

INDUSTRY NEWS RELEASES WINE BUSINESS

Fine Wine Importer Demeine Estates Welcomes Famed Sancerre Producer Domaine Roc de l'Abbaye to Its Dynamic Import Portfolio

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Napa Valley, CA (April 26, 2022) — Fine wine importer Demeine Estates is thrilled to announce their latest import partnership with Domaine Roc de l'Abbaye of Sancerre. Domaine Roc de l'Abbaye is located in Saint-Satur, a village in the heart of Sancerre with winegrowing origins dating back to the 11th century. This strategic alliance coincides with a consistent and growing consumer

demand for the region's wines from its historic and critically acclaimed wineries. Demeine Estates is excited to partner with Domaine Roc de l'Abbaye, which joins a rapidly growing French portfolio that includes Domaine de Montille and Maison Legras & Haas.

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"Domaine Roc de l'Abbaye's exceptional, historic vineyard holdings, coupled with its distinctive style and one of a kind terroir, makes it an exciting addition to our expanding portfolio," says Philana Bouvier, Demeine Estates' President. "This prestigious range of wines represents an important opportunity for our team and our entry into Sancerre, one of the most sought after wine regions in France."

Saint-Satur is famous for its ancient Abbey and its Silex (flint) terroir on the hillsides bordering the Loire River. Silex is a coveted soil type, found in only 15% of the vineyards in Sancerre, that produces wines with amazing minerality, acidity and precision with trademark smoky notes. The domaine has been helmed by the Mollet family for several generations. Winemaker Florian Mollet has been managing it since 2000, building a modern cellar and expanding the family estate to 42 acres.

"I am delighted by the partnership with Demeine Estates and the ability, through the backing of this great team, to continue to develop our family estate in producing excellent Sancerre wines," said Mollet.

After studying winemaking in Dijon and working abroad in South Africa and Australia, Mollet returned to his family's domaine to hone his winemaking philosophy. Each parcel is vinified separately in stainless steel to maintain site specificity. The domaine holds 12 parcels total in Sancerre, with 24 acres of Sauvignon Blanc and nearly 4 acres of Pinot Noir. Their parcels in Pouilly-Fumé are made up of nearly 15 acres of Sauvignon Blanc. The single vineyard wines and the antique range are aged in barrels of 228 liters. The wines are fresh and refined, with a distinct minerality that is indicative of the soil.

"The single vineyard bottlings and especially the Antique Cuvées highlight the intensity and depth provided by the old vines," said Lawrence Wine Estates Managing Partner Carlton McCoy. "These wines deserve the same cellaring as great grand cru Chablis.

Demeine Estates will be importing the flagship monopole wine Roc de l'Abbaye Sancerre Blanc, the old vine L'Antique range such as the L'Antique Sancerre Blanc, L'Antique Sancerre Rouge and L'Antique Pouilly-Fumé, and the Tradition Cuvées which includes Sancerre Blanc, Sancerre Rosé, Sancerre Rouge and Pouilly-Fumé. Demeine Estates will also import the winery's elegant IGP Loire Sauvignon Blanc, grown in vineyards located on the slopes of Saint Satur.

"All Sauvignon Blanc aspires to the standards set in Sancerre," says Scott Diaz, Senior Vice President of Global Brand Strategy & Marketing. "Domaine Roc de l'Abbaye gives us coveted entry to the world's benchmark region, renowned for its Silex-rich soils, in a category where there is growing consumer demand."

Domaine Roc de l'Abbaye

Domaine Roc de l'Abbaye is located in the heart of Saint-Satur, a historical winemakers village in the Sancerre appellation. The domaine is known for its Silex (flint) terroir and fresh, minerality driven wines of the highest quality. Domaine Roc de l'Abbaye has been managed by the Mollet family for several generations, and now Winemaker Florian Mollet has been at the helm since 2000.

www.rocdelabbaye.com

About Demeine Estates

Demeine Estates is a family-owned importer and marketer of the world's finest wines based in the heart of Napa Valley, California. A leader in luxury wines in the U.S., Demeine Estates sets the standard in exceptional marketing, fine wine sales, and distribution services. Founded by The Lawrence family and Carlton McCoy Jr., MS, and led by President Philana Bouvier, Demeine Estates curated portfolio also consists of both premium family-owned domestic and international producers who represent exceptional wines anchored by quality viticulture. www.demeineestates.com