

The Helfrich Family

Leading an Alsatian Renaissance

Alsace Grand Cru



HELFRICH

FAMILY OWNED WINERY - EST. 1934

TRADITION WITH ONE FOOT IN THE FUTURE

The Helfrich Family Story

The Helfrich family has been in Alsace **for six generations making wine and “Eaux de vie”** (Plum white brandy, Cherry brandy or Kirsch schnapps)

In 1979, Joseph Helfrich founded Les Grands Chais de France which in the past 33 years **has become the second largest wine company in France**. Frederic Helfrich and his sister, Anne-Laure, representing the newest generation of the family are now at the helm of the international growth and future markets for LGCF.

The winery is in Marlenheim (named Arthur Metz) just Northwest of Strasbourg, the capital of the region.

The family line of “Noble” wines are made with fruit sourced from **six vineyards in the heart of Alsace’s famed “Couronne d’Or”** region near the city of Strasbourg. The Grand Cru line is crafted with grapes from the Steinklotz Vineyard in Marlenheim located northern Alsace on the Eastern side of the Vosges Mountains.



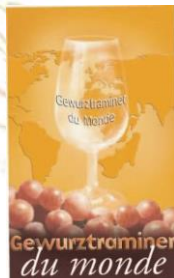
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**Helfrich wines are made with Passion
with the Alsatian spirit.**

**Our Savoir-Faire is consistently
awarded and celebrated in the press**



Noble Varieties :

Helfrich Riesling 2011: Bronze Medal - DECANTER 2012
Helfrich Pinot Gris 2013: Bronze Medal - DECANTER 2014
Helfrich Pinot Gris 2011: Bronze Medal - DECANTER 2012
Helfrich Gewurztraminer 2011 : Silver - World Best Gewurztraminer of the World 212
Helfrich Gewurztraminer 2011: Bronze Medal - DECANTER 2012

Helfrich Grands Crus :

Helfrich GC Steinklotz Riesling 2012 : **95 points** - Ultimate Wine Challenge New York 2014
Extraordinary, Ultimate Recommendation Finalist
Helfrich GC Steinklotz Riesling 2011: 89 points - WINE SPECTATOR 2013
Helfrich GC Steinklotz Pinot Gris 2011 : **93 points** - Ultimate Wine Challenge New York 2014
Excellent , Highly Recommended
Helfrich GC Steinklotz Pinot Gris 2011 : **90 points** - WINE SPECTATOR 2013
Helfrich GC Steinklotz Gewurztraminer 2012 : **Gold Medal** - DECANTER 2014
91 points – WINE SPECTATOR 2014
Helfrich GC Steinklotz Gewurztraminer 2011 : **94 points** - Ultimate Wine Challenge New York
Excellent , Highly Recommended
Helfrich GC Steinklotz Gewurztraminer 2009 : 89 points to WINE SPECTATOR 2013
Helfrich GC Steinklotz Gewurztraminer 2009 : **Gold Medal** - Best GW of the World 2012

Crémant Helfrich :

Helfrich Crémant : **92 points** - Ultimate Wine Challenge New York 2014
Excellent , Highly Recommended
Helfrich Crémant : Bronze medal at DECANTER

HELFRICH, Noble Varietals

“Terroir d’Alsace”, a unique place

The grapes come from the famous “**Couronne d’Or**” Vineyards (Golden Crown) which is an association of prized vineyards and winegrowers forming a circle (or “crown”) in the vicinity of Strasbourg.

The vineyards are sloped (although not as steep as Steinklotz) with a South / Southeast exposure. Thanks to the oceanic influence by Vosges Mountains, the climate is sunny, hot and dry.

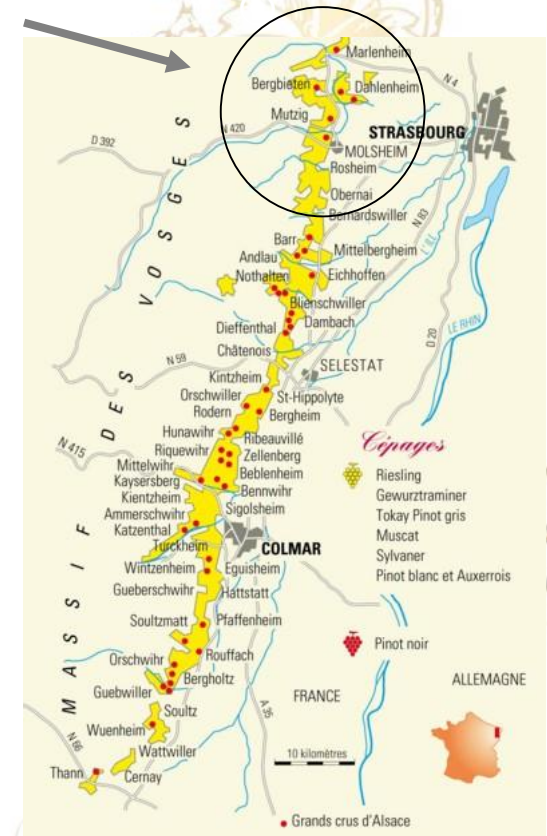
The vines are dry-farmed and trained upwards **for maximum exposure to the sun.**

