



Contact:

Marie Schleret

202-212-6183

MSchleret@RobertKacherSelections.com

**LEGENDARY FRENCH WINEMAKER YVES GRASSA REVAMPS
THE BRANDING OF HIS DOMAINE DU TARIQUET PRODUCT LINE**

**Handwritten fonts, stripes and patchwork
give the brand a new spin of freshness and originality**

June 19th, 2009, WASHINGTON, DC — Antoine Songy, President of Robert Kacher Selections (www.RobertKacherSelections.com), is proud to unveil an entirely new branding for its nationally-distributed Vins de Pays des Côtes de Gascogne (SouthWest, France) product line from Domaine du Tariquet (www.Tariquet.com).

“The Domaine founder, Yves Grassa, is known for having revolutionized the world of winemaking, so revamping the Tariquet image was an evident next step,” explains Ithier Bouchard, Commercial Director at Domaine du Tariquet. “With this new branding, we are aiming to keep both a traditional and elegant feel, as well as put the accent on freshness and originality.”

The Tariquet logo and the Classic (Ugni Blanc-Colombard) label have been modified with some graphic elements handwritten by a member of the Grassa family. The Chenin-Chardonnay, Sauvignon and Chardonnay now don large colorful stripes on their front labels. The Côté-Tariquet is as classy as ever and wrapped in a patchwork of earth tones. To visualise the new labels, follow this link: [Tariquet Product Sheets](#), or copy/paste it into your browser:

http://www.robertkacherselections.com/trade_sales_material_downloads.php?keywords=tariquet&select_opt=

These delicious, extremely fresh Gascony-made wines’ retail prices range anywhere between \$7.99 and \$14.99 nationally. “In this difficult economic downturn, wines like those offered by the

Domaine du Tariquet are what consumers are longing for: approachable, refreshing, original, respectful of the environment, suitable to vegetarians and, above all, affordable,” says Antoine Songy.

About Domaine du Tariquet

Domaine du Tariquet was the first property to produce crisp, refreshing and award-winning white wines in southwestern France’s Armagnac region. As the demand for the family estate’s Armagnacs dwindled in the 1970s, Yves Grassa started experimenting with wines made from Chardonnay and Sauvignon Blanc. The results were astounding and many of his neighbors have followed him into wine production. It is easy to see why Robert Parker called Grassa, “one of the most talented winemakers” of southern France.

About Robert Kacher Selections

Founded by Bobby Kacher over 20 years ago and based in Washington, DC, *Robert Kacher Selections* is America’s leading boutique importer of French wines and an importer of wines from Portugal, Argentina and South Africa. Unlike many other importers who also build distribution houses, Robert Kacher Selections devotes all of the company’s resources to the import business, focusing on its core strength: discovering, developing, and delivering great wines to the US from boutique suppliers. According to Robert Parker, the *Robert Kacher Selections* name on a bottle of wine “has become as close to a guarantee of high quality as consumers are likely to find.”