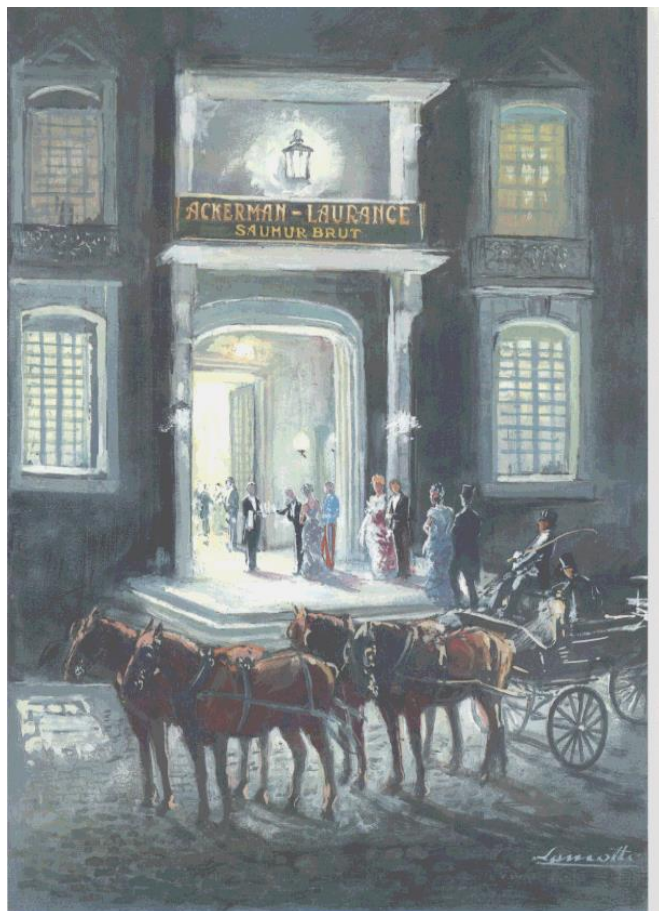


## A TRUE SPARKLING WINE SAGA SINCE 1811



### A HOUSE THAT STANDS OUT THROUGH

**Its original shareholders:** local growers united together within Loire Valley co-operative wineries.

**Its implication in the vineyards, from pruning through to harvesting:** a technical consultant assists growers from the start to put different techniques into place according to the vineyards.

**Its premium maturing techniques:** the wines are treated like first growths, with for example, a two year ageing period on lees to increase the finesse of the bubbles of the Grande Réserve selection.

**Its leading position:** if the Loire Valley is the n° one producer of bubbles in France after Champagne, Ackerman is the leading operator, as 55% of its sales are derived from “bubbles”.

**Its wide and well-targeted distribution network:** Ackerman is the Loire’s leader in fine bubbles, with notably a premium positioning in the AOC Loire and Saumur Crémant segments.

**Its innovative spirit:** true to the pioneering philosophy of Jean-Baptiste, Ackerman is continuing to innovate when it comes to sparkling wines, with brands that are helping to diversify the market and to recruit new consumers: X Noir, Blanc de Noir and Pur Raisin... These are wines boasting great typicity, fine bubbles, and the prestige of a great brand, which has managed over the past two hundred years to seduce the world. Highly accessible, Ackerman offers sparkle, light and tasty moments.

### Historic headquarters

Ackerman moved its headquarters back to its initial premises in 2006. Some 1,500 m<sup>2</sup> have been renovated just above the well-known galleries. It has preserved the historic features of the former offices designed by the architect Henri Jamard. Topographic restrictions and natural factors have been taken into account, as the access via a staircase is still the same. The façade, decorated with a late 19<sup>th</sup> century boss, evokes the artistic currents of the early 20<sup>th</sup> century, reinventing the Regency style and the elegant Gabriel layout. The antique woodwork, the director’s furniture (dresser, desk), as well as the dispatching and delivery counter... bear witness to the House’s prestigious past.



### Objectives

The House of Ackerman’s aim is that of achieving regular growth between:

- Corporate brands and client brands
- Fine sparkling wines and still wines
- Sales at home and abroad.

