



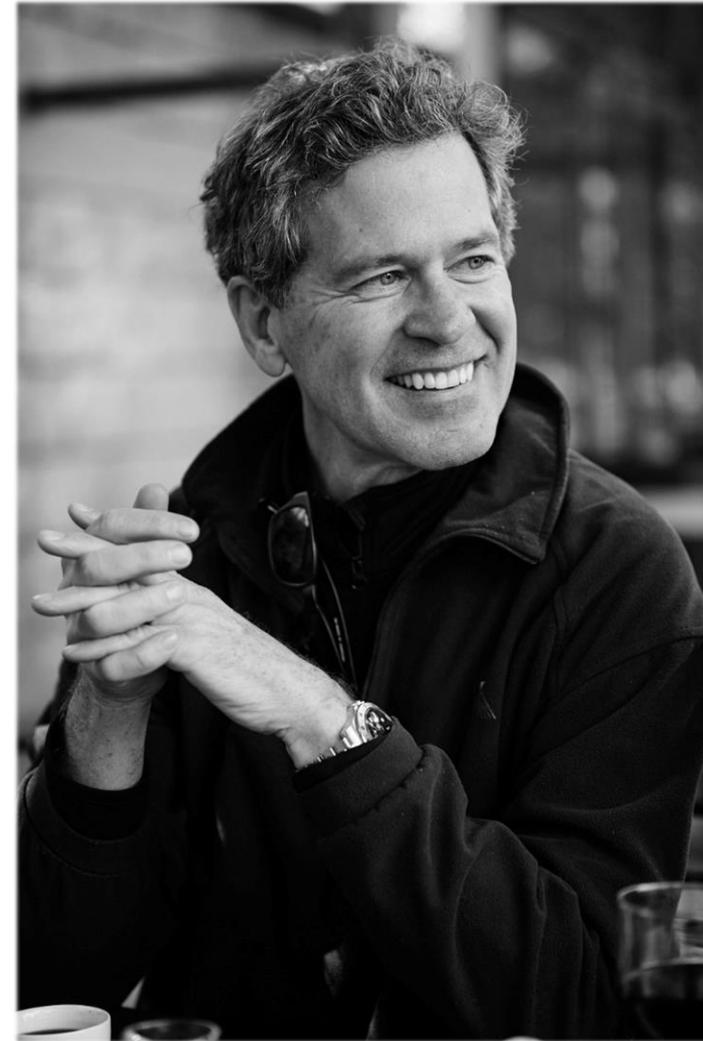
CROCUS

Cahors, France
est. 2011

Paul Hobbs: Farmer. Winemaker. Founder.

- Raised on family farm in upstate New York
- International visionary for his accomplishments in the vineyard and winery
- Twice named 'Wine Personality of the Year' by Robert Parker Jr., Wine Advocate

1975	BS Chemistry, University of Notre Dame
1978	MS Viticulture & Enology, UC Davis
1979	Robert Mondavi Winery: Enologist; Opus One: Head Enologist (1981)
1985	Simi Winery: Winemaker
1989	Revolutionizes Argentine vineyards and winemaking, while focusing on Chardonnay, his work leads to the launch of Malbec into the global spotlight and igniting career in international consulting
1991	Paul Hobbs Winery is founded in Sebastopol, California
1998	Viña Cobos Winery is founded in Mendoza, Argentina
2000	CrossBarn is founded in Sebastopol, California
2005	Receives first 100pt wine with 2002 Beckstoffer To Kalon Vineyard, Napa Valley – The Wine Advocate
2008	Yacoubian-Hobbs partnership is founded in Vyots Dzor, Armenia
2010	Wine Spectator ranked Paul Hobbs 2008 Pinot Noir, Russian River Valley #6 on the Top 100 Wines of 2010
2011	Crocus partnership is founded in Cahors, France
2013	Referred to as “Steve Job’s of the Wine Industry” - Forbes Magazine
2014	Received first 100pt score for a South American wine - 2011 Viña Cobos, Cobos Malbec, Marchiori Estate – James Suckling
Present	New projects – Hillick & Hobbs, upstate New York Riesling & Galicia (Ribiera Sacra), Spain



Bertrand Gabriel Vigouroux: History with Malbec and Cahors

Bertrand Gabriel is the 4th generation of a vintner family dedicated to Malbec in Cahors since 1887. In his quest for perfection, he continually seeks new ways to take his wine to the next level.

