

## PRESS RELEASE

### 1252-2022: The 770<sup>th</sup> harvest at Château Pape Clément, version 3.0. The iconic Grand Cru Classé is still leading the way.

**Château Pape Clément, Maison Bernard Magrez's iconic *Grand Cru Classé*, is moving into Web3 with an unprecedented NFT scheme: an NFT Club for enthusiasts & lovers of *Grands Vins*.**

To mark the occasion of the 770<sup>th</sup> harvest at Château Pape Clément, Maison Bernard Magrez's iconic *Grand Cru Classé* is offering 1,252 NFTs for sale, which will serve as digital membership cards.

Each holder of an NFT will become a member of the Château Pape Clément Club and enjoy the privilege of:

- Following the creation of the 770<sup>th</sup> Vintage, as the months go by, thanks to unique content published in a dedicated space, accessible through the NFT;
- Becoming the owners of a limited-edition *cuvée* of Château Pape Clément, the 2016 vintage, hailed by critics;
- Acquiring digital artwork, a digital reinterpretation of this vintage of Château Pape Clément;
- Gaining exclusive access to exceptional events, experiences and products.

Bernard Magrez, who owns four *Grand Cru Classé* estates in Bordeaux – including the iconic Château Pape Clément – aims to reconnect the Château with the lovers of his great wines thanks to a simple NFT scheme, accessible to all, using an application (available on iOS and Android) as well as a dedicated website <https://nft.chateau-pape-clement.com>.





## **NFTs: a revolution in the wine world that fits perfectly into Maison Bernard Magrez's DNA.**

After having conquered the luxury industry, NFTs are set to shake up the world of wine and *Grands Crus Classés*. Rarity, exclusivity, desirability and traceability: there is a very natural link between these digital assets and the world of fine wines!

NFTs ("Non Fungible Tokens") are digital assets, which reinvent the concept of ownership through a tamper-proof digital certificate of authenticity registered on the blockchain (a digital register ensuring proof of traceability and ownership).

The use of NFTs finds its place in the DNA of Maison Bernard Magrez, a company in continual pursuit of innovation. Today marks the company's move into Web3 with an unprecedented scheme in the world of *Grands Crus Classés*: an NFT Club for Château Pape Clément, *Grand Cru Classé de Graves*.

## **From the first harvest in 1252 to Web3 in 2022. Château Pape Clément skilfully combines tradition with innovation**

The history of Château Pape Clément is marked by the man who gave his name to the estate, and made its wine a legend: Bertrand de Goth (1264 - 1314), who later became Pope Clement V.

Passionate about his land and with a keen interest in innovation, he contributed to the development of "modern" winegrowing practices in the 13<sup>th</sup> century and was among the first to plant vines in rows (or "règes"), which made harvesting and working in the vines much easier.

Seven hundred years later, Bernard Magrez, an emblematic figure of the wine world, took over the running of the Château and continues to nurture that same pioneering spirit.

Since the château was bought in 1978, he has always looked to the future and what better way to do so than by celebrating the 770<sup>th</sup> harvest of the Château in the Web3 universe with an NFT Club for Château Pape Clément.





## **1,252 fine wine lovers connected through an application and a private space accessible through NFTs**

To become a member of Château Pape Clément's "NFT Club", each wine enthusiast will be able to **buy one NFT, which will serve as a digital membership card** through a unique identification code.

The NFT will be the key to **access exclusive content, go behind the scenes to discover the secrets to making a *Grand Vin* and follow in real time the creation of the 770<sup>th</sup> vintage.**

Only 1,252 NFTs will be offered for sale online (in reference to the date of the Château's first harvest), on a dedicated platform (<https://nft.chateau-pape-clement.com>), accessible from 6 October 2022 for those wishing to register for the pre-launch sale.