Harvest is in the beginning of October using a **combination of hand and mechanical harvesting machines to pick the grapes.**

The soil of Alsace is **unique and diverse comprised** of red / pink sandstone from the Vosges mountains as well as chalky clay.

It imports to the HELFRICH wines :

- **Intense aroma**
- **Structure and complexity**
- **Minerality and a distinct terroir**
- **White wines that will age gracefully!**



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HELFRICH, Noble Varietals

**Noble varieties are:
Riesling, Pinot Gris and Gewurztraminer.**

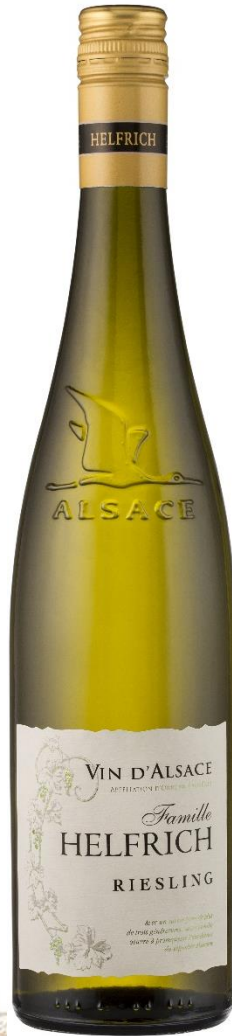
| Variety | Riesling | Pinot Gris | Gewurztraminer |
|--------------|---|--|--|
| History | The most popular wine variety at the turn of the 20 th Century and revered for its sublime flavors and complexity. | A serious wine with strong French roots. Known for its opulent flavor, roundness and long finish. | Extremely aromatic wine that is both powerful and seductive. It is the best known Alsatian wine variety. |
| Profile | Complex yet fruity orange and mandarin, Riesling was once described as flowery, steely, honeyed and mineral. | Opulent, round and rich it shows a long finish with complex aromas and can be slightly smoky, with a touch of white fruits such as quince and apricots | Full-bodied and well-structured, it has a rich aroma of flowers, spices and exotic fruits. Such as lychees and passion fruit |
| Food Pairing | Smoked Salmon, Salads with Goat Cheese, Grilled Prawns, Sushi, Asian foods, white meats, tartes alsaciennes...) | Smoked Trout, Fish in Sauce, Roast Pork or Veal, Duck and Venison. | Aperitif, Mozzarella, Spicy foods, Chinese food, Indian food, Fruit pies and crumbles, chlean sea bass |



HELFRICH Noble Varietals

The Modern Face of Alsace

Branded screw cap →



Classic Alsacian

← « Flute bottle »
& Premium Embossed Bottle

Prominent Brand Flag-
easily recognizable →

Premium gold foil
colors pressing →

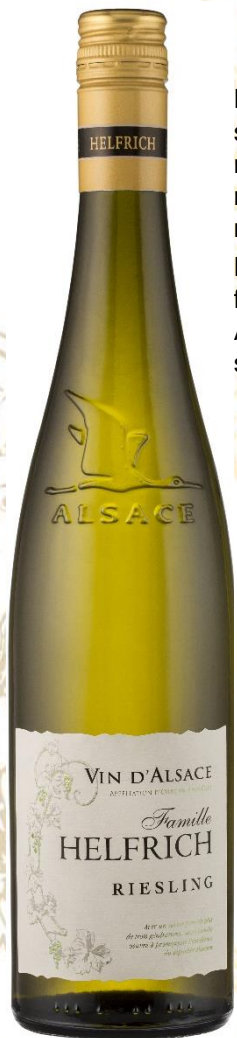


Branded and
export quality
case



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HELFRICH Noble Varietals



Riesling

Profile: Crisp, well structured with a nice nose of orange and mandarin and a hint of minerals.

