

# ACAIBO



## TOOLS & ACTIVATIONS

# DIGITAL ACTIVATIONS

## CONTENTS & GOAL

We are supporting you in promoting Gonzague & Claire Lurton wines, especially in **en e-retail**.

Together,  
**Let's expand the visibility** of each Estate  
**Let's multiply the occasions of tasting** our Great Wines  
Let's emphasize the **individual character of each brand**.

You will find in this presentation the description of all the tools that we make available to you via our Dropbox.



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**ACAIBO**

# ACAIBO PRESENTATION

CALIFORNIAN BY NATURE, BORDELAIS BY CULTURE

ACAIBO  
SONOMA, CALIFORNIE



## SHORT PRESENTATION

READING TIME: 5 MIN

REMINDER OF THE KEY SELLING POINTS, TO  
PREPARE CUSTOMER APPOINTMENT

AVAILABLE IN FR, ENG, CN

ACAIBO  
SONOMA, CALIFORNIE



## TRAINING PRESENTATION

READING TIME: 5 MIN

FOR SALES STAFF TRAINING.  
VERY VISUAL PRESENTATION, WITH KEY MESSAGES.

AVAILABLE IN FR, ENG, CN

ACAIBO  
SONOMA, CALIFORNIE



## LONG PRESENTATION

READING TIME: 15 MIN

VERY DETAILED PRESENTATION, WITH ANECDOTES,  
TO BECOME A HAUT BAGES LIBERAL EXPERT.

AVAILABLE IN FR, ENG, CN

# ACAIBO PRESENTATION

CALIFORNIAN BY NATURE, BORDELAIS BY CULTURE



Above all, Acaibo is Claire and Gonzague Lurton **OWN PERSONAL CREATION**. A new challenge and a joint project, apart from their Classified Growth legacies.

So far, Claire and Gonzague have known an established system, a familiar terroir in the médoc (Bordeaux) where they both grew up.

They moved to California with their children, to build everything : there is no winemaking facilities and vineyard must be replanted.

Claire and Gonzague do not want to produce another common californian wine but wish to add their own style, coming from their Bordeaux experience.

**THE BALANCE OF THEIR WINE, BETWEEN FRESHNESS, AND DEPTH, IS CLOSER TO A BORDEAUX STANDARD THAN TO A CALIFORNIAN ONE.**

Acaibo, despite the potential risk, is an achievement. The 3 fishes symbol first represent their 3 children. Their own history has been written here in Sonoma.

Today, Acaibo is **ONE OF THE BEST SONOMA WINES**. Risks and challenges were worthwhile.





**ACAIBO'S VINEYARD IS LOCATED IN SONOMA VALLEY, IN THE  
HEART OF VOLCANIC AND MOUNTAIN LANDSCAPES OF  
CALIFORNIA.**

**ACAIBO COMBINES BORDEAUX TRADITION WITH THE SOLAR  
AND ENERGETIC PERSONALITY OF SONOMA.**

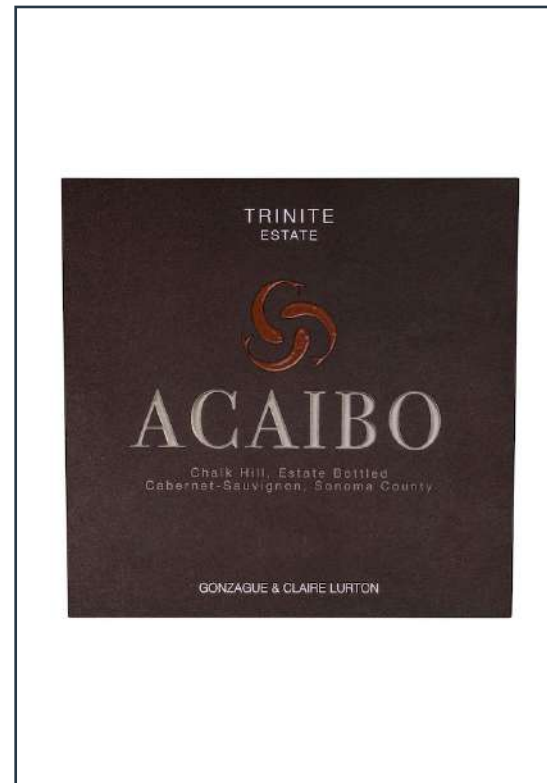


# ACAIBO PICTURES



ESTATE, VINEYARD, TECHNICAL BUIDLINGS, REFLECTING THE  
ESTATE DNA  
PICTURES DATA BASE UPDATED EVERY YEAR.

