

2017 ●

PRESS PACK



CONTENT

Chapter I : The SICHEL family

Chapter II : The SICHEL philosophy

Chapter III : Company development

Chapter IV : SICHEL family properties

Château PALMER (Margaux)

Château ANGLUDET (Margaux)

Château TRILLOL (Corbières)

Château ARGADENS (Bordeaux Supérieur)

Chapter V : SICHEL brands

SIRIUS

Les Hauts de Bel Air

SICHEL Range

Chapter VI: SICHEL wines in competitions

Chapter VII: SICHEL at a glance

Contact

THE SICHEL FAMILY

IN 1883 Peter SICHEL's great grandfather went to Bordeaux from England and set up a wine buying office there. Despite the company's prominence and the recent developments that have seen it grow almost beyond recognition, SICHEL remains a family business. The five SICHEL sons all have vital roles, which ensure continuity of purpose and strategy.

Peter Allan SICHEL, their father, died in February 1998. He had been at the head of the company for over 31 years before his retirement in 1996. A tireless ambassador for his wines and Bordeaux wines in general, Peter's name was well known in the wine trade and press through his annual Vintage and Market Report, begun by his father, Allan SICHEL, in the 1950s.

Peter's oldest son **Allan SICHEL** is now Managing Director. He is currently also Vice-President of the Conseil Interprofessionnel du Vin de Bordeaux (CIVB) and President of the Fédération du Négocier des Vins de Bordeaux.

Charles SICHEL came into the company in 1985 and now has responsibility for markets in the UK, the Channel Islands, Ireland, the Middle East and the Far East.

James SICHEL, Charles's twin brother, has similar responsibilities for Scandinavia, Switzerland, Southern Europe, North, Central and South America.

Benjamin SICHEL studied viticulture and oenology in Bordeaux and then spent time working in the Napa Valley. He returned to France and the family business in 1989. Ben is in charge of winemaking and viticulture at Château ANGLUDET (Margaux) and Château TRILLOL (Corbières).

David SICHEL, the youngest SICHEL brother, is in charge of the Belgian, Danish, Luxembourg, Eastern Europe and Russian markets.

Allan's sons, **Alexander and Max Sichel**, joined the company as part of its sales force in September 2012 and September 2014 respectively to make their contribution to the development of the Sichel brand. The future of this family company is assured...

At the head of a wine patrimony of 350 hectares, the SICHEL family can be proud of its signature "Propriétaire Vinificateur Eleveur", which enables it to have an original and very complete approach to the growing, production and distribution of wine.

Alexander, James, Benjamin, Allan, Charles, Max and David Sichel



THE SICHEL PHILOSOPHY

Maison SICHEL is above all a family company, organised around six guiding principles.

A FAMILY STRUCTURE MUST LOOK TO THE LONG TERM.

CONTROL PRODUCTION

In 1967, Maison Sichel became the first Bordeaux negociant to possess its own winery, and so control the winemaking process from A to Z.

Today, our technology and the expertise of our team enable us to produce wines of the highest quality and character. Our five experienced oenologists and our technicians benefit from continuous contact with winemakers and winemaking institutions around the world, reflecting the progressive spirit of the company and the Maison SICHEL philosophy.

KNOW THE MARKET

Having an in-depth knowledge of international markets and being constantly present in them is a golden rule. At Maison SICHEL we work to the principle that we never impose our way of working on our customers but adapt to their needs and the wine-drinking habits of their market.

ALWAYS DELIVER

Maison SICHEL supplies more than wine... it supplies a service.

An important part of what we do is working with major distributors and retailers, who market wines under their own labels. These companies need a solid, dependable partner, who has the skill and capacity to help them create and package wines that will meet all expectations. "We don't sell for our suppliers, we buy for our customers."

REMAIN GROUNDED

Maison SICHEL wishes to remain a SME, where people count. We employ 40 staff at our main Bordeaux office, 39 at our storage and bottling facility in Cénac near Bordeaux, and a further 13 at our winery in St-André-du-Bois. Our relatively light structure gives us an immense advantage – namely that we can make decisions centrally and quickly, and so communicate more efficiently with our various contacts and customers.

