

# NEWSLETTER LE NOBLEVINE



Summer  
Edition

Le Noblevine, Domaine D'Espère, 30350 St. Jean de Serres, France  
Email: [galwaywine@wanadoo.fr](mailto:galwaywine@wanadoo.fr) Tel: 00 33 466 308 488

[www.lvi-noblevine.com](http://www.lvi-noblevine.com) / [www.GalwayBayWine.com](http://www.GalwayBayWine.com)

July 2010  
Page 1

## INSIDE THIS ISSUE

- "The Bessie Ellen" - Update
- Harvest Festival 2010
- The Languedoc Reviewed
- LNV Investments Ltd
- Your Vine Ownership Info - Online ..... It's coming

Bonjour everyone from a very hot and sunny Languedoc . During our meeting in Ballyvaughan and follow up newsletter we covered the subject of communication and the need to order your wine at fixed periods to reduce transport / delivery costs! We also covered the problem in selling off surplus wines in bulk which has created losses to our farming / viticultural operation . This is explained again in this newsletter ( see 'Languedoc reviewed' )

**The Ballyvaughan / Bessie Ellen issue:** As most of you are by now aware following a dispute with the operators the Bessie Ellen eventually delivered our festival wine shipment to Dublin Port on the 4<sup>th</sup> of June instead of Ballyvaughan harbour on the 27<sup>th</sup> of May as agreed before the festival commenced . This caused a lot of hassle with the customs owing to documentation having been prepared for delivery to Ballyvaughan - a non approved port for receipt of excisable goods ' . So much for free movements of goods within the EU !

We are now offering these wines to you at very special prices (see "The Languedoc Reviewed" which explains the increase in prices within the region for wines such as [Domaine Coston](#) and [Domaine Villeneuve](#))

Stocks are limited so sold on a first come basis - **Don't delay if you want to pick up some very good quality wines at reduced prices.**

We are trying to complete these orders within the next 2 weeks so that we can send them out to you all together and keep distribution costs as low as possible . We need cash upfront for the customs so please ensure payment with your order ! ( see separate price list for more info )

Cheers  
Noel

All previous Newsletters can be viewed / downloaded on our website  
[www.lvi-noblevine.com/News.html](http://www.lvi-noblevine.com/News.html)



This year's Harvest festival will be here in Saint-Jean-de-Serres & Canaules as usual .

This year once again there will be a choice of 2 weekends for you to select from : 24<sup>th</sup> to 27<sup>th</sup> of September and the 15<sup>th</sup> to the 18<sup>th</sup> October . Book your cheap flights in good time. We can organise mini bus collection if we can get enough of you to travel at the same time / flights .

For accommodation contact SEAN ( [bookings@canaules.com](mailto:bookings@canaules.com) ) or visit our apartments website at [www.canaules.com](http://www.canaules.com) where some accommodation packages will be available shortly . We will send you a schedule of events in August . As usual there will be plenty of wine , music , good food , craic & of course sunshine. Normal temperatures at the end of September to mid October should be in the mid 20's . Remember to allow at least one morning for the serious business of getting to know your wine and vines . As you will see from the review below we are in a very exciting time here and would value owners / investors opinions and any advise!



## The Languedoc Reviewed

It is now time to look again at our chosen location and what's been happening here in the wine trade over the last 10 years, But first let us look back to the 90's when "the Revolution" began. First the grape varietals were upgraded then the wine caves were refurbished or in some cases closed . Old high yielding vines which produced poor quality wines were uprooted and replaced by the better quality varietals. The caves which remained were then fitted out with refrigerated fermentors and storage tanks. By the year 2000 the quality had greatly improved but yields were much lower . Wine prices increased to compensate for the lower yields from the better quality grape varietals.