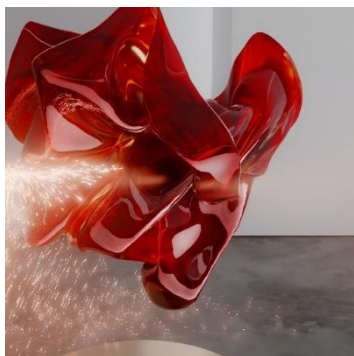
## **An exceptional, limited-edition cuvée, Château Pape Clément 2016, its interpretation as a digital artwork and privileged access**

Gaining access to the creation of a vintage is one thing; being able to taste it is another, particularly with wines for ageing.

To satisfy even the most impatient participants, each member of the NFT Club will receive **a unique limited-edition cuvée of Château Pape Clément, 2016 vintage** (97-98/100 by James Suckling and 98/100 by JM Quarin).

The members of the NFT Club will also become the owners **of a unique, numbered digital artwork** created specially by artist Pierre Blaise Dionet. This international artist, represented by the art curating company MABILLE & CHAUMETTE, and whose work is soon to be exhibited at the Ateliers de Lumières in Paris and Bordeaux, provides a beautifully abstract reinterpretation of Château Pape Clément by skilfully combining artistic imagination with new technologies.

Lastly, the members of the Château Pape Clément NFT Club will enjoy **advantages and privileged access to events organised by Maison Bernard Magrez** such as Château Pape Clément "*en primeurs*", private views of contemporary international artists, concerts or tastings in the various Grand Cru Classé Châteaux or cultural venues of Maison Bernard Magrez (Institut Culturel Bernard Magrez, La Grande Maison, Start-up Incubator).



## A secure scheme with the leader in NFTs in the luxury industry

The entire scheme is stored securely on the blockchain and guaranteed by the leader of Web3 solutions for brands: Arianee.

The 1,252 NFTs offered for sale, each containing a 3D digital artwork, are accessible through the dedicated application available on iOS and Android.

The Wallet (digital wallet) set up by Arianee, enables buyers to store their NFT securely.

## To be sure to be one of the 1,252 privileged members: a pre-launch sale

The official sale of the NFTs will begin on 10 November 2022.

However, wine enthusiasts are invited to visit the website <https://nft.chateau-pape-clement.com> now, to be placed on a waiting list, which will allow them to access the pre-launch sale scheduled on 08 November 2022.

Each NFT will be offered for sale at a price of €310 inclusive of tax.

Payment will be made in Euros by bankcard on the dedicated website <https://nft.chateau-pape-clement.com>.

**Treat yourself or someone else to this unique experience, and learn more about the history & innovation of Bordeaux's fine wines.**

## KEY DATES

First harvest at Château Pape Clément	1252
Signing up for the NFT pre-launch sale	From 6 October 2022
Pre-launch sale	08 November 2022
Sale open to the general public	10 November 2022

## USEFUL LINKS

<b>Press visuals</b>	<a href="https://www.dropbox.com/sh/r2l80oydzdhloa3/AAAggz_SAAtqgFbztpLt1MVdla?dl=0">https://www.dropbox.com/sh/r2l80oydzdhloa3/AAAggz_SAAtqgFbztpLt1MVdla?dl=0</a>
Website	<a href="https://nft.chateau-pape-clement.com">nft.chateau-pape-clement.com</a>
LinkedIn	<a href="https://www.linkedin.com/company/bernard-magrez-grands-vignobles-propretaire">www.linkedin.com/company/bernard-magrez-grands-vignobles-propretaire</a>
Instagram	<a href="https://www.instagram.com/chateaupapeclement/">https://www.instagram.com/chateaupapeclement/</a>
Facebook	<a href="https://www.facebook.com/ChateauPapeClement/">https://www.facebook.com/ChateauPapeClement/</a>
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YouTube	<a href="https://www.youtube.com/MagrezBernard">https://www.youtube.com/MagrezBernard</a>

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*"Château Pape Clément must constantly look to the future, listen to its customers and, above all, provide them with unforgettable experiences. That's what makes this Grand Cru Classé an iconic brand. The creation of the Château Pape Clément NFT Club is part of this approach, to take fine wine enthusiasts on an inspiring emotional journey".*

