



Rethink Barrels

- ... maximise wine quality
- ... for reduced expenses
- ... with quicker returns



Unrivalled Performance improve quality & reduce expense

Top barrel oak from prestigious cooperage without the barrel cost gives structure, complexity, weight. Avoids reliance on neutral barrels

**Advanced future-facing cooperage
where tradition meets progress**



How Elevage barrels work?

- Separates oak & oxygen roles by variety - inverts tradition
- Adds oak to wine - not wine to oak (wine ignores barrel shape)
- Replicates top new French oak barrels - proven in blind tastings



Why is quality better?

- Slow controlled consistent oxygenation gets best out of oak
- Consistent oxygenation adjusted to specific grape varieties
- Affordable fresh new barrel oak choices are added every year



Why are costs lower?

- Less oak as 100% used - stops unexposed 78% new oak waste
- Each long-life 1kL= 110 new 225L trad-barrels-4.4 trad. barrels X 25yrs
- Next vintage ready barrels improves cashflow & asset utilisation



Where best to apply?

- Avoids trad. barrels limitations - removes hidden costs & traps
- Superior to refill/neutral barrels overuse ~95% of all barrels used
- Premium mkt \$20-60 RRP vol. is 7X bigger than luxury +\$60 RRP

Progressive winemakers accept inevitable structural change - can't keep doing the same, wishing for different results.

Syrah + Style Barrel	Cab + Style Barrel
Chard + Style Barrel	Pinot + Style Barrel

Market changes & slow growth means cost saving, efficiency & better quality - 'value is king'



Elevage Varietal Barrels Mastery

Barrel Challenge Accepted - Elevage's Commitment



1 Separating Oak & Oxygen Improves Quality

- Micro-oxygenation separation amplifies new oak every vintage - ask for chart
- Controlled, slow, consistent micro-oxygenation choices aids quality & cycle time
- Minimal oxygenation fluctuation reveals best in unbent barrel oak staves earlier



2 Quality Step-up, Affordable Top New Barrel Oak Yearly



- Reliable, repeatable outcomes every year without barrel-to-barrel variation
- More effective oak use as 100% wine exposed, top barrel oak choices every year
- Avoids refill/neutral barrel compromising quality with false economy or alternates



3 Saves Money Now, Efficiency & Productivity Gains

- Cost-effective flexibility, adapt barrel plans to wine grade, style, vintage, & RRP
- Reduces handling-less labour, safer. Lower costs on topping, spoilage, Opex, & logistics
- Forkliftable, stackable adds 66% capacity to current cellar space, accessible & durable



4 Speeds Aging, Earlier Cash Cycle, Simplify Barrel Plans



- Versatile, long-life durability, less blending, adjustable nbe%, & no evaporation loss
- Simplify & complement barrel plans, no cascading, less topping, reduces risk profile
- Oxygen choice ensures next vintage ready Improves asset utilisation & payback



5 Less Waste, More Service Support, Apply Learnings

- QR code on 'Use & Care', with service resources to aid successful use, show payback
- Alternatives + polymer tanks have lid issues, lack barrel oak & oxygenation expertise
- Stored dry, easier to clean/maintain, lower carbon footprint wins drinker preference



Better wine aging for less money, improve quality, reduce cost & waste, speed aging & cashflow cycle.

Varietal specific, just like Riedel varietal glassware.

25yr longlife barrel versatility lasting generations.

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Elevage Global Australia & California

WineBusiness Monthly Article:

August 2024 • PROVEN BARREL TRIALS - WASHINGTON STATE
J. Bookwalter Winery • The Elevage Barrel System into Value Program

