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2022

PRIVATE BARREL



ONE BARREL, ONE WINEMAKER WITH PASSION AND YOU!

WWW.PB-PRIVATE-BARREL.COM

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PB – PRIVATE BARREL

*YOU DECIDE - YOUR BARREL, YOUR OWN WINE,
YOUR WINE BRAND*

For millennia, wine has fascinated people. After generations of wine connoisseurs and lovers were only able to taste and enjoy, you can take the next step today: create your own wine!

PB - PRIVATE BARREL allows you to indulge your passion for wine in the most creative way possible. A barrel from a top winemaker is waiting for you to let your favorite grape variety mature. With your ideas and always supported by experts, we help you turn your taste into wine - from gustatory nuances to the design of the label.

Take the step from connoisseur to creator.

PRIVATE BARREL

and the founder Jörg Wiedermann

An idea that has been igniting my passion for years is finally becoming a reality. For many years, I have always been searching for exclusive products that are unparalleled. My PB - PRIVATE BARREL offers you the opportunity to create your own wine with a top winemaker.

Design your own wine brand with a team of people who share your passion and love for wine enjoyment.

I am delighted to be able to support you with all my experience.

Jörg Wiedermann



... AND HERE'S HOW IT WORKS

Choose your favorite grape variety for your wine. Depending on the region, you can select the current vintage for your barrel until the end of May or end of September each year. With a top winemaker by your side, the collaboration begins after the harvest. He will look after your wine barrel until the end of the maturation period (between 12 and 24 months, depending on the variety). The wooden barrel in which your wine matures will be provided by the respective winemaker. Give your barrel a name or a logo.

Twice a year, our winemaker will send you two bottles of barrel samples with a personal video message and a photo series documenting the steps until the bottling of your wine. You will receive an authenticity certificate from your barrel.

Create your own label with our team and design your wine brand.

At the end of the maturation period, your premium wine will be bottled in high-quality bottles. Then the bottles will be labeled and delivered free of charge within Germany, Austria, and Switzerland.

Do you live in another country?

› *We'll find a solution!*

Do you want to make it a joint project with your friends?

› *No problem, you can also mature your PRIVATE BARREL as a group.*

PRIVATE BARREL AT (Austria)
THE WINEMAKER



*The Austrian ART
of Making Wine*



ART of WINE

... when wine becomes a work of art

Select ed winemakers from Burgenland, who understand their craft, supply us with the best grapes – full of heart and passion – for a PRIVATE BARREL. Because wine is an art.

Perfectly located, sustainably cultivated and carefully tended

The vines in Burgenland benefit from the moderate influence of Lake Neusiedl, a large steppe lake on the border between Austria and Hungary, which improves the climate and vegetation of the region and the resulting character of the wine. PRIVATE BARRELS developed by our winemakers are carefully and expertly crafted into a true premium wine – from the vine to the glass.

THE BARREL (300 Liters)

Until the end of May, you can choose the current vintage. Art of Wine creates a premium cuvée wine for you from the regional grape varieties Cabernet Sauvignon, Blaufränkisch, and Zweigelt. This is stored in a 300-liter oak barrel in a vaulted cellar near Vienna. This work of art takes about two years to reach its full potential. Meanwhile, the winemaker keeps you up to date on the progress with personal video messages and two barrel samples per year.

At the beginning of the project, you will create your own personal label with a team of graphic designers and you can also customize the cork design.

PRIVATE BARREL AT (Austria) 19.500 € / CHF

PRIVATE BARREL DE (Germany)

THE WINEMAKER



— WEINGUT —
KOLB
.....

*„Wine is a novel that
the winemaker writes
with the grapes.“*

- Thomas Häntsch -



Weingut Kolb

A winemaking family with over 300 years of tradition in winemaking - with passion in the tenth generation.

Old knowledge and modern insights combined for the benefit of the vines and the soil. With this sustainable and resource-friendly cultivation, Weingut Kolb, thanks to its traditional winemaking art, harvests a maximum of expression and liveliness for their wines. Located in the heart of Rheinhessen and under the best climatic conditions, the grape varieties for our PRIVATE BARRELS in Germany grow. Only vineyards that are cultivated with love and foresight produce the best white and red wines in Germany.

THE BARRELS (225-liter barrique)

You can choose the current vintage until the end of September.