- 1887-1950 Bertrand Gabriel's forebears played significant roles to increase the national exposure of Cahors wines
- 1971 After the Phylloxera disaster, Georges Vigouroux (Bertrand Gabriel's father) was one the first in the AOC to replant Malbec vines
- 1990's Bertrand Gabriel, joined the family business
- 2000's Bertrand Gabriel continues to promote Cahors wines internationally and develop local wine tourism, revitalizing the storied 13th century Château de Mercuès, a 4-star hotel and a Michelin star restaurant registered in the "Relais & Châteaux" group



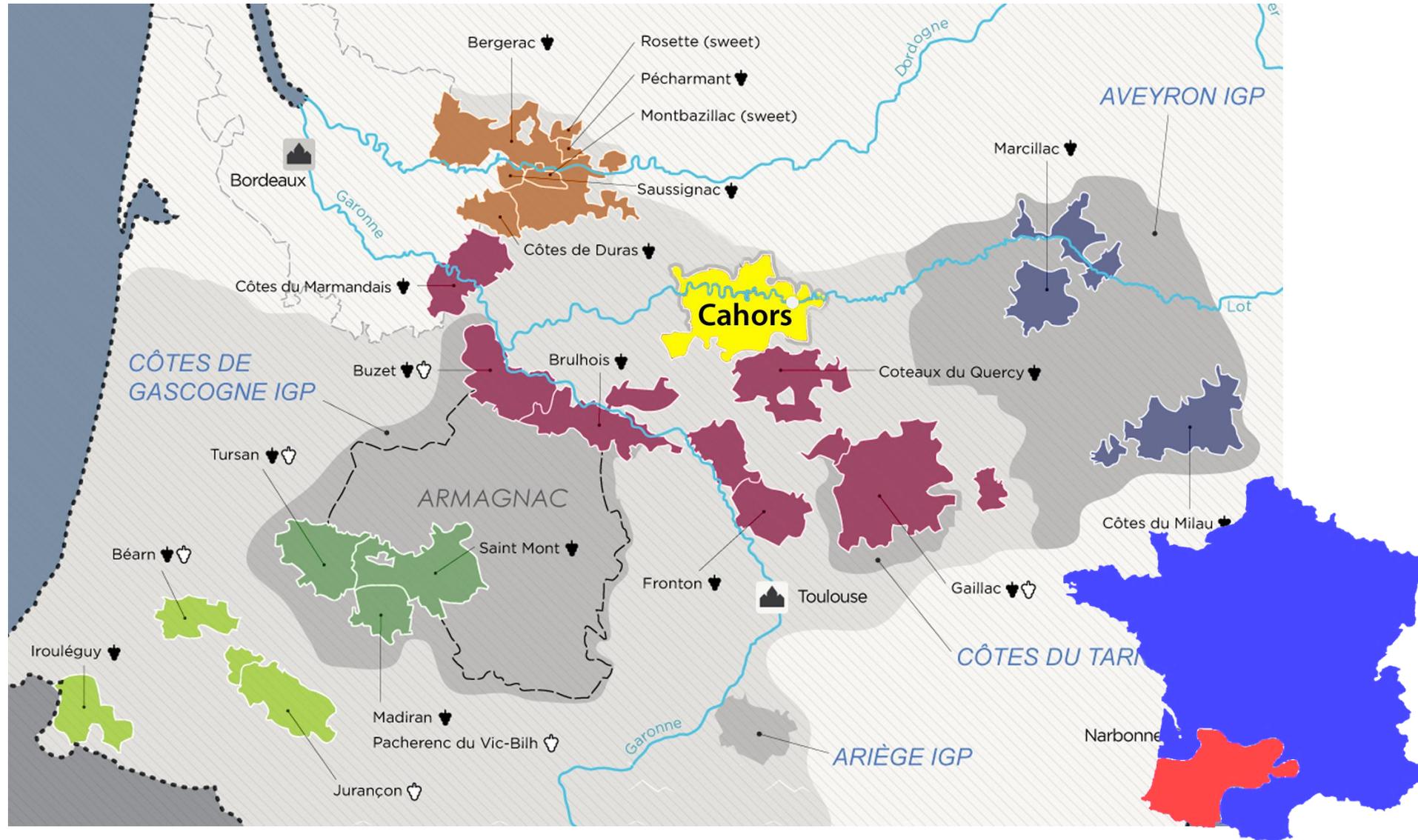
Partnership: Meeting & Setting Out to Reestablish Malbec Identity

