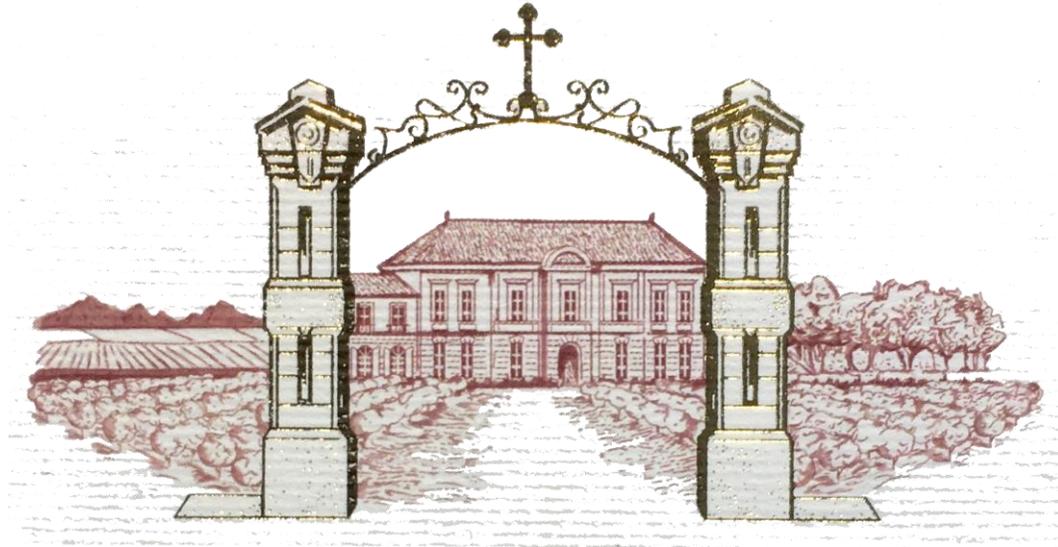


CHATEAU LA CROIX YOUNAN



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SAINT-ÉMILION GRAND CRU

2020 PRESS KIT



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OUR MISSION

PRODUCING IN LIMITED QUANTITY, AN EXCEPTIONAL WINE

THE HIGHEST QUALITY HANDCRAFTED WINES THAT CAN BE PRODUCED

Chateau la Croix Younan is one of the few large vineyards located in the famous Saint-Émilion, Bordeaux region of France, consisting of 22 acres (9 hectares). The wines of this vineyard date back to the 1950s, but the Saint-Émilion Grand Cru region has been known for its excellence since the 19th century. Having been known for producing some of the richest, lush and premium wines on the Right Bank.

Formerly known as Château la Croix Fourney, La Croix Younan was acquired by La Grande Maison Younan Collection in 2016. The name change represents the care and passion that is implemented by the Younan Collection team to make exceptional wine that showcases the remarkable quality of the region. There is no secret to the winemaking business, everyone goes through the same process. What makes Chateau la Croix Younan different is that it sacrifices quantity for the highest quality handcrafted wines that it can produce. Its objective has and always will be to produce – in limited quantity – an exceptional wine that could compete with the best wines of the region.



OUR VINEYARD

PRODUCING MERLOT DOMINANT VARIETALS

THE IDEAL PLACE TO GROW AND AGE PREMIUM WINES

Chateau la Croix Younan rests on 22-acres of limestone clay soil, imparting a flavor profile to wine that is similar to the texture of clay itself –thick, round, and generous. Limestone offers beneficial nutrients to berries, resulting in more developed grapes with sweeter endnotes and a more potent aroma. With high pH and calcium levels, limestone offers good drainage in the wet years, acting as a sponge, soaking up water and releasing it when needed in the dryer periods. With a steep slope facing the sun, berries avoid moisture damage during seasons of rainfall and frost.

The majority of the vineyard is planted in merlot grapes for red wine production, which is more adaptable to heavy, clay soils. Merlot also ages extremely well and is used as a minority grape to soften Cabernet Sauvignon and Cabernet Franc berries. La Croix Younan's varietal consists of 64% Merlot berries, 28% Cabernet Sauvignon berries and 8% Cabernet Franc berries. The vineyard also includes a fully-equipped, state-of-the-art winery production with an above-ground cellar, bottling and labeling facility, vinification room, and tasting room that is the ideal setting for a wine tasting or private event.

Traditional techniques of plowing and protecting vines are used throughout the vineyard – no herbicides or pesticides are used. Regular and severe pruning is practiced for a production voluntarily limited to 35 hectoliters per hectare. Depending on the section, leafing, thinning and cutting are carried out to allow the grapes to ripen as long as possible with developing botrytis.



BLENDING ONE OF THE REGION'S BEST WINES

AGED BETWEEN 18 AND 24 MONTHS

AN UNUSUALLY RICH AND CREAMY BLEND

Through all blending techniques, Chateau la Croix Younan focuses on the four pillars of blending and aging fine wines to achieve a unique tasting experience – optimizing on strength, flavor, aroma, and combustion.

All berries are personally inspected and manually harvested in small crates (10 kgs). Only the best berries are chosen, sorted and fermented in stainless steel tanks and vinified under a thermos-regulation system in French Oak barrels. The winemaking is done in part in 20-40 thermos-regulated stainless-steel vats, then placed in 5 hectoliter Sylvain barrels, and finally in new French Oak barrels. This technique of integral vinification, developed by Vineyard Manager Dr. Raynaud in 2001, permits the development of wines that are full and balanced. Integral vinification represents about 35% of the harvest, requiring a qualified and sizable workforce.