*ACKERMAN, THE LEADER AND THE PIONEER IN STILL AND FINE SPARKLING LOIRE VALLEY WINES*

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# JEAN-BAPTISTE ACKERMAN, THE PIONEER BEHIND THE HOUSE OF ACKERMAN

The modest couple from Brussels who gave birth to a certain Jean-Baptiste on the 24<sup>th</sup> of June 1790, never imagined that they would become the parents of a talented provocateur. As his grandparents were farmers, it is not quite by chance that 20 years later, around 1811, that, after many trips abroad, the boy settled down in France in the rich terroir of Saumur. Suitable geographic conditions explain this choice: the terroir of Saumur, with its chalky soil, dominated by tufa, producing wines with a natural fizz. The area also benefits from other favourable characteristics, such as waterways facilitating the transportation of goods, well-established links with Touraine allowing for the easy supply of wines, and abundant available manual labour.



## The wine trade

In just a couple of years, he was therefore able to develop a thriving wine business. He became an influential personality, always up to date about the latest innovations. This self-made man, who understood the importance of transport, even participated in 1840, in the development of the railway in the West of France – the link between Paris and Saumur was established in 1849. Even if it took 10 hours to get to Paris, the map of France back then, shows Saumur's big head start, as it was one of the rare towns with a railway station in 1850.

## The "méthode champenoise"

But it was in his wine business that Jean-Baptiste most especially made heavy investments. Over a period of practically 20 years, he experimented in finding a way to use the sparkling potential of Saumur wines. His research came to fruition in 1836. As a result, he presented his wines at the Academy of Angers, highlighting: "The possibility of making at home, wines as good as those of Champagne", thereby encouraging other merchants to follow the same avenue. In 1838, his work was recognised by the Tasting Commission of the Angers Exhibition. Ackerman made around 30,000 bottles per year. In 1840, he acquired vast cellars in Saint Hilaire and launched a high scale production, translating to up to 1,500,000 bottles in 1876.

This rivalry with la "méthode champenoise", a technique used long before in Champagne, resulted in much legal wrangling, that continued after his death on the 10<sup>th</sup> of January 1866. Still today, following this long battle, the wines of Saumur, must put "méthode traditionnelle" on their labels rather than "méthode champenoise" to describe their bubbles.

## Ackerman was first and foremost a mover and a shaker

Innovative, three years before his death in 1863, he registered a cork bearing his brand at the Saumur trade tribunal. Modern in every sense of the word, he made an intensive use of advertising. He used photos and posters such as "You can't enjoy a dinner after hunting without *Ackerman-Laurance Dry-Royal*". And the message on an interesting medal dating back to 1896 evokes his over 40-year long battle: "*Ackerman-Laurance sparkling wines, just as good and half the price of the most famous Champagne brands.*" - quite a "pop" from this outspoken pioneer!

## A love marriage, rare back then

It would be a shame to forget the reason why the name Ackerman is linked to that of Laurance. At the age of 40, this impetuous entrepreneur married 23 year old Emelie, the young daughter of an important local wine merchant. She was to stand by him through thick and thin. The Laurance and Ackerman families had known each other for years, due to their mutual implication in a wine merchant house.



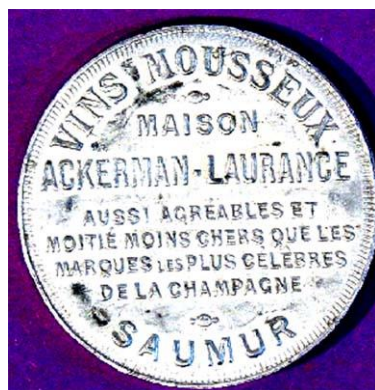
## ADVERTISING



## DURING THE 19TH CENTURY

If to start with **Jean-Baptiste Ackerman** was a pioneer in the business of good value for money sparkling wines, after difficult beginnings in terms of experimentation, his son, Louis Ferdinand focused on creating innovative advertising (posters, tokens, objects) and most especially on developing sales in Europe and throughout the world. The decade from 1870 to 1880 witnessed a strong development in terms of:

- production: ACKERMAN produced around 30% of the sparkling wines in Saumur until 1904. With the phylloxera crisis, the production dropped until 1914, and then became stable at the beginning of the 1950s.
- exports: 600,000 bottles were exported during the 1880s, including 70% to the United Kingdom. New markets also emerged (United States, Russia, United Kingdom, Belgium, The Netherlands).
- image: with the creation of posters for the British market. The advertising campaigns in France began in the early 1890s.