Paul Hobbs and Bertrand Gabriel Vigouroux set out to offer a new interpretation of the Malbec of Cahors, melding modernity and tradition. This collaboration between the new and the old world became Crocus wines, a quest to redefine Malbec in its birthplace.

- 2007 Bertrand Gabriel Vigouroux traveled to Argentina to understand the global success of Malbec and learned of Paul Hobbs' work with Malbec
- 2008 Paul visits Cahors for the first time and discovered the terroirs
- 2009 Paul decided to work with Bertrand Gabriel Vigouroux as a consultant to bring his modern and innovative approach to the vineyards and winemaking
- 2011 The partners decide to go a step further and create a joint venture called Crocus



Cahors: South West France



Cahors: History of City, Appellation and Malbec

Producing wine since Roman times

Middle Ages Largest wine producing region in France, exceeding Bordeaux, exported wines all over Europe and in Russia

1855 Malbec was the main grape variety in the blend of the Bordeaux Grand Cru Classé

1876–1885 Crippled by a series of natural disasters (phylloxera, mildew, black rot)

1956 A major frost wipes out most vineyards

1971 The Cahors AOC is created, designating it a 'red wine only' region, requiring all wines to be at least 70% Malbec

Today Cahors is considered to be a region with young vineyards and an old story



The city's emblem, the Pont Valantré

Cahors: Terroirs



Plateau

Geologic time (*Million yrs ago*): 2nd stage of the Jurassic (157.3 to 152.1)

Soils: Kimmeridgian limestone rocks, iron-rich red clays and patches of blue clays

Average elevation: 300m (980ft)

Wine style: structure and energy



Fourth Terrace

Geologic time (*Million yrs ago*): Quaternary (2.6 to now)

Soils: limestone screes, gravels, very ancient alluvial deposits

Average elevation: 240m (788ft)

Wine style: red fruits, hints of rustic earthiness



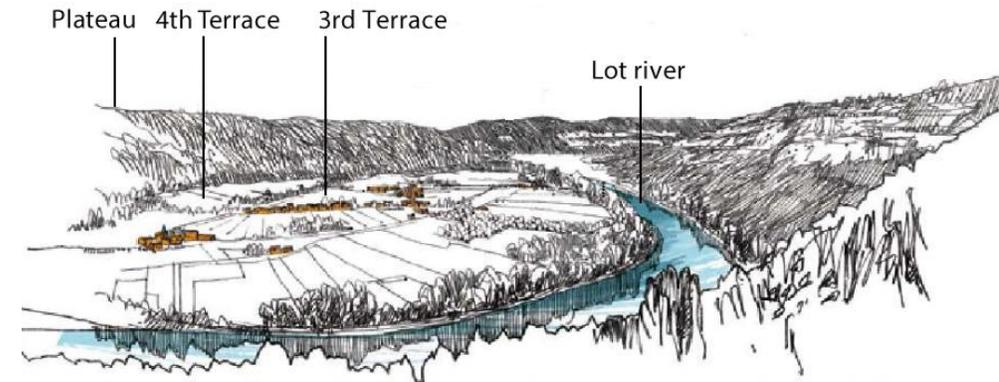
Third Terrace

Geologic time (*Million yrs ago*): Mindel (0.7 to 0.5)

