

Penet-Chardonnet

~ Grand Cru ~

# PENET-CHARDONNET, A BOUTIQUE CHAMPAGNE DESIGNED FOR LOVERS OF AUTHENTICITY AND ENTHUSIASTS OF PERFECTION

Family-owned for five generations, Penet-Chardonnet is an independent, traditional estate that exclusively produces champagne in the prestigious vineyards of Montagne de Reims, France, on 6 hectares of vineyards that are entirely ranked as "Grand Cru", the highest classification within the champagne category.

The family's historical expertise, five generations of obsession for the land and the stringent application of the best handcrafted methods in the region, has allowed the family to perfect the art of producing truly exceptional champagnes.

The estate grown Pinot Noir and Chardonnay grapes are carefully hand-picked and used in all the cuvees. Most of the wines are fermented in stainless steel vats and do not undergo malolactic fermentation, thereby preserving the original acidity of the grapes and enhancing their natural fruit. This, coupled with a minimum of 4 years of ageing 'sur lie' ensures finely moussed Champagnes of depth and real complexity, perfectly reflecting their "terroir" specificity.

Making outstanding, non-vintage Champagnes requires the experienced knowledge of blending the right grapes at the right time from the year's harvest and reserve wines. Penet-Chardonnet has mastered this art of blending for decades, producing a wine with personal style and full of character and distinction.

Only the rarest of excellent vintages allow Penet-Chardonnet to produce the Grande Reserve and Diane Claire, its finest cuvées. Due to the nature of the stringent selection process undergone in creating the Diane Claire, quantities of this preeminent cuvée are very limited.

Penet-Chardonnet champagnes are world-class wines that are made to satisfy the "hedonists" and wine-connoisseurs, especially those who value high-quality, crafted wines and exclusivity. The fruity, complex and full-bodied taste makes them ideal for all occasions and pair perfectly with food.

L'instant Taittinger





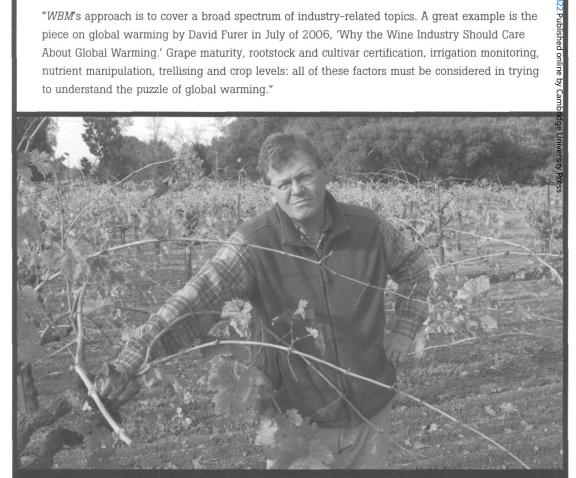
CHAMPAGNE

TAITTINGER

Wine Business Monthly has become the most important general trade periodical in our industry. It is too important not to read.

- George Vierra, consultant and educator

"WBM's approach is to cover a broad spectrum of industry-related topics. A great example is the piece on global warming by David Furer in July of 2006, 'Why the Wine Industry Should Care About Global Warming.' Grape maturity, rootstock and cultivar certification, irrigation monitoring, nutrient manipulation, trellising and crop levels: all of these factors must be considered in trying to understand the puzzle of global warming."



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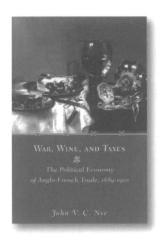
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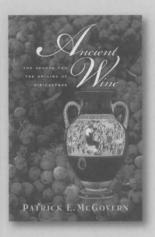
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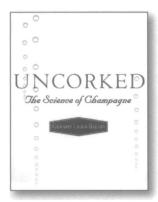
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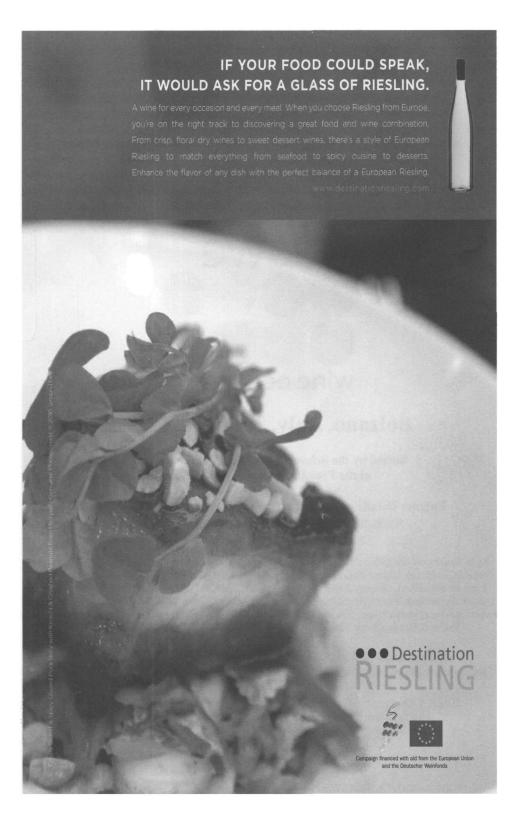
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# Call for Papers 5<sup>th</sup> Annual Meeting American Association of Wine Economists

www.wine-economics.org

jointly with its food division, the **Association of Food Economists**www.food-economics.org



Bolzano, Italy, June 22-25, 2011

hosted by the School of Economics and Management at the Free University of Bozen-Bolzano

Further Details will be posted on <a href="www.wine-economics.org">www.wine-economics.org</a> and on www.unibz.it/en/economics/events/AAWE2011.html

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All economics and statistics papers related to wine and food are welcome Submit a 1,000-word abstract by March 1, 2011 to <a href="mailto:bolzano@wine-economics.org">bolzano@wine-economics.org</a>

Contact (Local Committee): Dr. Günter Schamel, <a href="mailto:guenter.schamel@unibz.it">guenter.schamel@unibz.it</a>
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Subjects: Contributors to the *JWE* should note that the objects of the Association are "economic research and analyses and exchanging ideas in wine economics". The *JWE* welcomes any manuscript that meets these objectives. No rigid rules are applied but preference will be given to articles that are likely to be of general interest to the *Journal's* international readership. Articles should be concisely written and should normally not exceed 6,000 words. Shorter papers and comments, of up to 1,000 words, will also be considered for publication.

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Preparation of the Manuscript: A 12 point typeface with line spacing of 1.5 is satisfactory with ample margins where comments may be placed should referees wish to mark-up the manuscript. Diagrams and tables should be arranged, as far as possible, in portrait with figures, headings and labels orientated horizontally. Equations should appear on a separate line with equation numbers (where necessary) aligned at the right hand margin. Where appropriate, full mathematical workings should accompany the articles in order to assist the referees. These workings will not be published. References should be cited according to the Harvard System, i.e. author(s)' names and date of publication to be given in the body of the text and the references collected alphabetically at the end of the paper. The title of the journal or source should be given in full. See a recent issue of the JWE for guidance. In the case of articles quoting statistics (such as regression coefficients) based on unquoted data, authors should be prepared to send to the Editors a copy of the data and details of the methodology used (possibly in the form of a self-explanatory computer printout) so that the referee may test the derivation of such statistics.

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