MAKE THE ENVIRONMENT A PRIORITY

We use sustainable farming methods at all our properties, but respect for the environment also extends to our offices in France, and to our bottling subsidiary, SICSOE, where water treatment, waste recycling and sorting and the integration of the building structure into the landscape were all key elements of the design and build.

COMPANY DEVELOPMENT

CHATEAU PALMER, Margaux

From their beginnings as négociants in the 19th century, the SICHELs prospered. In 1938 Peter's father, Allan SICHEL, joined three other families to purchase the legendary, but then very run down, Château PALMER (AOC Margaux). Commentators and buyers, in tasting notes and countless articles pay tribute to the fact that while classed as a Third Growth, it frequently out-performs its classification.

CHATEAU ANGLUDET, Margaux

The company's evolution has seen significant change in each subsequent decade. In 1961 SICHEL acquired another Margaux property Château ANGLUDET in Cantenac, which has been the Sichel family home ever since. In 1961 it was even more run down than PALMER but today critics agree that it ranks as one of the top estates in Bordeaux.

CHATEAU TRILLOL, Corbières

To the outsider who associates the SICHEL name with Bordeaux, probably the most significant development came in the late 80s. Recognising the potential for making quality wine in the South of France, Sichel took control of Domaine du Révérend in Cucugnan (Aude). In 1990, the family increased its Corbières investment with the purchase of Domaine du TRILLOL, which became Château Trillol in 2009.

CHÂTEAU ARGADENS, Bordeaux

Located high on the rolling hills of the Entre-Deux-Mers – just outside the village of Saint-André-du-Bois, close to Maison Sichel's winery and some 60 km from Bordeaux – lies Château Argadens, bought by the Sichel family in 2002.

Sichel's aim in acquiring Argadens was quite simply to see it express the full potential of its excellent terroir and become one of the benchmark properties in the Bordeaux Supérieur category. To achieve this, a major investment programme was launched to restructure the vineyard, increase planting density, modernise the winery and build an ageing cellar.

FROM VINEYARD TO BOTTLE :

BEL-AIR WINERY

Maison SICHEL was the first négociant and producer in Bordeaux to build its own winery in 1967 and it remains the only one of its kind in the region today. The initiative was that of wine luminary, Peter A SICHEL, who saw the future for quality winemaking in Bordeaux based on control of the winemaking process at every stage.

Up to this point, négociants had bought in wines, matured, blended and bottled them. SICHEL's vision was to work with winegrowers, oversee viticulture and harvesting and buy in premium grapes that would be vinified in its own winery.

The BEL AIR winery is in the village of Saint-Maixant, 40 km south of Bordeaux and has undergone a total rebuild lasting almost two years and costing over 2 million euros.

Inside, a new tasting room, better facilities for staff, a 25% increase in vat capacity (3,300 hl of vats have been added, bringing capacity to 22,300 hl) and the latest energy-saving technology will give SICHEL the ability "to produce not necessarily more, but better", says Fabien Laborde, Head of Wine and Vines at Maison SICHEL and who is the head of operations at BEL AIR.

Outside, SICHEL's commitment to the environment has been the prime motivation. A living 'green roof' not only helps the winery blend in with the surrounding countryside and encourages biodiversity but as Laborde points out, 'it also gives the building optimal insulation'. The already high-spec water purification plant is now fully automated, offering even more water conservation, and a recycling zone has also been part of the project.

The company was also one of the first négociants anywhere in France to put in place a quality charter with its winegrowers, specifying viticultural practices and yields and offering a premium price for top quality grapes. As importantly, every year since 1967 (Photo right: the BEL AIR winery in 1967), oenologists from the BEL AIR winery have worked with the 25 grower-partners to prepare each harvest, advising on green harvesting, leaf-thinning and harvesting dates etc.



BEL AIR produces Bordeaux red, white and rosé as well as Graves red wines. It is here that the company's made-to-measure wines for its airline and other major customers on export and the domestic market are made – including, of course, SICHEL's flagship brand, SIRIUS. Production in 2016 was 11,220 hl of wine made from 196 hectares of vines.