Soils: pebbles, clay, sand, iron concretion, very ancient alluvial deposits

Average elevation: 170m (558ft)

Wine style: bold black fruits, supple tannins, roundness



Crocus Story

Crocus takes its name from the famed *Crocus Sativus* flower, prized for producing the spice saffron. The Crocus flower has been grown and harvested in the Cahors region since the 14th century.

Crocus wines are a quest to redefine Malbec in its birthplace, combining old world, ancient terroirs with new world vision.

The crest is from a French printer's catalog from the early XX century is reflective of the Cahors blazon (coat of arms), featuring:

- The iconic Pont Valentré (center), built in the 14th century
- To the left, the leaf of the “Chêne Noir du Quercy” (*Black oak of Quercy*) are represented. This species provide the natural environment for the growth of truffles
- To the right, leaves of the “Châtaignier” tree (chestsnut), its fruit was in the XIX century the staple food of the Quercy region.



L'Atelier '14

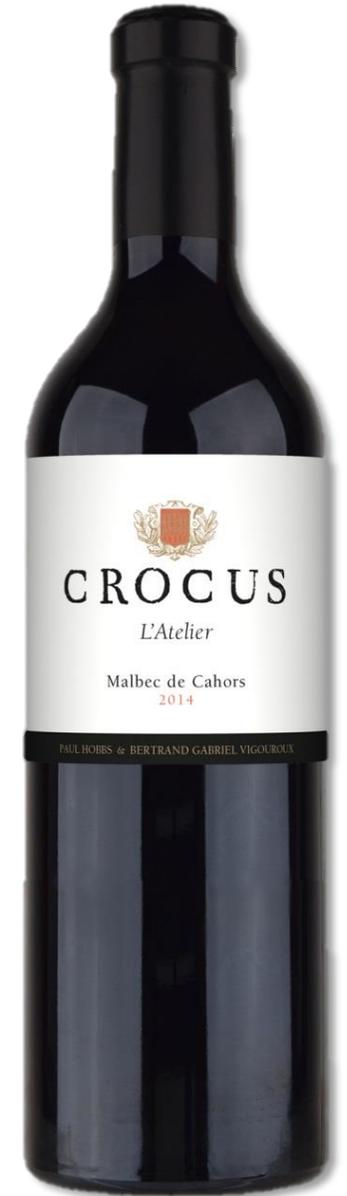
L'Atelier emphasizes authentic Cahors Malbec with a hint of modernity, showing a very accessible wine with bright fruit and rustic earthiness.

L'Atelier refers to the artisan's 'workshop', where skill, creativity and passion make art.

Profile

- A nearly opaque wine with purple tints, offering a bright and harmonious nose redolent of Morello cherry, black plum and blackberries with a hint of ash and leather. The expansive palate is alive with fresh fig, raspberry and redcurrant finishing with earthy tannins with a touch of freshly cracked pepper.
- Unique: rustic and well-structured wine, befitting to pair with a variety of cuisines

