



PRESS PACK



MAISON SICHEL - 19, QUAI DE BACALAN -BP12 - 33028 BORDEAUX CEDEX - FRANCE
Tel: +33 (0)5 56 11 16 60 - E-mail: maison-sichel@sichel.fr



Daisy, James, Benjamin, Max, Allan, Charles, David & Alexander Sichel

THE SICHEL FAMILY

In 1883 Peter Sichels 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 President of the Conseil Interprofessionnel du Vin de Bordeaux (CIVB).

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

Benjamin 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).

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

Daisy, James's eldest daughter works with her uncle Benjamin at Château D'Angludet as Marketing & Wine Tour Manager.

Allan's sons, **Alexander and Max**, 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 200 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.



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 build 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, 61 at our storage and bottling facility in Cénac near Bordeaux, and a further 11 at our winery and Château Argadens 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



1938: CHÂTEAU PALMER - Biodynamic certification

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 outperforms its classification.



1961: CHÂTEAU ANGLUDET - Biodynamic certification

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..

1989: CHÂTEAU TRILLOL

The family purchased Domaine du TRILLOL (Corbières - south of France), which became Château Trillol in 2009.



2002: CHÂTEAU ARGADENS - Sustainable certification (HVE 3)

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.



2020: CHÂTEAU DAVIAUD - Sustainable certification (HVE 3)

At the start of 2020, the Sichel Family took control of Château Daviaud, a property it knew well as it was among the historic and original "grape providers" for the Bel Air winery. Though classic for Bordeaux a century or two ago, the property benefits from what could be considered today as an atypical mix of grape varieties with an interesting proportion of Malbec which makes Château Daviaud special, closer to Côtes-de-Bordeaux wines.



2021: DOMAINE PETER SICHEL - Biodynamic certification

In 2019, Château Trillol was taken over by Alexander Sichel and becomes Domaine Peter Sichel.. A total severance is now underway: Alexander has reduced the size of the vineyard to keep only the best plots, and has initiated an environmental approach that will lead to organic and biodynamic certification. The property alone ensures its distribution via its on-site team and the boutique on its website: [Alexander Sichel \(alexander@domainepetersichel.com\)](mailto:alexander@domainepetersichel.com)



FROM VINEYARD TO BOTTLE

BEL-AIR WINERY

Maison Sichel was the first negociant 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.

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 negociants 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 15 grower-partners to prepare each harvest, advising on green harvesting, leaf-thinning and harvesting dates etc.



Bel Air produces Bordeaux red and white. 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 2024 was 7 650 hl of wine made from 190 hectares of vines.

- 6 400 hl de Bordeaux red
- 1 250 hl de Bordeaux white.



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.

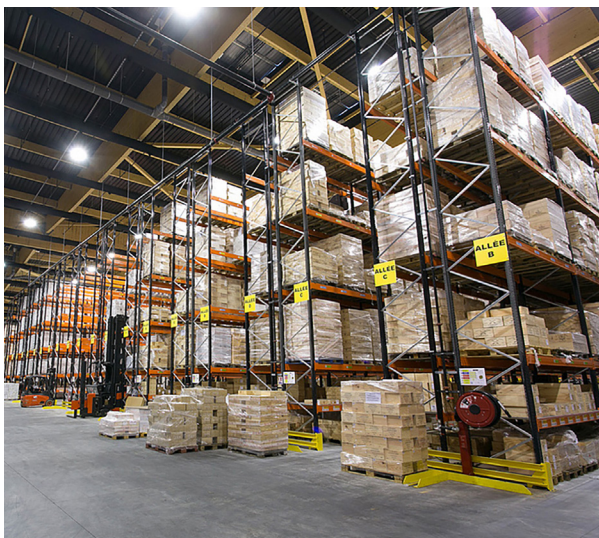
The plant incorporates an in-house laboratory, which carries out some 27,000 quality control analyses a year. SICSOE is the only operator in the Gironde to have obtained a "green code" from Walmart. It obtained ISO 9001 v 2000 certification in 2007, BRC Certification in 2009, IFS certification in 2010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

In 2013, 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 66 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), 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 racked 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.

2014 is Château Palmer's first biodynamic vintage

«The other Palmer» : In spring 2000, Château Palmer launched a new wine, ALTER EGO DE Palmer.

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.

30 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.



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

Biodynamic certification

Angludet's average annual production is about 150,000 bottles.

Château Angludet wines:

- Château Angludet - Margaux
- La Dame d'Angludet - Margaux - Second wine, produced from younger vines





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 is 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.



HVE3 certification . 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.