**Bernard Magrez, Owner of 4 Grand Cru Classé estates, including Château Pape Clément**

*Quote: "A unique occasion calls for a unique experience. With the Château Pape Clément NFT Club, our aim is to open wide the doors of both the Château and our cellars, and allow people to discover our expertise in crafting great wines".*

**Bernard Magrez, Owner of 4 Grand Cru Classé estates, including Château Pape Clément**

*"Pape Clément and Arianee share the same values of innovation and excellence. This is the natural foundation on which to build our collaboration. Through our turnkey solutions, the aim is to provide members of the Pape Clément community with the best Web3 experience, making the estate a Web3 pioneer in the wine industry."*

**Pierre-Nicolas Hurstel, Co-Founder & CEO of Arianee**



## About Bernard Magrez

Bernard Magrez owns four *Grand Cru Classé* estates in Bordeaux, including the emblematic Château Pape Clément, Grand Cru Classé de Graves, as well as 42 vineyards in France and around the world.

Strongly committed to Research & Development and the protection of the environment, Maison Bernard Magrez is a firm supporter of ambitious research projects that aim to help change agro-ecological practices and anticipate the consequences of climate change. In 2020, it also launched the first start-up incubator in wine and wine tourism.

Maison Bernard Magrez, wine tourism leader in Bordeaux, offers unique tours and workshops, luxury guest rooms, a hotel in the centre of Bordeaux as well as wine shops, venues and reception and meeting areas located at his wine estates.

Bernard Magrez is actively involved in cultural and artistic sponsorship programmes through the "Institut Culturel Bernard Magrez", providing support in particular for several contemporary artists and four classical musicians. Mr Bernard Magrez also sponsors several charity projects in France and around the world, notably the Institut Bergonié in the fight against cancer in Bordeaux and "Chaine de l'Espoir" on different projects in Thailand, Cambodia and Nepal.

# .arianee

## About Arianee

Founded in 2018, Arianee is the leading web3 solutions platform for brands. Arianee's open-source protocol is blockchain-based and helps brands deploy their Web3 strategy by enabling them to tokenize, distribute and leverage NFTs to transform their relationships with their communities. We create a direct, perpetual link which respects personal data. The range of technological solutions developed by Arianee allows brands to create enriched NFTs packed with exclusive and unique features.

Arianee brings together major brands such as the Richemont Group, L'Oreal, Breitling, Paris Fashion Week, Audemars Piguet as well as partners in technology, including IBM and The Sandbox, in its vision to build a decentralized internet.

[www.arianee.org](http://www.arianee.org)

### **About Pierre-Blaise Dionet**

Digital artist and entrepreneur, represented by the culture and art curating company MABILLE & CHAUMETTE, Pierre-Blaise Dionet is the founder of the award-winning studio CITYSHAKE. Specialised in innovative art, the studio invents new ways to produce artistic content and breathe life into concepts around the world of dreams and imagination through digital innovation projects. Their creations touch on the fields of art, music, culture, storytelling and education.

Firmly committed to R&D, the studio uses the latest Tech Art technology to push the boundaries of artistic expression: visual effects cinematography, real time 3D, generative and procedural tech art.

In 2018, CITYSHAKE was one of the 30 start-ups from around the world to be selected as a Top Finalist for the LVMH Innovation Award.

### **About MABILLE & CHAUMETTE, the Art Curating Company**

The first art curating company dedicated to the world of wine and spirits, MABILLE & CHAUMETTE sets up art exhibitions and cultural events for Institutions, Wine estates, Private companies and Collectors. Based in Paris, Bordeaux, Hong Kong and Singapore, MABILLE & CHAUMETTE is specialised in Photography, Street Art, Contemporary and Digital Art. Through Art, the Company contributes to the Wine tourism strategy of Châteaux and Wine estates and the enhancement of their historical, family and cultural heritage (Art & Vines). MABILLE & CHAUMETTE have joined the "Cépages" programme of the Bernard Magrez Start-up Win Incubator.