- 9 566 hl Bordeaux red,
- 1 480 hl Bordeaux white,
- 174 hl de Graves red,



SICSOE

The first SICSOE site was created by Maison SICHEL in 1985 to give the company sufficient bottling and storage capacity to control the entire winemaking process from production to bottling, labelling, case-filling and storage. In 2001, to meet increased demand, SICHEL invested 3.1 million euros in a new environmentally-friendly plant at Cénac, near Bordeaux,



The plant incorporates an in-house laboratory, which carries out some 27,000 quality control analyses a year. SICSOE is the only operator in the Gironde to have obtained a “green code” from Walmart. It obtained ISO 9001 v 2000 certification in 2007, BRC Certification in 2009, IFS certification in 2010 and TESCO certification in 2011.

In 2009 Maison SICHEL began work on a new cellarage facility for fine wine at SICSOE.

The wine safe or “bunker”, as it is known, ensures a top-security storage environment, specially designed and equipped for the long-term cellaring of Grands Crus Classés and fine Bordeaux, equal to those at the producing properties. The facility was completed after five years planning and at a cost of 10 million euros.

6 million bottles can be housed at any one time on racks rising to 8 meters in the concrete and metal-shielded curved vault. On-site and external surveillance, as well as a sophisticated sprinkler system assures the security of the wines, while temperature, light and humidity are kept at the optimum for cellarage.

The new bunker has virtually doubled the surface area of SICSOE (Sichel Sud Ouest Embouteillage), which is in fact a subsidiary of Maison SICHEL. 60% of the wines it handles are from other Bordeaux wine merchants and the new fine wine cellarage service is also available to outside companies on a per-case / per-month basis.



SICHEL VINEYARDS AND WINES

CHÂTEAU PALMER – AOC Margaux

The world-renowned estate was created in the first half of the 19th Century by the English general, Charles Palmer; the actual château, with its distinctive and elegant turreted Second Empire architecture, was built around 1856 by the wealthy Pereire family, powerful bankers to the great and good in the Gironde in the 19th Century.

In 1938 Château PALMER was bought by the Sichel family and a group of friends from the Bordeaux wine world.



Today, the estate covers 55 hectares of land that is blessed with the distinctive Garonne gravel croupes or mounds. The greatness of this AOC Margaux Third Growth is down to the synergy between grape variety, soil, sub-soil, microclimate, drainage and exposure to the sun, together with wise and sensitive farming methods.

The vineyard is planted with:

- 47% Cabernet Sauvignon
- 47% Merlot
- 6% Petit Verdot

Vines are planted at a density of 10,000 plants per hectare and no fertilisers are used.

Harvesting is by hand.

In 2013, Château PALMER's constant ambition to produce the best wines possible, resulted in the entire renovation and refurbishment of the vat house. Thanks to increased vat capacity (54 stainless steel vats up from 35, each containing 195 hectolitres opposed to 89), vinification is now tailored to every plot. Constructed in the traditional conical shape, the new vats guarantee better extraction of fruit and tannins and are naturally temperature-controlled so that every stage of vinification is meticulously planned.

The best vats are selected in multiple tastings. After the blending of the wines those that are destined to make Château PALMER go into French oak barrels for 20 to 21 months, depending on the structure of the vintage.

The wine in barrel is raked every three months and is fined with fresh egg white before bottling.

Château PALMER and Biodynamics

Since 2008, there has been a gradual conversion to biodynamic farming methods, a system that is largely based on cultivating vines without recourse to chemical plant protection products and fertilisers and on creating the best possible harmony between the plant and its environment.

2016 is Château PALMER'S first biodynamic vintage

In spring 2000, Château PALMER launched a new wine, ALTER EGO DE PALMER. 1998 was the first vintage and replaced RESERVE DU GENERAL, the previous second wine.

PALMER's average production of wine is 120,000 bottles of Château PALMER and 96,000 bottles of ALTER EGO.

CHÂTEAU ANGLUDET – AOC Margaux

Dating back to the 12th century, Château ANGLUDET is one of the oldest properties in Bordeaux, and has been **the SICHEL family home since they acquired it in 1961.**

32 hectares are in production, situated in one block on the large gravel plateau known as, 'le Grand Poujeaux'. The poor, well-drained, sandy gravel soils here and deep rooted vines make the perfect conditions in which to produce great wines.

