



**Bergerac Wine Holdings PLC.**  
 UK Registration # 10137866  
 c/o Suite 39, 35 Buckingham Gate  
 London SW1E 6PA, UK  
 TEL. +41-79-853-7824  
[www.bergeracwine.com](http://www.bergeracwine.com)

# BERGERAC WINE HOLDINGS PLC.

*Dedicated to acquiring quality wines and luxury chateaux*

## ❖ Bergerac Wine Holdings PLC.

- ❖ A UK PLC holding company structure with international shareholders
- ❖ French wine cultivation subsidiary approved to cultivate and sell wine
- ❖ Honorary Chairman Comte Laurent de Bosredon of Chateau Belingard
- ❖ Experienced management team, based in Bergerac and internationally
- ❖ Ultratravel/de luxe wine & wine-tourism in Bergerac, Dordogne
- ❖ Multi-strand revenue flow - wine, luxury hotels, art & sculptures



## ❖ Business Strategy

- ❖ Registered as a UK PLC for possible future stock market listing
- ❖ Build solid, international sales channels with focus USA, Asia, UK/Europe
- ❖ Develop EU markets - Bergerac Airport 1,501 flights pa, mainly UK
- ❖ Acquire under-valued, bespoke properties with award-winning wine
- ❖ Benefit from lower cost production through economies of scale
- ❖ Build up Bergerac brand recognition with marketing economies of scale and aggressive social media marketing
- ❖ Work with local French government (SAFER) to promote image
- ❖ Raise capital to improve production facilities for better quality
- ❖ Convert chateaux to luxury wine hotels for ultratravel/de luxe tourism
- ❖ Blend sculptures & artwork with natural settings to enhance ambience
- ❖ Use tasteful luxury chateaux settings for periodic art auctions



## ❖ Bergerac vs. Bordeaux

- ❖ Regions planted in Celtic & Roman times, destroyed by Saracens - replanted in 1000's
- ❖ Both licensed and exported to England from 1254
- ❖ English Bordeaux shipping merchants favoured their local wine over French Bergerac, upstream
- ❖ Bergerac and Bordeaux exported under the Bordeaux name until 1936
- ❖ 1936 boundary changes separated the 2 regions
- ❖ From 1936, Bergerac creates own *appellation*
- ❖ Bordeaux subject to global warming and adverse effects, Bergerac much less effected



1733 Bergerac Wine



## ❖ Wine Strategy roll-out...

- ❖ Chateau Riffaud, Montravel appellation acquired
- ❖ Shanghai rep office established
- ❖ Cuvee 1888 selection launched for Asian market
- ❖ Wine sales agreement in place with Chateau Belingard & Chateau Panisseau
- ❖ UK & Swiss distribution established

## ❖ Suitable for the Investors seeking...

- ❖ Undervalued quality assets with good upside
- ❖ Diversified income stream
- ❖ Long-term capital growth

## ❖ Corporate Summary

- ❖ Shares Issued 54,000
- ❖ Last Share Price GBP 100 per share
- ❖ Market Cap. GBP 5.4 million
- ❖ ISIN # pending
- ❖ Ordinary Shares GBP 1.00 nominal
- ❖ Social Media Blackridge Marketing
- ❖ Investor Relations JM Invest. Adv., Switzerland
- ❖ Shanghai-based Representative for Asia