oak, all sourced from one long-term respected supplier and seasoned for a minimum of 36 months, with a toast developed specifically for this barrel. The Damy Rouge is also taking an optional 'stylish' stand with metallic red painted hoops to add some colour to your cellar (though unpainted galvanized hoops are available).



Although the Damy Rouge has been formulated for use predominantly in fuller style red wines, this barrel would also be suitable for whites where the target is more oak impact, bigger, fuller, rounder styles of wines. The Damy Rouge barrel is still typically DAMY in its flavour profile, however it offers more concentration, toasted/roasted almond characters and length. This allows the oak to linger and "come back" on the finish of the wine, without being too aggressive or assertive.

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Damy Cooperage — Damy Rouge vs. Medium Toast



The Damy Rouge toast differs from the Traditional Damy toasts at the final stage of the toasting process. The Rouge toast uses a stronger and hotter fire at the end to help develop structure in red wines. Compared to the Damy Allier Medium toast (currently the most popular forest and toast combination in New Zealand for Damy), the Damy Rouge has a reduction in vanillin and sweetness, but offers more noticeable yet elegant and supple, silky tannins, which really help carry the "Damy" characters through the mid palate and extend into the length of the wine. The Damy Rouge barrel will certainly offer an alternative for those who love the typical Damy flavour profile, yet want that extra lift of aromatics, power, and presence through the palate.

LONG TOAST: "I want a second fill Damy barrel"

It is surprising how many people comment that their "favourite white barrel is a second-fill Damy". For the lovers of the Damy flavour profile who are seeking more subtlety and softness for their wines—white or red—the MEDIUM LONG toast has certainly gained popularity in the last four years. This Long toast delivers subtlety and softness from day one and still brings the roundness and sweetness that is synonymous with Damy. With its lower temperature and longer toasting time, the Long toast penetrates deeper into the stave, producing a softer, rounder and more subtle option as compared to the Medium toast. If subtlety and softness is the direction you are looking to move, why not give the Long toast a try! 🍷



EUROPEAN COOPERS

It's been three vintages now since we introduced the Hungarian oak barrels from European Coopers to winemakers here in New Zealand. They've been really well received. Although the incentive for trials has been the lower price point, it's the quality of flavor and outstanding workmanship that has resulted in larger subsequent orders.

EUROPEAN COOPERS LTD.

BACKGROUND

Here's a brief rundown on European Coopers, in case you're not familiar with them. European Coopers is one of three principal cooperages in Hungary, and the only one that has remained independent. Established in 1997, European Coopers was co-founded by the respected Italian wine producer Antinori, as they were interested in quality Hungarian oak barrels for their Chianti and Hungarian wineries.

European Coopers controls the entire process of production, from sourcing logs and seasoning staves in their own yard, to production and finishing of the barrel.



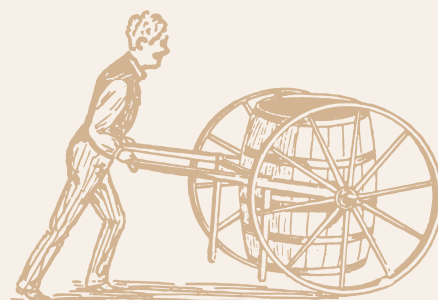
Kristof Flodung is at the heart of the company; he has 43 years experience in the industry, and prior to the foundation of European Coopers he worked for many years in Germany for Rieger (oval cask and tank producer). Kristof personally selects each log from the forest and oversees the entire production process. This level of direct control and traceability allows European Coopers to

produce consistent quality Hungarian Oak barrels that are everything you would expect from an artisan cooper.

European Coopers use 100% Hungarian oak, sourcing their wood from the Zemplen Hills in the Tokaj region (Northeast Hungary), and the Mecsek Hills in the South near Pécs. The stave wood for their barrels is aged for three years. The barrels are fire bent and toasted using traditional oak fire pots. We have observed zero blister tolerance and a pronounced lack of smokiness, despite the relatively deep penetration of the toasting.



Stylistically, the barrels have impressive complexity and power, and really aid in reducing the harsher phenolics in a wine, softening and rounding out the palate, while promoting fruit characters. The barrels bring characters ranging from fresh bread, oats and brown sugar through to roasted nuts, honey and caramel, mocha and hedonistic chocolate depending on toasting level. The Mixed (Mecsek/Tokay blend) barrels offer more power and drive, and are very popular in Italy for this reason of length and drive in fuller red wines. The extra-tight grained Tokay wood selection offers more subtle flavor contributions, and while the palate offers similar richness and smoothness, it does so with more elegance. This has been a popular selection for Pinot Noir producers here in New Zealand. 🍷



INTRODUCING CANADELL

Quality, consistency and price are the main factors that motivate winemakers when choosing an oak alternative product, and Canadell provides all three. While their

primary business has been supplying cooperages throughout France and Europe with top quality barrel staves, they are seriously committed to a complete line of high quality, consistent barrel alternatives.



