



Company Name: Vignobles Raguenot

Booth No: 5B4-03

Exhibiting at: ProWine Singapore 2024

Website: <https://vignoblesraguenot.fr>

Instagram: <https://instagram.com/vignoblesraguenot>

Exhibitor and media contact: Emmanuelle Miller

Job title: Co-owner

Email : emmanuelle.miller@vignoblesraguenot.fr

Alternate contact: Jean Grignon

Email: jean.grignon@vignoblesraguenot.fr

Job title: Export manager

Headline : Modern and pioneering independent winery from Bordeaux, disrupting current wine & spirits offers worldwide.



Vignobles Raguenot leading modernity and innovation for Bordeaux wineries, a journey towards a contemporary wine approach

If you still think of Bordeaux as traditional and old-fashioned, Vignobles Raguenot will broaden your perspective. Founded in 1967 by Lise and Philippe Raguenot with 3 hectares in the Blaye region of Bordeaux, Vignobles Raguenot quickly grew in size and reputation due to endless winemaking improvements and a commitment to the highest quality. In 1998, with the addition of another winery in Haut-Médoc, Vignobles Raguenot became one of the few family independent wineries able to represent both of Bordeaux's prestigious banks (Château des Tourtes, St Caprais de Blaye 70 hectares & Château Haut-Bezac Haut-Médoc Vertheuil 30 hectares).

Attracted by a revolutionary approach, co-owners and winemakers, Marie-Pierre Lallez, Emmanuelle Miller and Eric Lallez decided to leave their mark at ProWine Singapore 2024 by presenting their newest wine in can range FRENCH CAN CAN and NO-alcohol wine TIP TOP 0%.

« This year in particular helped us find ourselves again and look to the future: we put in place new strategies for our company and found new cuvées to bring to the market. »

Building on current market trends and demands, both ranges are focused on quality, positioning and effective communication. Launched in 2020, FRENCH CAN CAN is already successful in several markets (USA, Northern and Eastern Europe) with very promising developments to come in Africa.

Following the recent steady growth of No/Low sector, Vignobles Raguenot made a roaring entry with TIP TOP 0%, already recognized as a leader in quality, price-positioning and popularity.

« There's a real market for it, and it opens unexpected doors. This non-alcoholic wine range is a first contact, it's a totally relaxed and joyful universe that allows us to get our message across. All the richness of the wine is there, in a natural way. There are no additives, no sweeteners, no synthetic flavors, no synthetic tannins. We're a bit of a revolutionary. »

After one year of Research & Development with La Zénothèque in Germany, Vignobles Raguenot and Frédéric Chouquet collaborated on the first vintage in September 2023 with TIP TOP 0% red wine, awarded Gold Medal at Global No/Low Alcohol Wine Masters 2023 among 3600 samples.



Combining Excellence and Pioneering

Over the last 20 years, Vignobles Raguenot has been awarded 100+ medals on all ranges. Qualitative wines are consistently produced with a focused emphasis on the final consumer and current market dynamics.

In 2023, FRENCH CAN CAN participated in the 50 Great Canned Wines of the World competition, winning Silver Medals for both the White and Red and a Bronze Medal for the Rosé.

This has strengthened their position as the leader for canned-wine in France and Top10 worldwide.

Having designed a special can for wine, FRENCH CAN CAN range benefits of a perfect wine-protection for transportation and an extended shelf-life, connecting with all wine enthusiasts through a preserved wine, representative of Bordeaux terroir and typicity.

No-alcohol wines are known to be more challenging as the whole structure and balance of a wine might change after de-alcoholization.

With this in mind, Vignobles Raguenot developed TIP TOP range through the use of latest dealcoholization technologies from Germany. By choosing the Cold Distillation Method and keeping residual sugar to a minimum, this range has already made a name for itself in Europe, being recognized as Top Quality and a true ambassador for this wine category.

