



PRESS RELEASE

www.vignobles-lacombe.com
contact@vignobles-lacombe.com

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Press contact:

HEMISPHERE SUD - Corinne HENNEQUIN
21 place de Grandjean – 33440 Ambarès
Tél. (00-33) 557 775 960 Fax. (00-33) 557 775 961
c.hennequin@agencehemispheresud.com

The GSI France Gold Trophy awarded to the Vignobles LACOMBE in the Médoc

On October 24, the Vignobles LACOMBE were awarded the GSI France Gold Trophy given in recognition of a traceability device which is as simple as it is infallible, covering every stage of wine making, from vine to bottle. This marks a first in the wine world which hitherto had never offered such a well coded logistic system.

The first French winery to retrace all the stages of wine growing in a bar code.

Rémi Lacombe, who has been making wine for more than 20 years, has made quality the spearhead of his sales and production strategy. In the **MEDOC**, the Vignobles Lacombe operate four historic châteaux **often awarded prizes in numerous contests**: Château BESSAN SEGUR (a Bourgeois growth), Château LA GRAVETTE LACOMBE, Château TOUR SAINT VINCENT and Château LA GRANGE de BESSAN. Over the last 5 years, **over 5 million Euros have been invested in the modernization of the wine-making, aging and logistics facilities**. The 2,600 m² (280,000 sq.ft) of the Civrac Médoc winery house 9,000 hectoliters in temperature-controlled vats, some 700 barrels and an air-conditioned storage cellar of 900,000 bottles, or practically 3 years of production. **Starting in 2003, Rémi Lacombe launched an innovative form of traceability** by adopting the **GSI-128 standards** that he applied first to the bottling line, then in 2004 to the cellars and as from 2005 to the 53 hectares of vines. **Thanks to this technique, each and every stage in production is seamlessly retraced, from vine to bottle**. A single Gencode is allocated to each plot, to each vat and of course to each Château. Each bottle from any one of the châteaux from the Vignobles Lacombe can be traced, thanks to the time of production (shown to within the nearest minute), to a single color map providing infallible data on the crop protection products used in the vineyard, the wine-making products added to each vat, not to mention the source of the empty bottles and the corks. All these details are recorded by a beep, thus avoiding sources of error, and then stored by Excel spreadsheets for each of the châteaux. **This process also has the advantage of facilitating the marketing of the wine**. Orders and shipments can be performed by EDI (electronic data interchange) to communicate in the same language with all the logistic centers worldwide thanks to the new single bar code (GSI 128) containing all the details of the record. This innovation in wine-growing convinced the jury of the GSI (Gencod) Trophies for 2006.

A GSI Trophy awarded to the wine industry for the first time

The GSI Trophies, created in 1994, are awarded each year to firms committed to progress and innovation aimed at improving the visibility and efficacy of the supply chain. Many great names in industry and distribution have already won awards, such as Panzani, Leroy Merlin, Coca Cola, the Fnac, L'Oréal, Lesieur, McCain, Auchan, Leclerc, Carrefour, and more. **This is the very first time that a winery entered the GSI Trophies**. The jury, made up of former winners and journalists, was convinced by the simplicity of the traceability of the Vignobles Lacombe. The Gold Trophy for "health safety" was awarded to Rémi Lacombe on Tuesday, October 24.

A wine-grower now underwrites every bottle

Each bottle from the Vignobles Lacombe, wherever it may be in the world, can now be identified from the code under its capsule. This tells from what plot and from what vat the wine has come, thus helping targeted recalls if necessary. **Not only do consumers benefit from food safety, but the grower also underwrites his full responsibility for his bottles**. He accepts that responsibility not only as packer (the person supplying and using everything that comes into contact with the wine) but also as owner of the brand. Such traceability is part and parcel of a global strategy geared to enhance the image of each of the châteaux of the Vignobles Lacombe. It is the guarantee for customers worldwide of the individual identity of each château, of the firm's logistic expertise and of food safety.