



IN MARCH, SPRING IS BACK AND MAISON LE STAR IS JUST BURSTING WITH IDEAS AND NEW PRODUCTS!

Innovative by nature, Maison Le Star, a new operator on the Bordeaux Négocier scene, has its finger on the pulse of new drinking trends and is releasing three new easy-drinking wines.

Entre Parenthèses, a pure, unique emotion

Maison Le Star presents its newest wine, **Entre Parenthèses**, a premium stylish rosé. Synonymous with sharing and emotion, **Entre Parenthèses** is an elegant and bold brand with a unique and minimalist design that breaks with the usual codes and conventions of Bordeaux. **Entre Parenthèses** is an invitation to take time out, away from a world that has become increasingly fast-paced and demanding. Presented in an elegant packaging – a premium heavy weight bottle with an engraved base.

A blend of Merlot (80%), Cabernet Franc (13%) and Cabernet Sauvignon (7%), this premium rosé benefits from winemaking techniques usually associated with fine wines: the grapes undergo a direct pressing as soon as they arrive in the winery, fermentation is carried out at a low temperature, ageing is on the fine lees with regular *bâtonnages* (stirring of the lees).

Entre Parenthèses is perfect for relaxed drinking occasions, whether served as an aperitif with tapas or enjoyed with summer salads, grilled meat or fish. It is also excellent with fruit-based desserts.

Entre Parenthèses reveals crisp fruit aromas, a break to enjoy a moment of pure drinking pleasure.



Biosens, a sustainable Bordeaux without added sulphites

Aware of sustainable development challenges, Maison Le Star presents **Biosens**, an organic wine without added sulphites.

It is only through respecting the terroir, the vine and the environment that we obtain the best from our wines. **Biosens** has been conceived to meet the expectations of today's society in terms of environmental protection, with the most ethical approach possible. Produced from plots of Merlot picked at perfect ripeness, **Biosens** focuses on the freshness of the fruit and the balance between acidity and sugar. Its organic winemaking with no added sulphites requires extra special precautions to be taken: careful monitoring of the alcoholic and malolactic fermentations with particular attention paid to temperature and density control.

Its eco-designed packaging is intended to be sustainable with a light-weight bottle, an eco-sustainable capsule, a closure made from sugar cane, labels made of 100% recycled material and natural inks, and cardboard from recycled paper.



Succulent and elegant, **Biosens** will pair perfectly with classic dishes such as beef tartare, roast chicken or spicy duck's breast. Its fruity notes and lovely soft character will also complement a more inventive cuisine such as a savoury Mediterranean vegetable crumble, egg 'cocotte' or chicken accras in coconut.

Biosens is a wine 'without artifice' that combines aromatic freshness with fruity intensity.

Rosé On Ice, the frosted rosé

Rosé On Ice, the first rosé brand created by Maison Le Star to be enjoyed on ice has been revamped.

The new contemporary label, which is fresh and impacting, evokes new relaxed wine drinking occasions.

This fresh, sweet rosé is perfect served on ice. Made from 100 % Grenache, it reveals luscious aromas and is ideal served as an aperitif or paired with exotic summer dishes.

With its new packaging, *Rosé On Ice* looks even more fresh and mouth-watering....



Maison Le Star

Born from the acquisition of two Bordeaux négociants, Maison Le Star was founded in 2016 by Guillaume Brochard, an entrepreneur and wine lover. Committed to respecting winemaking tradition, Maison Le Star is nevertheless modern in its outlook, and this has allowed it to acquire unique expertise in both the production and the marketing of easy-drinking wines. Today Maison Le Star represents 6 châteaux, over 600 hectares of vineyards and is distributed in 66 countries.

Maison Le Star will be present at Vinexpo Bordeaux, from 13 to 16 May 2019. Come and join us and check out our new products in Hall 1 stand B285.

Press Contacts

Maison Le Star: Emmanuel Castaño – ecastano@maisonlestar.fr – +33 6 27 93 20 51
Nouv'LR: Sophie Roussov – sophieroussov@nouvlr.fr – +33 6 27 48 37 43

Maison le Star France - ZAE de l'Arbalestrier – 33220 Pineuilh (close to Bordeaux) - France
www.maisonlestar.com