## PACKSHOTS & 3D VIDEO



FOR COMPLETE AND OPTIMIZED PRODUCT PAGES

AVAILABLE FROM 2012 VINTAGE TO 2017 + NOT VINTAGED  
IN JPG (WHITE BACKGROUND BLANC) & PNG.

SHORT 3D ROTATION VIDEO IN .MP4  
NOT VINTAGED BOTTLE  
WHITE & DARK BACKGROUNDS



# TECHNICAL SHEETS

ESTATE  
PRESENTATION

CRITICS TASTING  
COMMENTS &  
NOTES

CERTIFICATIONS

TECHNICAL  
INFORMATION:  
VINEYARD, SOIL,  
BLEND,  
WINEMAKING,  
AGEING.

(FRENCH,  
ENGLISH,  
CHINESE)



**TRINITE ESTATE**  
**ACAIBO**  
2015  
GONZAGUE & CLAIRE LURTON

## ACAIBO

2015

First Label – Sonoma County, California

GONZAGUE & CLAIRE LURTON, OWNERS OF WORLD-RENOUNDED BORDEAUX CLASSIFIED GROWTH, WERE THIRSTING FOR FREEDOM, FAR FROM THEIR MÉDOC TERROIRS. IN 2012, THEY FELL IN LOVE WITH A TEN-HECTARE PROPERTY IN THE HEART OF CALIFORNIA. THE RESULT OF THIS EPIC JOURNEY WAS ACAIBO, AN EXCEPTIONAL CUVÉE THAT TAKES ITS NAME FROM THE NATIVE PEOPLES OF SONOMA. ACAIBO IS AS REFINED AS IT IS BALANCED BETWEEN FRESHNESS AND FULLNESS IN THE MOUTH. IT IS MUCH CLOSER TO TRADITIONAL BORDEAUX WINES THAN TO TYPICAL CALIFORNIA WINES. A PERFECT ILLUSTRATION OF A FRANCO-AMERICAN ADVENTURE.

«THE BLUEBERRY AND BILBERRY FLAVOURS ARE VIBRANT AND GENEROUS, SET IN RELIEF AGAINST EUCALYPTUS, CHARRED OAK AND A FRESH CURRENT OF ACIDITY. ORGANICALLY FARMED, HUGE PROMISING OF WHAT CAN BE ACHIEVED ON THIS SITE.»  
**DECANTER 94 Pts**

«LINEAR AND TIGHT WITH GENEROSITY AND FINEGRAINED TANNINS WITH LOTS OF SUBTLE BLACKBERRIES, HAZELNUTS AND DRIED FLOWERS. SO SUPPLE. LOVELY NOW.»  
**JAMES SUCKLING 95 Pts**

**THE VINEYARD**  
24 acres located between the cool Russian River, the warm Alexander Valley and Knights Valley. At 750 feet elevation. Volcanic Ash & Clay soils.

**THE CULTURAL PRACTICES**  
Organic farming.  
Only twice irrigations before véraison and harvests.  
Rainwater harvesting.

**THE VINIFICATION**  
Small lot fermentation in thermo regulated stainless steel tanks.  
4 days of cold soak followed by alcoholic fermentation.  
The malo-lactic fermentation follows in barrel.

**THE AGEING**  
16 months in Bordeaux-style French Oak barrels. With 80% new oak.

**THE BLEND**  
74 % Cabernet-sauvignon    20 % Cabernet-franc    6 % Merlot

**THE TEAM**  
Owners : Gonzague & Claire Lurton  
Technical director : Nicolas Vonderheyden  
Oenologist consultant : Eric Boissenot

ACAIBO.COM

**G&C LURTON**  
ESTATE

f i

## CORPORATE BEAUTYSHOT



FOR E-RETAIL BANNER + LANDING PAGE HEADER

AVAILABLE IN JPG AND PNG. SIZE: 1412x450 PX, CUSTOMIZABLE.  
AVAILABLE FOR 2019, 2020 AND 2021 VINTAGES + NOT VINTAGED.



