



MOUTON CADET

BARON PHILIPPE DE ROTHSCHILD

Classic



Classic

While **Mouton Cadet red** remains the main pillar of the brand, **Mouton Cadet white, Mouton Cadet rosé** and, more recently, **Mouton Cadet Sauvignon Blanc** have also become classics in their own right.

Fruit-forward, fresh and succulent, these wines are designed to correspond to **modern consumer taste,** **easy to drink** and **not requiring ageing** to reach their potential.





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ROLE

Initial access to the brand
and volume sales



DISTRIBUTION

Intended for off-trade
channels



TARGET CONSUMER

Wine-drinkers looking for
the guarantee of a French
brand with a global
reputation: **a safe bet.**



VALUES

- Guarantee
- Expertise
- Excellence



RANGE

Bordeaux red, Bordeaux white, Bordeaux rosé, Bordeaux
Sauvignon blanc





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MOUTON CADET: TWIST YOUR BORDEAUX STYLE



TWIST YOUR BORDEAUX STYLE

Baron Philippe de Rothschild, wishing to introduce a wider audience to the traditions of Bordeaux terroirs, created Mouton Cadet in 1930. Today Pierre Lambert, the Mouton Cadet cellar-master, his winemakers and our partner winegrowers apply their skills and expertise to break with tradition while respecting the terroir and people. Fruit-driven, fresh and succulent, this fine Bordeaux is made as a response to current consumption trends.





Green Cadet

MOUTON CADET

*« An original and unique cocktail,
which highlights the Sauvignon Blanc,
a delicious and refreshing varietal. »*

Ice
1 cl sugar cane
12 cl Mouton Cadet Sauvignon Blanc
1 twist of lime





Cocktail culture is at the intersection of **natural** and **chic**.

Launched in 2016, Green Cadet recalls a **distinctively French**,
laid-back yet elegant art of living.

With Green Cadet, Mouton Cadet attracts a **young**,
urban clientele looking for a **relaxed style** of wine-drinking or fresh,
accessible and unusual cocktails.

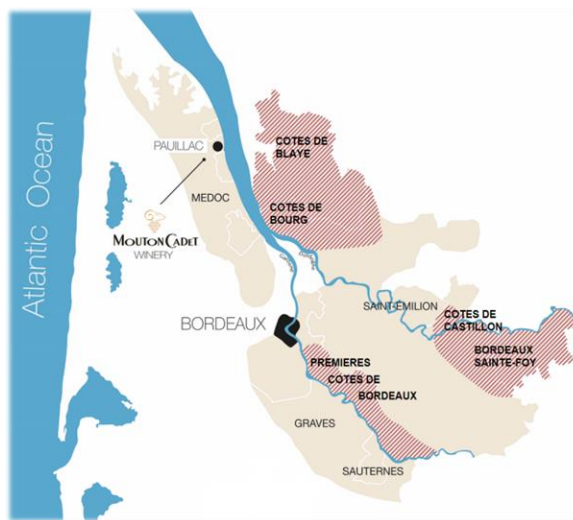




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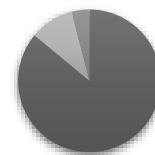
Classic



Appellation: Bordeaux red

Soil: The clay-limestone soils of the Bordeaux appellation give the wine its fruit and roundness, while the limestone and gravelly clay soils of the Côtes de Bordeaux impart density and structure.

Varietal mix:



- Merlot
- Cabernet Sauvignon
- Cabernet Franc

Maturing: 16 months

Tasting notes:

Red cherry, blueberry, blackberry, black cherry



SUAVE
ELEGANCE
RIPEFRUITS



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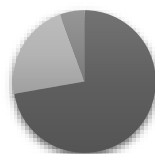
Classic



Appellation: Bordeaux rosé

Soil: Clay-limestone terroirs in the region of Blaye and in the north-east of the Bordeaux vineyard. Clay brings freshness and fruit to the wine, while limestone imparts refinement and elegance.

Varietal mix:



- Merlot
- Cabernet Sauvignon
- Cabernet Franc

Winemaking: blend of wines made using the direct pressing method, which gives pale, light rosés while guaranteeing freshness and the best expression of the fruit.

Maturing: 5 months in vats with the lees

Tasting notes:

Currant, raspberry, grapefruit



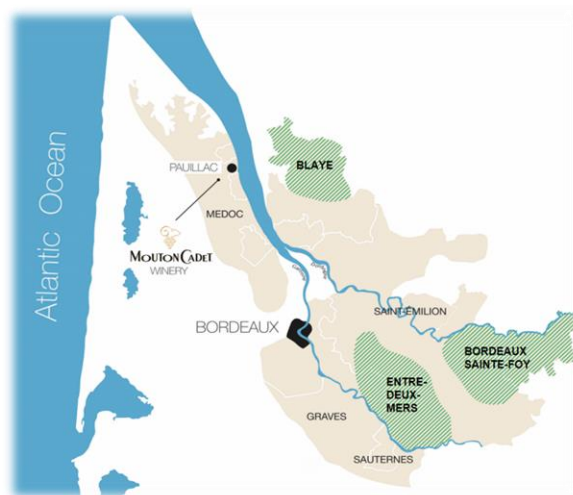
GRAPEFRUIT
FRESHNESS
CURRANT



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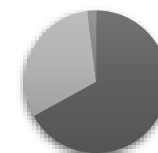
Classic



Appellation: Bordeaux white

Soil: The selected terroirs, predominantly silty clay with some gravelly clay, are ideally suited to the production of fresh, aromatic white wines. Clay brings the fruit and typical aromas and flavors of Sauvignon Blanc, silty soil imparts freshness, and gravel provides density.

Varietal mix:



- Sauvignon blanc
- Sémillon
- Muscadelle

Maturing: 6 months in vats with the lees and with stirring

Tasting notes:

Peach, citrus, boxwood



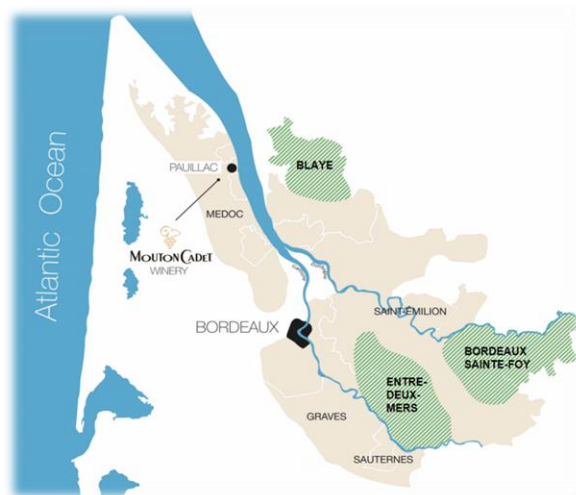
MINERALITY
ROUND
VEGETAL



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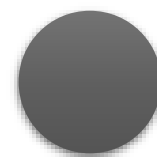
Classic



Appellation: Bordeaux white

Soil: The selected terroirs, predominantly silty clay with some gravelly clay, are ideally suited to the production of fresh, aromatic white wines. Clay brings the fruit and typical aromas and flavors of Sauvignon Blanc, while silty soil imparts freshness.

Varietal:



■ Sauvignon blanc

Maturing: 4 months in vats on fine lees

Tasting notes:

White flowers, bowwood, citrus



**FLOWER
CITRUS
FRESHNESS**