Aging is then done in new French Oak barrels for 60% of the production. Wine is aged between 18 and 24 months before being transferred to a second round of oak barrels. This method allows for wine to become infused with the oak wood – resulting in a round and smooth premium wine.



OUR TEAM

EXPERTS IN THE VINIFICATION CULTURE

POSSESSING ALL THE NECESSARY RESOURCES TO PRODUCE A PREMIUM WINE

Chateau la Croix Younan's viticulture and vinification French team is headed by Dr. Alain Raynaud and Antoine Schmitt.

Dr. Raynaud is the former President of the Union des Grands Crus and one of the founders and current President of the prestigious wine association, The Grand Cercle de Vins de Bordeaux. The Grand Cercle, which was established in 2002, represents winemaking excellence in Bordeaux's Right Bank with a fundamental focus on quality, as well as ethical practice, regarding production and distribution.

Antoine Schmitt began his career in the industry at Château Cheval Blanc (1st Grand Cru Classe A Saint-Émilion) during the 1992 campaign. He has since collaborated with Dr. Alain Raynaud for the past 10 years.



A NEW ERA WITH THE HELP OF THE YOUNAN COLLECTION TEAM

WHERE LUXURY IS NOT JUST A HABIT, BUT A LIFESTYLE

Chateau la Croix Younan was acquired by La Grande Maison Younan Collection in 2017. The Younan Collection specializes in the acquisition and management of various assets and companies in the luxury consumer space including products, properties, and lifestyle companies and services. Since the acquisition, top priorities have been the restructuring of the vineyard and the upgrading of a specialized and efficient winemaking process. Berries have been densified to 8,000 vines per hectare with goals of facilitating optimal vine growth. Production facilities have been improved regarding the soil, the production process and the fermentation facility, through the implementation of state-of-the-art thermos-regulated vats.

Mr. Zaya S. Younan, owner of Chateau la Croix Younan, has over 35 years of accomplishments in building innovative companies and providing luxury services around the globe. Younan has more than 35 years of executive management experience working for many fortune 500 companies in the U.S., Europe and Asia, and over 15 years of experience working in the high-tech industry where he helped develop advanced products including the world's first electric vehicle, IP technology for gaming, VOIP, robotics, advanced automotive components, software products, and advanced AISC chips.

In addition to Chateau la Croix Younan, La Grande Maison Younan Collection also owns the Saint-Émilion Grand Cru vineyard, Château Zaya (formerly Château la Garelle), which was acquired in 2019.



THE FINAL PRODUCT

PLUMP, JUICY, AND SUPER-EXPRESSIVE

ACHIEVING OUR GOAL OF BECOMING ONE OF THE REGION'S BEST WINES

Wine is bottled entirely at the Chateau la Croix Younan castle, and is 100% distributed by the castle, with around 30,000 cases of each vintage being produced annually. Alcohol content of the wine is 13.5%.

Vintages of Chateau la Croix Younan available for sale include 2015, 2016, 2017, and 2018. The wine is available in limited quantity, and can be purchased online at our website, as well as in select luxurious Hotels & Restaurants worldwide. For more information on retailers and distributors that carry Chateau la Croix Younan, visit our website. In addition to standard sizes of 270ml bottles, Half-Bottles, Magnum, Double Magnum, Mathusalem (6L), Salamanzar (9L), and Salomon (18L) bottles of each vintage are available for special occasions, gifts, or as collector pieces.

The flavor profile of the wine is described as “plump, juicy, and super-expressive. Flavors of succulent dark cherry, red plum, spice, new leather and licorice all infuse the blend with striking richness. The rich, full-bodied wine has a deep shade with soft notes and a strong aroma. The supple wine becomes expansive, then sustained, ending with zero notes of bitterness. There is no doubt that this sumptuous and racy Saint-Émilion 2017 vintage has quite a bit of potential in future vintages.” – Antonio Galloni: 91 Points



EVENTS AND MEDIA

THE PRESS IS TALKING ABOUT US

THE FIRST AMERICAN-OWNED VINEYARD TO BE PART OF THE RIVE DROITE

Chateau la Croix Younan offers private tastings at the vineyard's castle or at 5-Star Hotel & Spa, Alexandra Palace, located in Mazières-en-Gâtine, France. Tastings are available upon request in the castle's 100,000 bottle underground cellar and include all vintages of Chateau la Croix Younan. Our experienced sommelier will introduce you to the subtleties of the Bordeaux region, and more specifically through the terroir, grape varieties, culture, history, and classifications of our wine. Reservations of up to eight people can be made at our website.

Chateau la Croix Younan has also participated in more notable events including the 2019 & 2020 Primeur Week held by The Union des Grande Cru de Bordeaux in France, as well as the 2020 London Tasting held by the Grand Cercle des Vins de Bordeaux. With only four chateaus selected from a pool of over 140 applicants, Chateau la Croix Younan's three vintages were blind tested. The result was an overwhelming 12 out of 14 board members approving the inclusion of Chateau la Croix Younan into the prestigious Bordeaux Wine Association. This selection represents the first time an American-owned chateau from Saint-Émilion has been included in the Rive Droite, an elite selection of 113 wines representing wine making excellence in Bordeaux's Right Bank. Additionally, Chateau la Croix Younan's 2017 vintage was rated at 91 points by Antonio Galloni, an American wine critic and Founder and CEO of Vinous, one of the world's most influential wine publications.

