



## Press Release

### Castel and Vranken-Pommery create the world's leader in rosé wines

**Bordeaux and Reims, 31 March 2014** - The Competition Authority gave permission to Castel Frères and Domaines Listel to jointly take control of wine assets on 24 March 2014.

This extensive project, which has now been given the official go ahead, confirms the role of the two family companies as major players in the national and international development of the market for rosé wine, which accounts for 10% of global wine consumption (Study "Les rosés dans le Monde", June 2013, CIVP – FranceAgriMer- Agrex Consulting).

#### About Vranken-Pommery

Vranken-Pommery is the second largest champagne group. Its portfolio comprises the leading brands of VRANKEN with its Diamant and Demoiselle vintages, POMMERY with its Louise and POP vintages, CHARLES LAFITTE and HEIDSIECK & C° MONOPOLE. Vranken-Pommery owns the ROZES and TERRAS DO GRIFO port wine brands. Finally, the group is the leader in France in Rosé Wines with Sable de Camargue - Gris de Gris – from LISTEL and les Côtes de Provence – Rosé Wines – from BILLETTE.

The Vranken-Pommery Group, Europe's leading wine grower, directly manages vines covering over 2,500 hectares.

#### About the Castel Wine Division

The Castel family has demonstrated its passion for wine and the Earth for over a century now. It has revealed its know-how through its mastery of all aspects of wine-making, from vineyard to glass. It has optimised its development over time to become owner, grower, winemaker, vintner, merchant, bottler and distributor.

The Castel wine division is a group of historical and complementary houses, each of which has its own selection of renowned wines.

Castel is also the owner of 20 châteaux and three joint properties, totalling over 1,400 hectares of vineyards in France, sustainable viticulture, of which 70 % Terra Vitis.

The group's expertise can be seen in all of France's wine producing regions. Castel provides its exceptional selection through its 22 wineries, bottling plants and logistics. It is also present internationally, in 130 countries, with 26 subsidiaries around the world.

#### Contacts

---

##### Vranken-Pommery Monopole :

Patrice Proth, General Secretary  
+ 33 3 26 61 62 34, [comfi@vrankenpommery.fr](mailto:comfi@vrankenpommery.fr)

##### Press

Claire Doligez, +33 1 53 70 74 25, [cdoligez@image7.fr](mailto:cdoligez@image7.fr)  
Caroline Simon, +33 1 53 70 74 65, [caroline.simon@image7.fr](mailto:caroline.simon@image7.fr)

##### Pour des informations complémentaires sur Castel, demande auprès du service de presse :

##### Thomas Marko & Associés

Lise Forestier +33 1 44 90 87 47 [lise.f@tmarkoagency.com](mailto:lise.f@tmarkoagency.com)  
Julie Carpiert +33 1 44 90 87 44 [julie.c@tmarkoagency.com](mailto:julie.c@tmarkoagency.com)