



BESTHEIM

VINS & CRÉMANTS D'ALSACE



Launch of the box set
« Balade Olfactive »
A unique sensory experience

BESTHEIM UNVEILS A NEW CRÉMANT D'ALSACE

Bestheim, a dynamic and ambitious Alsatian winery renowned for the excellence of its Crémants, is now unveiling the very essence of its expertise: a luxurious cuvée that embodies the perfect symbiosis between a chosen terroir, **Strangenberg**, and a unique grape variety, **Pinot Blanc**.

After the successful launch in 2020 of the cuvée "*Qui chasse la Lune, Récolte le soleil*", Bestheim is repeating the experience by raising its Crémant Grand Prestige to the highest summits, to reach for the Moon, just like the "Chasseurs de Lune", the ancestors and founders of the winery...

This Crémant was born in 2013 under a very lucky star. Conceived as a very great wine, Cellar Master Christophe Adam and his assistant Paul Andres accompanied it to maturity. This is a fine vintage with a creamy texture and a crystalline palate that has now reached its peak. **It has rested for more than 8 years on laths** before the disgorging to refine the quintessence of Pinot Blanc and achieve excellence.



AN IMMERSIVE EXPERIENCE IN COLLABORATION WITH THE SERENA GALINI PERFUME HOUSE

The "Balade Olfactive" box is the fruit of a new collaboration between Bestheim and the Strasbourg perfume house Serena Galini.

After a deep immersion in the terroir and numerous tasting sessions, Serena Galini has identified the predominant notes emanating from the Strangenberg, the limestone hill overlooking the Vallée Noble, a place of breathtaking beauty and richness. The result is a **five-stage experience**, a delicate olfactory sequence that instantly transports us to the land that gave life to these exceptional grapes. The journey begins with "La Terre Sèche" (Dry Earth) and ends with the final stage of the journey, "Arômes du Crémant" (Crémant aromas), which reveals a rich, complex bouquet, tinged with toasty, buttery notes.



Vial 1: Dry earth

Vial 2: Vine stock

Vial 3: Vine flower

Vial 4: Bunch of grapes

Vial 5: Crémant Aromas

The box contains a bottle of Crémant d'Alsace 2013, 5 numbered perfume vials, strips of test paper and a tasting notebook.



Founded on family roots, the Serena Galini Perfume House stands out for its expertise in the creation and design of signature fragrances. Reawakening the secret techniques of creation and distillation inherited from French Haute Parfumerie, its natural fragrances are imbued with an unparalleled singularity.

PACKAGING AND MARKETING

The design of the box is in harmony with Bestheim's colour codes: midnight blue dominates, set off by gold hot stamping on a background illustrating the Strangenberg terroir.

With its attention to the smallest detail, this elegant packaging reflects the universe and values of Bestheim.

The label that adorns this bottle silently tells the story of the **five fragrances** that come together in this box, its pentagonal design symbolising their balance and harmony. The discreet circles in the background recall the fine effervescence of Crémant.

It's a visual invitation to explore the world of flavours and sensations that lie behind each delicately removed cork. The 1,170 boxes available will go on sale in Bestheim boutiques and a limited number of other outlets from November 2023. All the bottles are numbered.





CRÉMANT « BALADE OLFACTIVE » IDENTITY CARD

 12% VOL.

 Service temperature 7° to 9°C

Vintage 2013

Grape variety Pinot Blanc

Terroir Lieu-Dit "Strangenberg",
predominantly limestone soil, south/south-
west exposure

Winemaking No malolactic fermentation,
which preserves the freshness of the wine.

Disgorging 2022

Sugar level 4,5g (Brut)

Quantities 1170 bouteilles

Tasting notes

This Crémant has an intense yellow colour
with golden highlights.

On the nose, the long ageing of this cuvée
gives it a beautiful complexity, tinged with
hints of yellow fruits such as apricot and
peach, mixed with a characteristic toastiness
and spices. On the palate, the acidity is
crystalline and then melts into the wine. It
blends perfectly with the wine's creaminess
and smoothness. The aroma is delicately
perfumed with white peach, with subtle
buttery notes and dried raspberries.



QUI CHASSE LA LUNE  RÉCOLTE LE SOLEIL

BESTHEIM



BESTHEIM IN A FEW WORDS

In Alsace, every village has its own rich history. The Bestheim winery is a native of the village of Bennwihr, stronghold of the "Moon Hunters". A nickname that comes from the mists of time to describe all those who have this crazy project of "getting the moon".

The winegrowers of Bennwihr have distinguished themselves by their courage and daring. At the end of the Second World War, a handful of them decided to pool their war damage to rebuild a winery to house the year's harvest. Nearly eight decades later, Bestheim brings together 350 cooperative winegrowers, known as Chasseurs de Lune in homage to the Cave's founding fathers. So many passionate winegrowers committed to going the extra mile in creating exceptional wines.



QUI CHASSE LA LUNE  RÉCOLTE LE SOLEIL

BESTHEIM