## CORPORATE BEAUTYSHOT



FOR SOCIAL MEDIAS (post + story), NEWSLETTER, PRODUCT PAGE ...

IN JPG & PNG. AVAILABLE FOR 2014, 2015, 2016 VINTAGES AND NOT VINTAGED.



## COMMERCIAL AND SEASONAL BEAUTYSHOTS



FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

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## COMMERCIAL AND SEASONAL BEAUTYSHOTS



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## CUSTOMER CONSUMPTION FOOD & WINE PAIRING

FOR CONSUMPTION  
PROJECTION + CREATION  
OF A TASTING  
EXPERIENCE

ONE PAIRING BY VINTAGE,  
FROM 2014 TO 2016

BEAUTYSHOTS IN JPG & PNG.  
AVAILABLE IN BANNER, A4V, A4H  
AND SQUARE.

GUIDE PROVIDED DESCRIBES THE  
PAIRING, AND GIVES ASSOCIATED  
RECIPES  
(FRENCH AND ENGLISH)



## ACAIBO x PIMENT

# 2016

UN ACCORD BRULANT ET COLORÉ !

UN ACCORD QUI LIE PARFAITEMENT LA GÉNÉROSITÉ D'ACAIBO 2016 ET LA PUISSANCE DU PIMENT.  
LE PIMENT, VÉRITABLE EXHAUSTEUR DE GOÛT, MAGNIFIE LES NOTES FRUITÉES ET ÉPICÉES DE LA CUVÉE, TOUT EN  
RÉVÉLANT LES SAVEURS DU PLAT DANS LEQUEL IL EST INCORPORÉ.  
LA MINÉRALITÉ DE LA CUVÉE APPORTE UNE JOLIE FRAÎCHEUR AU TOUT !

ACAIBO 2016 A UN CÔTÉ SAUVAGE, TRÈS  
INTÉRESSANT EN BOUCHE. SES NOTES ÉPICÉES,  
DE CANNELLE ET DE RÉGLISSE,  
S'ACCOMPAGNENT DE FRUITS NOIRS ET D'UNE  
AGRÉABLE MINÉRALITÉ SALINE.

LE PIMENT EST L'ÉPICE LA PLUS RÉPANDUE DANS LE  
MONDE. IL SE DÉCLINE EN MULTIPLES VARIÉTÉS :  
DIFFÉRENTES COULEURS, FORMES, TAILLES,  
PUISSANCES...  
IL PEUT ÊTRE POÊLÉ, GRILLÉ AU BARBECUE, CUIT À LA  
VAPEUR... ET MÊME CONSOMMÉ SOUS FORME DE  
POUDRE !

### IDÉES RECETTES

#### FONDANT AU CHOCOLAT ET PIMENT D'ESPELETTE

La fraîcheur de la cuvée équilibre l'amertume du cacao. Le piment d'Espelette, à la fois doux et légèrement sucré, révèle les arômes fruités de la cuvée et intègre à son tour l'amertume du cacao, tout en rehaussant sa gourmandise. Une fin de bouche à la fois saline et minérale qui donne envie d'y revenir !

#### LANGUE DE BŒUF SAUCE PIQUANTE AU PIMENT DE PIQUILLO

La texture souple de la viande contraste avec la structure tannique de la cuvée. Les saveurs épicées de la sauce subliment celles d'Acaibo, mettant en exergue de nouvelles notes de vanille, légèrement boisées. Le piment soutient ici l'aromatique du vin, prolongeant sa longueur en bouche. Le merlot de l'assemblage apporte quant à lui une vraie complexité au bouquet aromatique déjà en place, avec un palais fruité. Un mariage remarquable.



## CONSOMMATION

### BEAUTYSHOTS ACCORDS METS VINS



USAGES: PROJECTION DE LA CONSOMMATION + CRÉATION D'UNE EXPÉRIENCE DE DÉGUSTATION

POUR CHAQUE MILLÉSIME, À PARTIR DE 2014.  
DISPONIBLE EN JPG ET PNG. DISPONIBLE EN BANNIERE, A4V, A4H ET CARRE

## CUSTOMER CONSUMPTION SERVING TIPS



### SERVING AND TASTING TIPS FOR CUSTOMERS

AVAILABLE FROM 2015 VINTAGE TO 2020  
FRENCH AND ENGLISH