Canadell barrel alternatives are made from 100% cooperage grade oak, and sourced from a blend of the premium French forests. They offer complete traceability throughout the wood sourcing and production process. Their comprehensive product line has everything the winemaker could want: Powder, Mini-Chips, Chips, Dominoes, Staves and Fans (staves arranged in a ring, with the equivalent surface area of one barrel).

BACKGROUND

Canadell is the oldest on-going customer of the ONF (French forestry department), and highly respected within the industry. They are the largest independent stave mill remaining in France. Canadell has two impressive facilities in both Ully Saint Georges (just north of Paris) and Trie sur Baise (in the Hautes-Pyrénées region, just west of Toulouse). They are large, clean, efficient and well-managed. Bottom line, they understand their business, are competitive on pricing, and have the ability and interest to customize their products for specific applications.

THE RANGE, PACKAGING AND TOASTING

Powder, Mini Chips, Chips, Dominoes:

- ◆ Available in the following toast levels: fresh oak*, light, medium, medium plus and heavy.
- ◆ Powders come in 20kg bags
- ◆ Mini chips, chips, and dominoes come in 10kg infusion bags, packaged in boxes for ease of shipment and transport.

*Fresh Oak—is untoasted for organoleptic purposes, although they are heat treated to meet with quarantine requirements.

Staves and Fans:

- ◆ The staves and fans are available in two toasts, Medium and “Double Toast”**
- ◆ Staves come in packs of 50 that are sealed in tri-layer food grade plastic and foil.
- ◆ Fans are assembled in France, and consist of 20 staves held together with a food grade zip tie, and have the equivalent surface area of one 225L barrel.

**Double Toast—this is a very soft and long toast, which is a unique double toasting process. It gives flavours and aromatics that preserve and respect fruit characters and enhance the volume (similar to Medium Long toast aromatics from a barrel). This toasting brings structure and softness to the wine—despite the misconceptions caused from the name “Double Toast”.



SEASONING AND CONSISTENCY

All oak used in Canadell alternatives is cooperage grade French oak, free of bark and heart wood, and uses a blend of premium forests to maintain consistency and reproducibility. Staves and domino wood is seasoned for a minimum of 26 months (16mm thick staves), and chips, mini chips, and powder wood is seasoned for 36 months. Complete seasoning throughout thickness of source wood is increasingly more important as the size and format of the product decreases. 36 month seasoning for chips through to powders maintains consistency in aroma and tannin profile after “chipping”, screening, toasting, etc.

All products are convection toasted to remove temperature fluctuation, which facilitates consistent time and temperatures for complete reproducibility. This also enables uniformity and penetration of toasting throughout the thickness of the product.

PRICE

Given global economic conditions, there has been a strong interest in the use of barrel alternatives in the New Zealand Wine Industry. The largest growth in usage has been in second tier labels of premium wineries. We understand that price is a large motivating factor in the decision process, and we are touching our toes to give you the exceptional quality and consistency of Canadell alternatives, at a very competitive price.

If you have any specific questions regarding the range, usage, dosage or if you are after the technical sheets on the products, please contact us. 🍷



BARREL PREPARATION AND STORAGE

We are often asked for the best way to prepare a new barrel for use. What follows is our coopers' recommended procedure:

1. Fill the barrel with 20 liters of warm to hot water (26°C to 50°C) and bung the barrel. Note: the warmer the water, the easier to achieve a vacuum, which will tell you if there are any leaks. However, be aware that this will extract more wood flavor from the barrel.
2. Turn the barrel on its side, roll it in order to completely wet the inside surface of the barrel, then stand it on end. If you want the top head to swell faster, you can fill the top head area with water while letting the inside soak.
3. After 10 minutes turn the barrel again, so that it is once more standing upright but on the other head.
4. Wait another 10 minutes, then pull the bung to see if a vacuum was achieved (will hear a sucking sound). If no vacuum, check the barrel surfaces for water spots to see if the barrel is free of leaks. If some leakage is apparent, repeat steps 1 through 4, but extend the soak time. If there are no apparent leaks, proceed to fill the barrels with juice or wine. If you encounter any problems, please contact our office.

You may fill the barrels with water for a couple of days if you prefer to extract minimal, initial wood tannins (only recommended for "clean," finished wine.)

STORING WINE BARRELS INDEFINITELY

If the unused wine barrels are to be stored for an indefinite period of time, keep the plastic film on the barrels to prevent them from getting dried out. When you are ready to use the barrels follow the previous steps 1–4.



BARREL REPAIRS

For simple repairs, please look at our website for step-by-step instructions with accompanying photos: www.bouchardcooperages.com. Otherwise, please contact our office for any repair arrangements, as the barrels have a one-year warranty. 🍷

ORDER AND DELIVERY TIME GUIDELINES

North Island	
ORDER BY	DELIVERY
1 November	1 February
1 December	1 March
Later orders come into the South Island (Lyttleton), unless full container order	

South Island	
ORDER BY	DELIVERY
1 November	1 February
1 December	1 March
15 December	1 April
15 January	15 April

Early Order Pricing: To qualify for the early order price, your order must be received by 15 November for North Island deliveries and by 1 December for South Island deliveries. Please note that the last date to place orders for North Island deliveries is 1 December.

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