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

Château Argadens wines :

- Château Argadens red (AOC Bordeaux Supérieur)
- Château Argadens white (AOC Bordeaux)



CHÂTEAU DAVIAUD– AOC Bordeaux

Château Daviaud is an adjoining property of Château Argadens, in the town of Saint-André-du-Bois, north-east of Langon. It is THE latest acquisition by Maison Sichel: at the beginning of 2020, purchase of a property (excluding the building, which remains the home of the former owners), the company knows well, as it was one of the “providers” for Bel Air, its wine production cellar. As the Château was put up for sale, there was a serious risk of losing a partner of such good quality.

Property of 30 hectares in the Bordeaux appellation. Château Daviaud benefits from what could be considered today as an atypical mix of grape varieties with an interesting proportion of Malbec which makes Daviaud special, closer to Côtes-de-Bordeaux wines: 45% Merlot, 21% Cabernet Franc, 19% Cabernet Sauvignon, 15% Malbec.. A balance of grape varieties particularly well adjusted to the constraints of current weather conditions: a large percentage of Cabernet Franc and Malbec, reduces the proportion of Merlot.

Maison Sichel's oenologists took over production at Château Daviaud with the 2019 vintage which is the first to be offered under its new package design: a sober, modern and at the same time classic label, with a touch of originality in its pastel green background color.

David Sichel, Export Director of Maison Sichel : « The wine we produce at Château Daviaud, differentiates itself more by its body than by its structure, in order to highlight the softness of fruit, the depth of spices and great fullness on the palate, while retaining a lot of delicacy. The wine is vat aged for a few months (no oak) and can be enjoyed as soon as it is bottled and over the 5 to 6 years that follow.»



In July 2021, Château DAVIAUD has converted to integrated farming methods to protect the environment and animal and plant diversity.

Château Daviaud's average production is about 233,000 bottles.

Château Daviaud's wines :

- Château Daviaud – Bordeaux red

THE 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).

1883, A.O.C BORDEAUX

100% Merlot, 1883 was created in 2018 and named in tribute to the date of creation of the Maison Sichel company.

It's a vegan wine without added sulphites that revives the values of yesteryear, of simplicity, authenticity: a return to basics.

A clever mix of the know-how of the ancient and modern technologies to guarantee a stable wine. 1883 wine is resolutely in line with the current trends, motivated by a global environmental policy initiated by Maison Sichel a few years ago.





THE SICHEL RANGE

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.

MAISON SICHEL AT GLANCE

Company founded in 1883. Based in Bordeaux, France.

Turnover : Export: 84%; France: 16%

Operates on 50 countries worldwide.

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

Major wines

Ch. PALMER (Margaux), Ch. ANGLUDET (Margaux), Ch. ARGADENS (Bordeaux et Bordeaux Supérieur), Ch DAVIAUD (Bordeaux), Ch. PERRON (Lalande de Pomerol), Domaine de PELLEHAUT (Côtes de Gascogne), Ch. CRABITEY (Graves), Ch. TREBIAC (Graves), Domaine de CASSAGNAU (Pays d'OC).

Employs 145 staff including five full time oenologists. Sichel has 14 export agents in export markets and 17 agents in France.

Sichel website : www.sichel.fr

CONTACTS

UK :

Jake Milburn : j.milburn@sichel.fr

Tel: +44 (0) 7341 944 603

Max Sichel: max.sichel@sichel.fr

Tel +33 (0)652 549 094

Sophie Balanger: s.balanger@sichel.fr

Tel: +44 (0) 7930 099 057

UK/Asia :

Charles Sichel: charles.sichel@sichel.fr

Tel : +33 (0)556 111 660

US / Canada:

James Sichel : james.sichel@sichel.fr

Tel : +33 (0)556 11 16 60

US:

Abby Gatchel: a.gatchel@sichel.fr

Tel: +33 (0)556111 673

Turkey/ Scandinavian countries:

Mahir Sencan : m.sencan@sichel.fr

Tel : +33 (0)5 247 7 10 44

Denmark, Belgium, Eastern Europe and Africa:

David Sichel: david.sichel@sichel.fr

Tel : +33 (0)556 112 145

Russia /Eastern Europe:

Pavel Gubanov: p.gubanov@sichel.fr

Tel : +33 (0)524 731 711

Netherlands, Austria & Germany:

Judith Hanekamp : j.hanekamp@sichel.fr

Tel: +33 (0)556 111 663

Korea:

Hye Jong Byeon: asia@sichel.fr

Tel : +82(0)505 299 1660

Hong Kong / China :

Marie Mery: m.mery@sichel.fr

Tel : +33 (0)556 111 672

China :

Mickael Zheng: mickael.zheng@sichel.fr

Tel: +86 13505810404