Together with Mathias Kolb, one of the top 15 young winemakers in the German winemaking scene, you create your PRIVATE BARREL. For white wine, the varieties Chardonnay, Riesling, and Grauburgunder are available. For red wine, the varieties Cabernet Sauvignon and Pinot Noir (Spätburgunder). Mathias Kolb needs about 12 months to compose the white wine and about 20 months for the red wine. You will receive personal video messages and two barrel samples per year documenting the maturation of your wine.

At the beginning of the project, you and a team of graphic designers will create your personal label and all other details for your wine.

PRIVATE BARREL DE (Germany) DE-W (white) 7.700,- € / CHF · DE-R (red) 9.990,- € / CHF



THE MODULES

MODULE 1

Premium Design

MODULE 2

Photo campaign

MODULE 3

Video campaign

MODULE 4

The Wine Experience

MODULE 1 Premium Design

Limited premium label printing
with high-quality finishes and materials

Design of the label with a graphic team

Closure options:

Wax seal with custom seal stamp

or

Custom bottle capsules.

1.200 € / CHF





MODULE 2 Photo campaign

We'll put you and your wine in the spotlight!

This can be an image campaign for your company and your own wine brand, or simply a memory of this extraordinary project itself.

Let's work together to turn your ideas into pictures!

MODULE 3 Video campaign

„A picture is worth a thousand words?“ - Moving images evoke emotions! Take advantage of the opportunity to put yourself and your company in the spotlight. Through a professional film production, in which you can direct, your vision comes to life!

Price on request




MODUL 4 The Wine Experience

Enjoy an exclusive weekend full of wine pleasure in the origin region of your premium wine. You will experience a journey to your PRIVATE BARREL with a partner of your choice and visit the winery that is aging your wine for you - and that shortly before bottling!

As part of this special experience, you will stay in a luxurious hotel and can look forward to a personal driver and a limousine. A highlight of the weekend will be a luxury dinner in the midst of picturesque vineyards!

Price on request

To ensure that no wishes are left unfulfilled, we are available to provide you with additional comprehensive services.



Have you made your choice?

With the binding order and our confirmation, your PRIVATE BARREL project officially begins now!

Crystal clear - they belong together

As a welcome gift, we present you with two exclusive **Riedel®** glasses that perfectly match your future premium wine.

Choosing the right glass for a wine is a science in itself! The art of glassmaking by **Riedel®**, perfected over three centuries, allows the wine to reveal its full range of flavors.

We are confident that these glasses will enhance your wine experience.

The barrel setup

Now your barrel will be set up and provided with a personalized sign. You can give your barrel a name or a logo - making it a true unique piece! We will keep you updated with pictures so you can follow your PRIVATE BARREL and look forward to the final result.



We will get in touch with you!

To better understand your preferences and taste expectations, we kindly ask you to answer some questions. The more information the winemaker receives from you, the better he can fulfill your wishes.

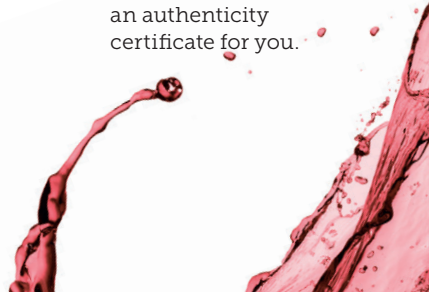
The look

Our experienced graphic team will design a custom front label together with you.

You can choose the color of the bottle caps, the print on the cork, and adjust the entire design according to your preferences. We work closely with you to ensure that the entire bottle design meets your expectations and presents your wine in a stylish way.

The authenticity certificate

Shortly after the placement of the barrel, your wine-maker will create an authenticity certificate for you.



The vines & the harvest

To achieve the best possible level of ripeness in the grapes, it is necessary to wait for the right time to harvest. In the meantime, through regular updates from us, you can get an insight into the winemaker's daily work in the vineyard.

The timing of the harvest varies depending on the grape variety and the region where it is grown, and it is carried out with the utmost care.

The modules

If you have added one or more modules to your PRIVATE BARREL, we will send you a personalized offer after consultation.