Today, the average age of the vines is 25 years and the planting is divided between:

- 46% Cabernet Sauvignon, contributing structure, complexity and ageing potential
- 41% Merlot, adding fullness and fat
- 13% Petit Verdot, the oldest vines that give complexity, and the finesse and typical Angludet character.

Planting density is 6,666 to 7,300 vines per hectare.

ANGLUDET's average annual production is 150,000 bottles.



Wines:

- CHATEAU ANGLUDET – Margaux (formerly Château d'ANGLUDET)
- RESERVE D'ANGLUDET – Margaux
Second wine , produced from younger vines.

CHATEAU TRILLOL – AOC Corbières

Château TRILLOL in the Corbières area of the Languedoc was bought by the late Peter SICHEL in 1990. Château TRILLOL is situated near the hilltop village of Montgaillard, in the southwest corner of the Corbières. At an altitude of 400m, and with a climate influenced not only by the Mediterranean but also by the distant Atlantic, the original vineyard is situated in one of the coolest areas of the region. TRILLOL consequently produces less full-bodied reds than many of its neighbours but with complexity of flavour guaranteed by the slow ripening process. It also produces the rarer white Corbières.

With the acquisition of new land, the vineyard has expanded from 6.6 hectares in 1991 to 40 hectares and is planted with red (Grenache, Syrah, Carignan, Cinsault) and white varieties (Roussanne, Maccabeu).

Benjamin SICHEL is responsible for the technical management of the Corbières properties and, under his guiding rule that quality begins in the vineyard, TRILLOL is currently undergoing a replanting programme and changes in viticultural techniques. These include abandoning the Gobelet method of pruning in favour of Guyot Double or Cordon de Royat, which allows for better canopy management and a part of the crop to be harvested mechanically. Ben SICHEL is also doubling the density of planting to ensure more regular quality and volume. Part of the challenge is the wide variety of soils, and microclimates at TRILLOL.



Says Ben SICHEL, “We have now reached the optimum size for such a heterogeneous property, where each parcel of vines is different from the next. We are almost in the land of micro- viticulture at

TRILLOL. Each plot needs looking after in a different way, using different pruning techniques, or different methods of grassing-over.”

In 2009, the SICHEL family bought up the last plots of vines adjoining the estate. From now on, the entire harvest will consist exclusively of grapes from the historic TRILLOL vineyard. To mark this major turning point, Domaine du TRILLOL changed its name to Château TRILLOL.

TRILLOL’s average production of red wine is 120,000 bottles

Château TRILLOL wines:

- CHATEAU TRILLOL Red
- CHATEAU TRILLOL white
- CHATEAU TRILLOL PRESTIGE Red

CHÂTEAU ARGADENS – AOC Bordeaux Supérieur

Maison SICHEL has always been strongly involved in the control of its sources of supply. They have done this through the BEL-AIR winery but also by owning their own vineyards. In 2002, the company purchased Château Salle d'Arche, now Château ARGADENS, located in the commune of St-André-du-Bois, near to the BEL-AIR winery.

Since its purchase, a major investment programme has been under way to restructure the vineyard, increase plantation density, modernise the winery and build an ageing cellar. Tests conducted over several years have enabled it to use certain parcels as experimental bases to get the best qualitative results possible. The winegrower partners, who supply the BEL-AIR winery with grapes, have been able to share the results of this research to apply them afterwards to their own vineyards.

Château ARGADENS has also converted to integrated farming methods to protect the environment and animal and plant diversity.

Certified ISO 14001 in 2011, as part of its efforts to introduce an EMS (Environmental Management System (joint project initiated by the CIVB and aimed at encouraging winegrowers to gradually engage with sustainable development), Château ARGADENS does all it can to improve its production methods by turning to integrated farming:

- No chemical weed control on most plots since 2006
- 5,000-hectolitre water treatment plant
- Three hundred meters of hedges were planted in 2009 to foster ecosystems
- Full ban on chemicals that are rated toxic for humans and the environment
- Use of alternative pest management products optimised and reduced. For example, TFI (treatment frequency index) in 2013 at Château ARGADENS was 9.26, compared to regional average of 16.53.