### Key dates for ACKERMAN:

- 1790 Birth of Jean-Baptiste Ackerman on June 24
- 1811 Move to Saumur and the start to research dedicated to the “méthode champenoise”
- 1829 Marriage to 23-year old Emelie Laurance
- 1836 Demonstration of the “méthode champenoise” technique concerning Saumur wines
- 1838 Birth of his son Louis Ferdinand on February 14
- 1838 Recognition of his work by the Tasting Commission of the Angers Exhibition
- 1845 Participation in the creation of the Paris-Saumur railway line
- 1863 Registration at the Saumur trade tribunal of a cork bearing the brand
- 1866 Death of Jean-Baptiste Ackerman on January 10
- 1870 Start to export marketing strategy
- 1914 Death of Louis Ferdinand Ackerman
- 1936 AOC Saumur Brut officially recognised as an appellation.



## GENERAL PRESENTATION

### ■ STRATEGY

Ackerman, creating and specializing in fine sparkling wines, has grown from generation to generation. It has done so by respecting the growers it works with, and the region's terroirs, through a relationship based on trust and excellent service.

Its fresh and fruity premium wines add a touch of French elegance to all types of convivial moments. Innovation is the main key for this sustainable development which promotes our branded sparkling wines and the still wines from the Loire Valley.

### ■ KEY FIGURES FOR ACKERMAN

- Staff: 140
- Total turnover for ACKERMAN: 45,3 million euros
- 66% France: 66% supermarket sales / 34% traditional outlets, cellar
- 34% exports: essentially to the following countries: United Kingdom, The Netherlands, Belgium, Germany, Japan, United States, Canada, Scandinavia, East Europe...
- 63% sparkling wines / 37% still wines
- Chief brands: ACKERMAN / REMY PANNIER / DE NEUVILLE / DONATIEN BAHUAUD
- Certification: BRC since 1999 (British Retailer Consortium) and IFS since 2005 (International Food Standard)

→ **DECEMBER 2009: ACKERMAN PURCHASES DONATIEN BAHUAUD**, one of the top negociants in the Loire Valley, based in Muscadet. Since 2007, Ackerman was already in charge of the vinifications for Donatien Bahuaud, a house founded in 1929. Donatien Bahuaud is distributed mainly in restaurants and on the export markets with strong brands such as Maison des Princes, Le Master and La Diva.

→ **NOVEMBER 2010: ACKERMAN PURCHASES MONMOUSSEAU**. Monmousseau markets around 1,250,000 bottles a year, generating an annual turnover of 4.5 million €. Fine sparkling wines account for 80% of its sales, chiefly distributed under the company's brand name. Monmousseau specializes in effervescent AOC Touraine wines (300,000 bottles sold per year), as well as other effervescent denominations such as Vouvray, Loire Cremant and Quality Sparkling Wines. The Monmousseau brand is distributed in France by traditional outlets (such as Nicolas) but also by quality supermarkets such as Monoprix. It is exported most especially to the United States and to Japan (it is even featured in the 13<sup>th</sup> volume of The Drops of the Gods!). The headquarters of Monmousseau is located in Montrichard in the Loir et Cher department, where it employs a permanent staff of 25.

### ■ WINEMAKER/NEGOCIANT

Perfect control of the entire winemaking process is guaranteed, starting with the development of partnerships with growers through to wine marketing. As a result, authentic and quality wines conform with the "Raisons et Terroirs" charter are obtained from the best fruit, carefully selected and vinified in 10 centres situated at the heart of the chief growing areas of the Loire Valley.

### ■ AN ATTRACTIVE SITE: [www.ackerman.fr](http://www.ackerman.fr)

Ackerman offers an internet selection of its Loire Valley wines sold at the cellar. Customers can order at a distance thanks to a secure system of payment.

Since January 2010, the latest version capitalizes on the company's expertise (fine sparkling wines) and is much more pleasant to visit with a refined and prestigious graphic design. The site places internet users at the heart of the activity with new sections (food and wine pairing, drinking occasions, and plenty of tips), including rich illustrations (videos, panoramas and photo albums). The online shop has also been revamped. Interactivity is enhanced, with for example, a blog dedicated to the X Noir brand, and a new forum live from the vineyard.

### ■ [www.tagdevin.com](http://www.tagdevin.com)

Tagdevin instantaneously communicates information about X Noir via the smartphone network. This modern geo-marketing tool fulfills the requirements of today's on-the-go consumers. As a result, it promotes interaction and ensures traceability. Here is how it works: a smartphone is used to scan a tag (2D bar code), to obtain interactive multimedia content especially dedicated to the X NOIR brand via a mobile web application, including photos of the community, shared cocktail recipes and news about upcoming events.