The samples and your feedback

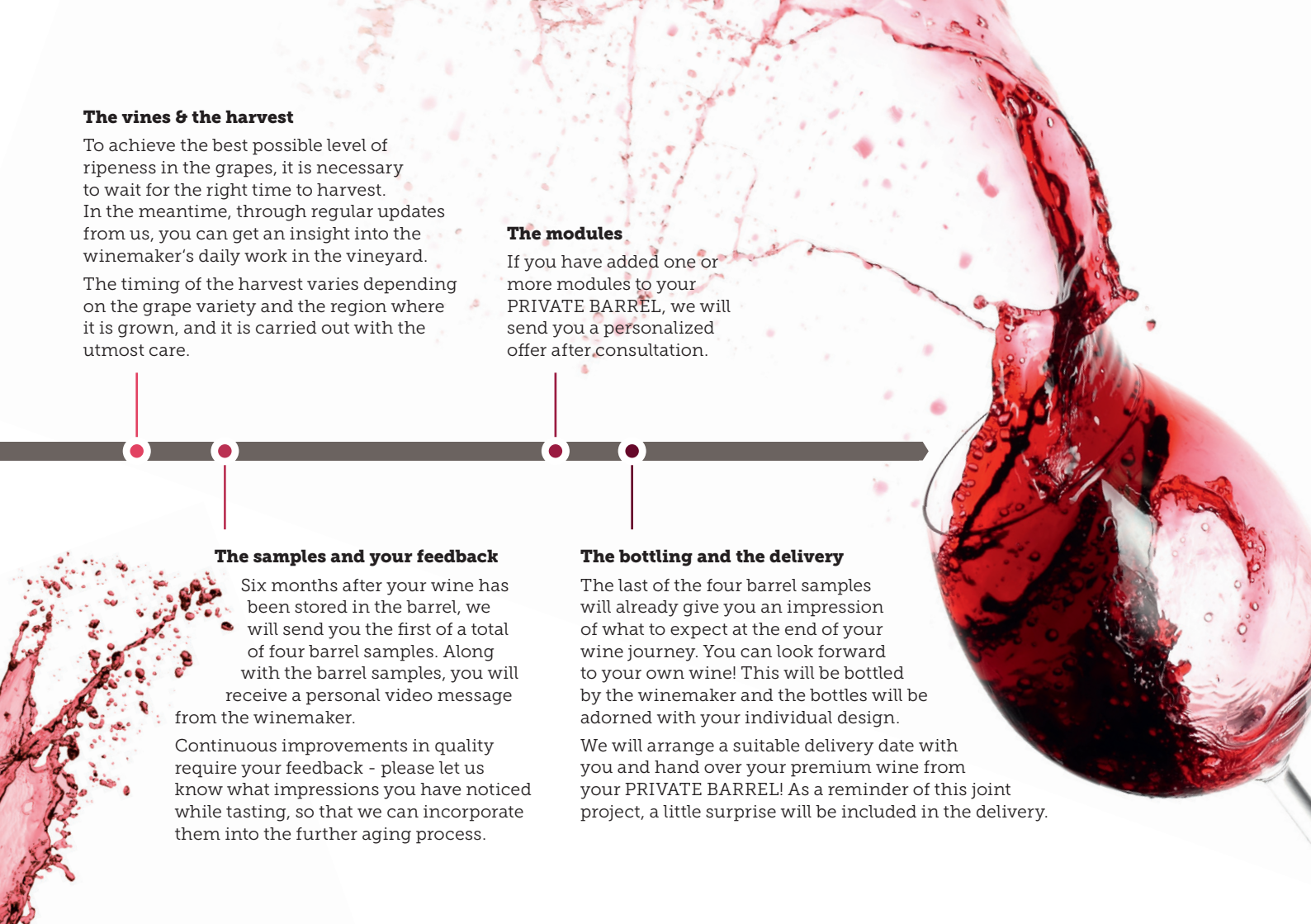
Six months after your wine has been stored in the barrel, we will send you the first of a total of four barrel samples. Along with the barrel samples, you will receive a personal video message from the winemaker.

Continuous improvements in quality require your feedback - please let us know what impressions you have noticed while tasting, so that we can incorporate them into the further aging process.

The bottling and the delivery

The last of the four barrel samples will already give you an impression of what to expect at the end of your wine journey. You can look forward to your own wine! This will be bottled by the winemaker and the bottles will be adorned with your individual design.

We will arrange a suitable delivery date with you and hand over your premium wine from your PRIVATE BARREL! As a reminder of this joint project, a little surprise will be included in the delivery.





PRIVATE BARREL

PRIVATE BARREL
JÖRG WIEDERMANN



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