The use of integrated farming methods is a deliberate choice by the Château ARGADENS' team. Integrated farming offers a worthwhile and realistic alternative for winegrowing. It is a continuous quest for the subtle balance between respect for nature and the rational application of modern techniques – a philosophy in its own right.

Vineyard surface area: 40 hectares

- **Red (36 hectares):** 60% Merlot, 21% Cabernet Sauvignon, 19% Cabernet Franc
- **White (4 hectares):** 38% Sémillon, 62% Sauvignon Cellar capacity: 5,500 hectolitres.

ARGADENS's average production of red wine is 240,000 bottles and 30,000 bottles of white.

Château ARGADENS wines:

- CHATEAU ARGADENS RED (AOC Bordeaux Supérieur)
- CHATEAU ARGADENS WHITE (AOC Bordeaux)



SICHEL BRANDS

SIRIUS - AOC BORDEAUX

In 1985 a new concept in Bordeaux winemaking was created. SIRIUS was the answer to the question: “How good can a regional Bordeaux be if it is made with all the care and investment usually reserved for top châteaux wines?”

SIRIUS was, in fact, a New World concept. Here the quality of a wine is determined very much by the quality of the winemaking. With SIRIUS, the aim is to show that although character is drawn from the soil, quality depends on winemaking and that with sufficient care and investment, it is possible to make regional or ‘generic’ Bordeaux of a quality that takes it out of its class.

SIRIUS is available in red (a blend of Merlot and Cabernet Sauvignon with a small proportion of Petit Verdot and Cabernet Franc) and in white (Sémillon and Sauvignon Blanc).



Les Hauts de BEL-AIR, A.O.C BORDEAUX

Les Hauts de Bel-Air (AOC Bordeaux white, red and rosé) is balanced, fresh, supple and fruit-driven – the younger sibling of Sichel’s flagship brand, Sirius and made by the same team at Sichel’s Bel-Air winery.



THE SICHEL RANGE

The SICHEL Range offers customers and consumers a selection of well-priced, quality wines that are always representative of their appellation and region.

SICHEL's technical team is involved in every stage of the vinification of these wines and also advises on growing methods and viticultural techniques throughout the year. This valuable consultancy role, allows the partner properties with whom SICHEL works to benefit from the latest viticultural thinking and techniques.

Partner growers also benefit from a motivation scheme, whereby the level of remuneration is based on the quality of the grapes delivered to the winery – encouragement for everyone to produce healthy grapes at optimum ripeness.

Working with quality grapes in perfect condition, the technical team is able to select different batches that will be vinified and aged per their specific characteristics, producing wines that are light or powerful, supple or more structured, better aged in oak or in vat.

Maison SICHEL produces the Bordeaux red, Margaux and Sauternes wines in the range at its BEL-AIR winery.



SICHEL WINES IN COMPETITION 2017

RESULTS OF 2017 COMPETITIONS				
Wines	Appellations	Vintage	Competitions	Medals
CAVE BEL AIR	Bordeaux rge	2015	Challenge International du Vin- Bourg et Blaye	SILVER
CAVE BEL AIR	Bordeaux rge	2015	Concours International des Vns de Lyon	SILVER
ARGADENS	Bordeaux blc	2016	Concours de Bordeaux	GOLD
ARGADENS	Bordeaux blc	2016	Concours International des Vns de Lyon	GOLD
ARGADENS	Bordeaux blc	2016	Concours Général Agricole de Paris	BRONZE
ARGADENS	Bordeaux rge	2015	Concours Général Agricole de Paris	GOLD
ARGADENS	Bordeaux rge	2015	Concours de Bordeaux	SILVER
ARGADENS	Bordeaux rge	2014	Concours International des Vns de Lyon	SILVER
ARGADENS	Bordeaux rge	2014	Decanter World Wine Awards	BRONZE
SIRIUS	Bordeaux blc	2016	Concours Général Agricole de Paris	GOLD
SIRIUS	Bordeaux blc	2016	Concours de Bordeaux	SILVER
SIRIUS	Bordeaux blc	2016	Concours des Grands Vins de France-Mâcon	BRONZE
SIRIUS	Bordeaux blc	2016	Decanter World Wine Awards	COMMENDED
SIRIUS	Bordeaux rge	2015	Concours International des Vns de Lyon	GOLD
SIRIUS	Bordeaux rge	2015	Decanter World Wine Awards	SILVER
TRILLOL	Corbières rge	2014	Decanter World Wine Awards	SILVER
TRILLOL	Corbières rge	2013	Decanter World Wine Awards	SILVER
TRILLOL	Corbières rge	2014	Concours Interprofessionnel des Vis de Corbières	BRONZE
TRILLOL PRESTIGE	Corbières rge	2013	Concours International des Vns de Lyon	SILVER