Terroirs: Fruit selected predominantly from the 4th and 3rd Terrace



Prestige '12

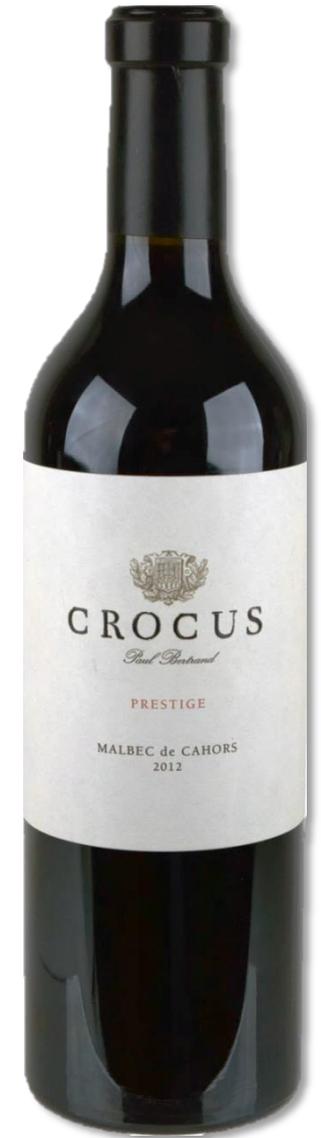
Prestige is a traditional wine with a concentrated, new world polish, highlighting the expressions of specific sites within the three select terroirs of the Lot Valley.

Profile

- Deep ruby color. Intense aromas driven by black cherry and blueberry, with a hint of coffee bean, vanilla, and chocolate. The palate offers dried herbs, plum, black pepper, dark chocolate and warm blueberry pie. A rich palate with well integrated tannins, this wine expresses intensity, power and elegance.
- Unique: this wine expresses intensity, power and elegance

Terroirs : Fruit selected from the Plateau, the 3rd and 4th Terrace

Historical Accolades : 93 Tim Atkin, 92 Tasting Panel; 91WE, 91WS, 91 W&S; “Recommended”
Decanter Steven Spurrier



Grand Vin '11

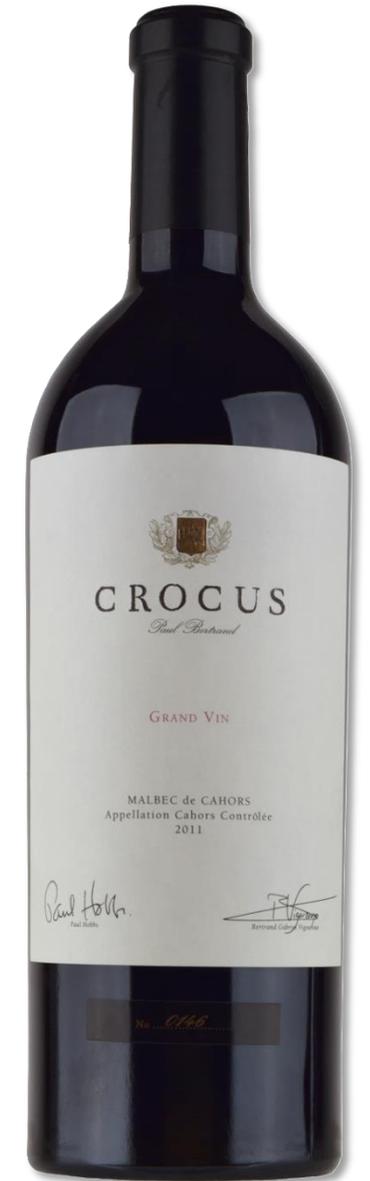
Grand Vin is a fully complex, modern and bold wine playing on the perfect balance between power and elegance. It personifies the reinterpretation of Cahors Malbec by Paul and Bertrand Gabriel to deliver a full expression of the terroir.

Profile

- Jet black with deep amethyst on the edges, profound and layered. A deep core of black fruit is perfumed with notes of black currant, cassis and hints of savory, seared meat, sage and dark chocolate. Creamy-textured yet bright on the palate, it displays lavender, lilac, blackberry, plum and new leather with a clean slate-like finish.
- Unique: most unexpected Malbec de Cahors wines reestablishing Malbec Identity

Terroirs: Fruit selected from the Plateau and the 3rd Terrace

Historical Accolades: 98 Tasting Panel; 93 WE 93; W&S; 91 WS; Robb Report recommended



Awards & Accolades

- **Grand Vin:** 98 Tasting Panel; 93 WE; 93 W&S; 91 WS; Robb Report recommended
- **Prestige:** 93 Tim Atkin, 92 Tasting Panel; 91WE, 91WS, 91 W&S; “Recommended” Decanter Steven Spurrier



“(...) Perhaps the finest Cahors I’ve ever tasted”

98 Tasting Panel | Crocus, Grand Vin 2011, Malbec de Cahors

“(...) It is a major, powerful statement, rich and dense. The texture smoothes out the natural structure of Cahors Malbec to give a silky wine, the tannins in suspension in the black plum fruits (...)”

