



In eight years, gains of more than 10% for those who invested in wine

Bordeaux, At Vinexpo Sommeliers, Investors and Négociants Agree About Collectable Wines

The Italian Masseto conquers the *Place de Bordeaux* with a vertical tasting and is sold at auction for twice its retail list price.

Bordeaux, June 25 2009 - From 2001 to today: While the world's stock markets have essentially flat-lined, **loosing 1%**, the best performances have been registered by **top wines, which have posted an 11% increase, which is second only to gold's** (about **15%**, a gain realized between November 2008 and February 2009 - Source: Liv-EX).

In the financial world, **wine is becoming a steadily more important sector of refuge**. Indeed, in the case of wineries that are traded, **their performance in the stock markets has systematically exceeded that of the markets to which they belong**.

From November 2008, in fact, the values of the 100 top labels have fluctuated, with more decisive upturns in April and May 2009; gold prices instead rose rapidly until February 2009, and then stabilized.

Among the luxury wines, **Masseto** has an established track record. The **2006 vintage**, *en primeur*, was sold at the Gelardini & Romani auction held in Italy on March 14 for **604 Euros** per 0.75 liter bottle; this is about double retail list price. A steadily increasing price is especially important considering the current economic crisis.

Sales of Masseto at auction are increasing steadily both in Italy (**Pandolfini, Gilardini & Romani**, etc.) and abroad (**Christie's Sotheby's** London and Sotheby's New York, etc). If we look at the interval from 1998 to the present, we see that the value of the bottles has increased steadily, with the value of the bottle from 1998 having **increased by 446%** with respect to ten years ago.

The latest statistics indicate **an average increase in the value of the bottles of about 322%** if one compares the current price at auction with that of the average sale over the past ten years. One need merely **consider that bottles auctioned in 2008** have increased by about **70%** with respect to the bottles **of the same vintages auctioned in 2007**. The trend is even more marked with large format bottles, the Magnum (1.5 liters) and double Magnum (3 liters); last year at Merano an **Imperial (6 liters) of Masseto 2006 En Primeur** sold for **4,400 Euros**.

After announcing on November 11 2008 that Masseto was allocating 20% of its production to five of the top Bordeaux négociants (**C.V.B.G., Barriere Frères, Ballande & Meneret, Descaves and Joanne**), Masseto organized a vertical tasting of 14 vintages in the *Place de Bordeaux*. The wines were poured from magnums from the Estate cellars, in 4 flights, from 1987 to 2006 (1° Flight: 'THE EARLY YEARS' - Vintages 1987 / 1990 / 1994; 2° Flight: 'THE CHALLENGING VINTAGES' – Vntages 2002 / 2003 / 2005; 3° Flight: 'TO DRINK NOW' – Vintages 1995 / 1997 / 1998 / 2000; 4° Flight: 'THE MILESTONES' – Vintages 1999 / 2001 / 2004 / 2006). The tasting was moderated by **Marco Sabellico** of the **Gambero Rosso Guide**, by the Consultant **Michel Roland**, and by the Enologist **Axel Heinz**, and attended by 30 of the world's most respected enogastronomic journalists. Their praise for the quality and longevity of the Cru from Bolgheri was unanimous.

"It was a great success that confirms the quality of our Merlot," said **Giovanni Geddes, Tenuta dell'Ornellaia's CEO**, adding, "To be in Bordeaux is a privilege. The Négociants have always handled the great Crus of Bordeaux, and therefore know how to work with a great Italian Cru. With this operation we will maintain complete control over the traceability of our wine; we have an agreement that clearly states where the wine will be sold, and specifically excludes its sale in several countries."



The operation is especially important, considering that up until now **no wines that did not have direct ties to Bordeaux producers or Châteaux had ever been sold through Bordeaux Négociants**. Therefore, **Masseto is a precursor**. Something new in the world of wine that will generate a new pathway through the traditions of the world's great wines. Thanks to Masseto, a wine intimately tied to the Terroir of Tuscany, a wine that has been able to exploit its rarity abroad, becoming one of the world's most sought-after wines, a Cru from a single seven-hectare vineyard with an annual production of about **30,000 bottles**.

Masseto is a single vineyard, of just 7 ha, inside of the **Tenuta Dell'Ornellaia**.

The constant work of the team and the microclimatic and geological conditions have led the wine to enjoy, in the space of twenty years - 1986 was the first vintage of Masseto, great successes on the International stage. The 2001 Masseto received the maximum score (100/100) from Wine Spectator, and the wine has received many other National and International awards, and is consistently top-rated by the major Italian wine guides, Gambero Rosso, Espresso, Duemilavini AIS and Luca Maroni.

Masseto 2006's accolades: 99/100 Antonio Galloni, Wine Advocate.

Masseto 2005's ratings: Gambero Rosso, Three Goblets, Veronelli Super Tre Stelle, AIS 5 grape bunches, Wine Spectator 96/100, Robert Parker's Wine Advocate 94/100, Falstaff 93/100.

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