SICHEL AT GLANCE

Company founded in 1883. Based in Bordeaux, France.

2016 turnover : Export: 79%; France: 21%

Breakdown of Export turnover, 2016

2016	Total Export (main markets)	UK	Rest of Europe	USA/ Canada	Rest of the world
Répartition Export	100%	30%	20%	20%	30%

Operates on 50 countries worldwide. **UK is the biggest export market** in volume and value and accounts for 30% of annual turnover.

Supplies international airlines: British Airways, American Airlines, Continental Airlines, Emirates Airlines, Air Canada, Aero Mexico, Etihad Airways,

Owns: Château Angludet (Margaux), Château Trillol (Corbières), Château Argadens (Bordeaux Supérieur). Joint owner of Château Palmer 3rd Growth (Margaux).

Major wines

SIRIUS (AOC Bordeaux), les HAUTS de BEL AIR (AOC Bordeaux), Ch. PALMER (Margaux), Ch. ANGLUDET (Margaux), Ch. TRILLOL (Corbières), Ch. ARGADENS (Bordeaux et Bordeaux Supérieur), Ch. PERRON (Lalande de Pomerol), Domaine de PELLEHAUT (Côtes de Gascogne), Ch. CRABITEY (Graves), Ch. TREBIAC (Graves), Domaine de CASSAGNAU (Pays d'OC).

Employs 113 staff including five full time oenologists. Yvan MEYER is the company's Technical Director. Sichel has 14 export agents in export markets and 32 agents in France.

Sichel website : www.sichel.fr

CONTACT

Maison Sichel Export
19 Quai de Bacalan - BP 12
33000 Bordeaux
tel: +33 (0)5 56 11 16 60

UK :

Leigh Claridge / Isabelle Iartigue / Max Sichel

Mobile : + 44 (0) 7801 449 001

Email : maisonsicheluk@TLClaridge.co.uk

Max Sichel: max.sichel@sichel.fr

Tel: +33 (0)652 549 094

Isabelle Iartigue : i.iartigue@sichel.fr

Tel: +33 (0)556 111 664

US / Canada:

James Sichel (US - Canada) / Edouard Braastad (US) / Alexander Sichel (US)

Tel : +33 (0)556 11 16 60

Email : james.sichel@sichel.fr

Email : e.braastad@sichel.fr

Email: alex.sichel@sichel.fr

UK/Asia :

Charles Sichel

Tel : +33 (0)556 111 660

Email : charles.sichel@sichel.fr

Hong Kong / China :

Marie Mery

Tel : +33 (0)556 111 660

Email : m.mery@sichel.fr

China :

Mickael Zheng

Tel : +86 13505810404

Email : mickael.zheng@sichel.fr

Denmark, Belgium, Eastern Europe and Russia:

David Sichel

Tel : +33 (0)556 11 16 60

Email : david.sichel@sichel.fr

Russia /Eastern Europe:

Pavel Gubanov

Tel : +33 (0)524 731 711

Email : p.gubanov@sichel.fr

Japan / Pacific :

Agnès Bolley-Vittot

Cell (Australia) : +61(0)447 549 090

Email: a.bolley@sichel.fr

skype : abolleyvittot

Korea:

Hye Jong BYEON

Tel : +82(0)505 299 1660

Email: asia@sichel.fr

Germany , Netherlands, Austria

Judith Hanekamp

Tel: +33 (0)556 111 663

Email : j.hanekamp@sichel.fr