93 Wine Enthusiast | Crocus, Grand Vin 2011, Malbec de Cahors



“What do you get when you cross Paul Hobbs, (...) with a Frenchman producing wine in Cahors? The answer is something pretty special...”

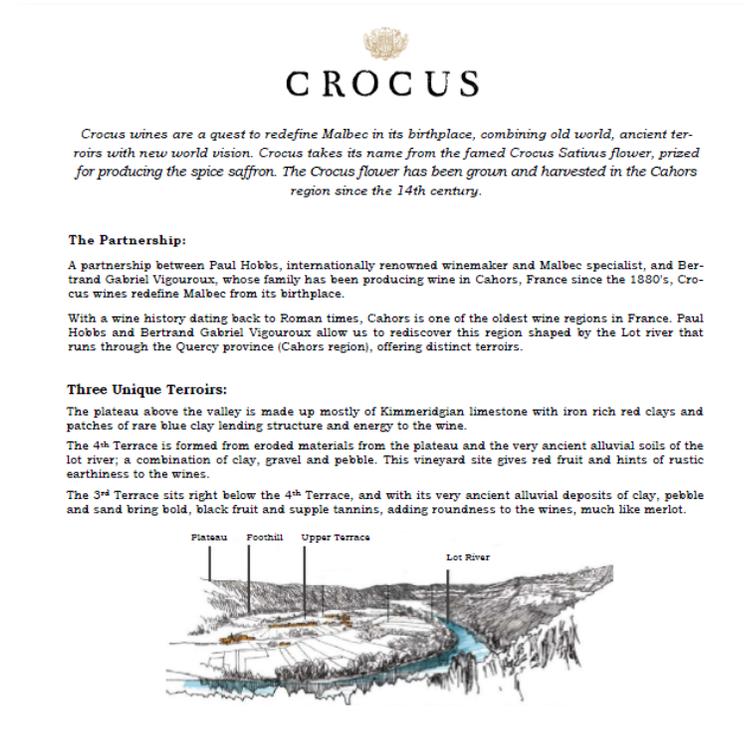
93 Tim Atkin | Crocus, Prestige 2011, Malbec de Cahors

Sales Support

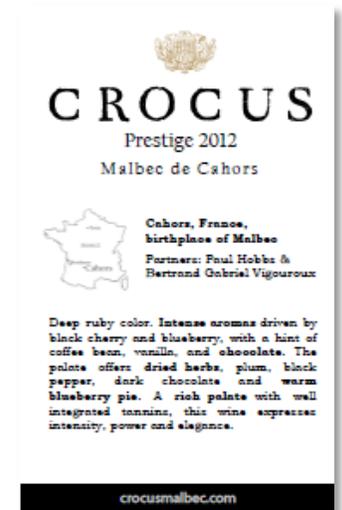
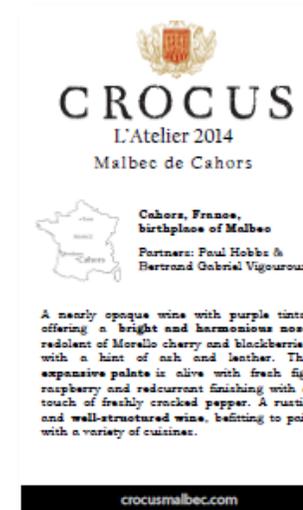
- List of support:
 - Cork pulls
 - Wait staff card
 - Sell sheets
 - Shelf talker



New website:
www.crocuswines.com



Sell sheet



Shelf talkers