All was well until 2004 when the Australian and Chilian exporters began "dumping" their wines onto the UK & Irish markets . This below cost pricing caused a big drop in prices here. Production costs had risen to €55/Hl which was ok when selling prices rose to €75/Hl but in 2004 these prices dropped to €45/€50H/l which effectively meant we were selling our surplus wines at 20% below production costs . Traditionally bulk wines sold at 10 % + over production costs. over the next 4 years we lost heavily on the surplus wines we produced, naturally if we had bottled and sold these wines we would make profits but considering the volumes being dumped this would have been a high



? If you have any questions or queries in relation to your vines please ring Jim Kavanagh at 052 -6125646 / 086 60 90339



# The Languedoc Reviewed Continued

risk strategy as the market was already saturated. Now take a look at the bigger picture of what has been happening here . Lots of Vignerons have opted out of the Co -Operative system and become independant Vignerons / wine makers . This has taken the Languedoc wine revolution many steps further forward . Massive changes have taken place to improve the quality and selection of wines.

There are now over 50 high quality producers producing over 100 different wines . All fetching 20 euro + per bottle . The prices for these Estate bottled wines have increased rapidly and the Languedoc is now taking over from the New world as the leading producers of quality fruity character wines . The demand for the top producers wines has led to "en primeur" selling before bottling - The old Bordeaux system for selling Chateaux bottled wines .

There is more to come too . Only in the Languedoc can one get such a wide selection of grapes and all the eyes of the world of wines are now firmly focused on this region. Being in the middle of these developments has positioned us to profit from this experience by carrying out our own R & D while keeping a close watch on change and developments going on around us.

The set back we have experienced by having to sell off surplus wines in bulk has delayed our development but by expanding our ownership programme which reduces our dependency in selling off in bulk this will allow us to select our top quality grapes and continue to work with some of the best wine makers in this region .

### LNV investments LTD

Some of you will remember we set up this company in 2007 to hold the Shares in GWP SARL the winery / cave at St Jean de Serre . At present LNV Investments owns 8 % of the business and winery. We now plan to offer more shares in this company so as it can increase it's interest in GWP sarl and acquire further investments in this region . There are opportunities at present to diversify into other products which compliment our wine / vineyard business and will improve the overall profitability.

The plan is to produce more bio grapes for Bio fruit juice production and also grenadine and figs for specific oils. These will be planted with a further 5 acres of Lavender and rosemary for the perfumes, pharmaceutical & craft business. We have also an experimental garden for the production of aubergines , courgette , and peppers .

The vines and olives are now fully developed and we plan to expand the ownership programme further over the next two years . Adding the above products will allow us to offer a wide range of items to compliment the wine and olive oil range we have developed while maximising the use of surplus land which we have acquired.

This additional development will cost €150,000 including equipment for the juice and natural oils production.

A prospectus is being prepared which will include all the financial details of the business. Please fill in the form below if you are interested in this project and we will keep you informed of developments as they happen . Please note we are looking preferably for investors who could help with this development in a ' hands on' way . Being able to visit at least once per year and have an interest in the drink and food business would be a great asset . Actively retired people are very welcome especially if you have time to spare.

**Name :**

**Address :**

**Tel :**

**Mobile:**

**E mail :**

**Profession :**

**Approx Amount you would like to invest : €**



**La Bastide des Lavandières**

*Don't forget your Vine owners discount*

**Discount Code: LVI2010S**  
**For 10% Summer reduction**

**Still some Summer dates available**  
**Website: [www.canaules.com](http://www.canaules.com)**

## Vine Info Online

Over the next few weeks we hope to begin the process of uploading your vine ownership info on our website. This will not happen overnight so please be patient . As your info becomes available for you to view you will be contacted with the information you will need to access it . You will be able to see your current wine entitlement plus other relevant information . Phase 2 which is still a few months away will allow you to place and pay for your wine orders online . This is a big project and a major step forward for us . We need to ensure that everything is set up correctly so as previously stated please be patient and we will all get there together .



? If you have any questions or queries in relation to your vines you can e-mail Jim at [jim@europianservices.com](mailto:jim@europianservices.com)