# PORTRAITS

## Managing Chairman: Bernard JACOB

*"When it comes to the relationships with our clients and partners, Ackerman strives for quality. To this end we are attentive, we strive to meet demand, we establish trust and loyalty, we are open... at the service of promoting our region's wines. Boosted by its staff of men and women, all of whom are attached to this project, Ackerman wants to be the ambassador for the Loire Valley vineyard. I am committed to doing everything that is necessary so this noble objective can guide us."*



## Technical Manager-Cellar Master-Winemaker: Séverine LEPAUL

*"Ackerman, vintner/merchant, works directly with grape growers, and relies notably upon its chief partners, the vintners of the Loire Valley, to guarantee the quality and the diversity required by the market... Quality wines are first and foremost derived from quality grapes".*



## Winemaker: Frédéric NOUET

*Blending, art and science:  
"With several wines, it's possible to make thousands of different blends, we try to produce the best from each wine...I oversee my wines, I know them off by heart, and I pamper them".*



## Marketing Director: Serge DUBREUIL

*The Marketing conductor at home and abroad.*



## Tasting room Director: Julien GOUDEAU

*In charge of the tasting room, the cellar, and exhibitions.*

### ■ AND ALSO

Sales Director: Sebastian BRIEND

Sales Director for the domestic restaurant trade: François NEVEU

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## OUR VALUES:

### An inherited pioneering spirit: innovating to create value

... Along the lines of Jean-Baptiste Ackerman who in 1811, brought the "Méthode Traditionnelle" to Saumur (the Loire is the second sparkling region of production in France after Champagne)

... Along the lines of Comtesse Fleury who didn't hesitate to go to Canada to promote De Neuville wines in between the two world wars, at a time when the forms of transport were far less convenient than today's means.

... Along the lines of Maurice Rémy who was one of the first in the Loire Valley to work with the supermarket trade and to launch advertising campaigns about wine.

### A company spirit, respecting independence

The Loire is a source of diversity through its terroirs, its wines and its men. This is a diversity characterised by the members of the House of Ackerman who work autonomously at the service of a shared identity and heritage.

**Last but not least conviviality**, reflecting the Epicurean art of life in the Loire Valley.

# WINE TOURISM: CELLAR ART

## A LONG-STANDING PRACTICE THROUGHOUT ITS CELLARS

Ackerman regularly organizes events at the heart of its cellars, thereby paying tribute to art, exchanges and different cultures. Some attractions have become permanent and have turned into references for visitors, while others succeed one another, with the same energy and innovative spirit.

### An educational and fun activity: journey to the center of the bubble

Inaugurated in 2011, this unusual and fascinating trip to the heart of the highest troglodyte cellars in Saumur, allows visitors to discover Ackerman's enthralling history. The setting is at once, informative, fun and magical. The House of Ackerman would like to invite you on board the extraordinary Journey to the Center of the Bubble. Combining tradition and innovation, information and plenty of fun, this fantastic odyssey starts off like the "Journey to the Center of the Earth" by Jules Verne.

This is a dynamic, interactive and original itinerary.

1<sup>st</sup> stopover – a trip back in time: relive the saga of Jean-Baptiste Ackerman and unlock the secrets of la Méthode Traditionnelle.

2<sup>nd</sup> stopover – an artistic experience: immersion at the heart of installations created especially for troglodyte galleries.

L'eXposition by Yorga, a very airy and magic work of art. With eXposition he explores the world of bubbles in an artistic and airy way, thereby creating an original, chromatic and majestic work within this 20m high location. Within this mysterious and spellbinding setting, cellophane sheets and adhesive tape play with transparency and the projections of shadows and light on the stone. Original dance or shamanist music accompany the cellar's metamorphosis and travelers penetrate the sculpture in a real and in an imaginary way.

La Taazmanie by Alex Taaz is a fantastic underwater world. Alex Taaz lives in a place, inhabited by strange and moving creatures, and made up of a dense and magic vegetation. These exhibitions are an immersion within his universe, an experience that is rarely neutral for visitors, and which is often joyful and sometimes overwhelming. Alex lives his art like a journey to the center of the soul. With Taazmanie, he transports us to a universe where alcoves are covered with underwater creatures, right out of the world of Jules Verne.

3<sup>rd</sup> stopover – escape upon the Loire river. In this section, a taste of the region's art of living is offered by movies featuring its scenery, luminosity and inhabitants. This part also includes an introduction to the local game of bowls.