Pairings: Sushi, Asian foods, white meats, Alsatian tarts and sauerkraut.



Pinot Gris

Profile: Rich, opulent and round. It has a slightly smoky flavor and a hint of fresh-cut grass & spice, with quince and apricot notes

Pairings: Foie gras, grilled pork tenderloin, mussels, crab.



Gewurztraminer

Profile: Fragrant, fresh and fruity, this wine has a touch of citrus and tropical fruit with a nice clean finish.

Pairings: Spicy Asian cuisine, Chilean sea bass, smoked oysters, quiche Lorraine, roasted chicken or turkey.



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HELFRICH, Alsace Grand Cru

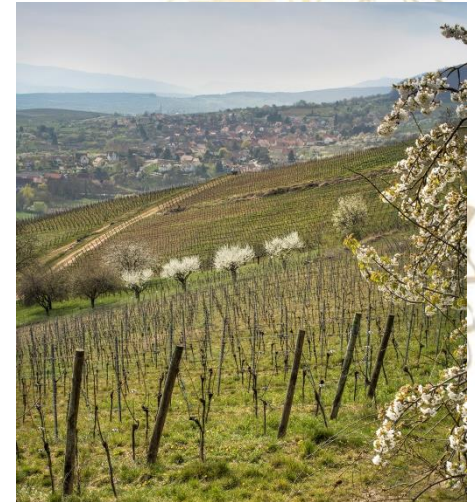
ALSACE GRAND CRU status has only been given to 51 vineyards and they are only allowed to grow Riesling, Gewurztraminer, Pinot Gris and Muscat.

The Steinklotz Vineyard is the northernmost Grand Cru vineyard in Alsace situated at the end of the wine route at an elevation **between 600 – 1,000 feet**. The soil is comprised of barely 8 inches of loam covering **hard calcareous bedrock**.

The vineyard enjoys **South/Southeastern exposure** and benefits from a maximum amount of sunshine.

Dry-farmed (it's the law in Alsace) and hand-picked in mid October-November, the vines are trained upwards for maximum exposure to the sun.

Steinklotz is the oldest recorded vineyard in Alsace and was reported by Gregory of Tours in 589 AD as belonging to the Merovingian King Childebert II.



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STEINKLOTZ, Alsace Grand Cru

The Modern face of Alsace

Premium, branded capsule



Premium, embossed « Alsace » bottle



Prominent brand flag that's easily recognizable



Premium, pearled paper



Branded and treated wooden case (6 x750ML)



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STEINKLOTZ, Alsace Grand Cru

Limited Production Wines < 2,000 cases per annum



Riesling

Profile: Racy, well-structured and crisp. Aromas of peach, pear, white flowers and apples meld with a hint of minerality and a touch of petrol.

Parings: Smoked salmon, grilled prawns or fish, sushi & sashimi, roasted poultry and mild cheeses.



Pinot Gris

Profile: Wine with beautiful, complex aromas and opulent flavors, roundness and richness on the palate. Smoked and briary notes. Boasts a long, satisfying finish.

Parings: Perfect for any occasion that calls for white wine. Also pairs beautifully with a wide array of flavors across an entire meal. Delicious teamed with smoked trout, grilled or poached white fish in cream sauce, roasted pork, veal or duck.



Gewurztraminer

Profile: Lush, honeyed, fragrant and powerful aromas of tropical fruits such as lychee, rose and a hint of spice. A substantial backbone and nice acidity, this wine will age gracefully and its minerality will continue to blossom over years.

Parings: As an aperitif, with lobster, scallops, spicy Asian cuisine, soft cheeses, or even desert.



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HELFRICH Crémant d'Alsace

Crémant d'Alsace - 100% Pinot Blanc

The Helfrich family produces Crémant d'Alsace using the same painstaking method as neighboring Champagne. High quality fruit from some of the most prized vineyards in Alsace is hand harvested early to harness maximum fresh flavors and lively acidity. Grapes are then vinified using the *methode Champenoise*. This exceptional Crémant d'Alsace is aged on lees for 24 months.

Colour : Straw yellow with a delicate mousse.
Nose : Lovely fresh fruity aromas, fine bubbles
Palate: Elegant, fruity and well-balanced, offers a refined and exciting palate with a crisp and clean finish.
Enjoy these wines as a refreshing aperitif or paired to a vast selection of foods.

The Modern Face of Alsace

Streamlined, elegant and glamorous packaging

Premium, feminine and sexy cremant bottle

Strong Brand Flag highlighted by golden grape leaves



Branded and export quality carton



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