



GRAIN
— DE —
SAIL

— WINES —



GRAIN DE SAIL

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**PRESS
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A WORD FROM OUR FOUNDERS

"Grain de Sail is sustainable by design because we believe there is no other way to conduct business. We should always strive to improve and do better for the long term; try to make a difference and be part of the solution. And because life is meant to be lived and enjoyed we are committed to having fun and to eating and drinking great products. That's why at Grain de Sail, adventure and taste are core values along with sustainable development."

JACQUES BARREAU



OLIVIER BARREAU



"WIND! That's what makes Grain de Sail possible. My brother and I started in renewable energies with wind power. Personally as a windsurfer and paraglider or professionally as a wind farm builder, I have always been amazed by the awesome power of even a delicate breeze. For our cargo sailboat we are retro-innovating by using ancestral wind navigation combined with modern technologies. Grain de Sail is not just powered by the wind, it is empowered by it!"

GRAIN DE SAIL WINES IN A NUTSHELL

Embark with Grain de Sail® Wines on a great sea adventure where organic wines, coffees, chocolates and awesome people come together.

GDS Wines ships specially-selected organic, biodynamic and natural wines from France to New York City with the world's first modern cargo sailboat shipping routes between Europe and the Americas.



THE 411 OF OUR ADVENTURE

Grain de Sail

- 20 tons of coffee sold per year
- 200 tons of chocolate sold per year
- 35 employees in France associated with 18 disabled workers
- More than 650 POS in France
- 2019 turnover: 3.45M€
- 2020 estimated turnover: 5M€



Grain de Sail cargo sailboat

- Registered as Merchant Navy under the International French Register (RIF)
- 4 professional sailors: 1 Captain, 1 Second, 1 Shift Manager, 1 Mediaman deck hand
- 2 transatlantic voyages per year: 1 in Spring, 1 in Fall
- Duration of a loop: 3 to 4 months: Brittany - NYC - Carribean - Brittany



- Slated for completion in summer 2020
- Dimensions: 72 feet long, 23 feet wide
- Loading capacity: 35 tons
- Temperature and humidity-controlled hull for the goods
- Cost of the cargo sailboat: 1.8M€

Grain de Sail Wines



- ETA of the first shipment at the beginning of December 2020
- 15,000 bottles of organic, biodynamic and natural French wines per trip
- 8 artisanal French winemakers with 25 never-imported cuvees from all over the country
- Stored by Western Carriers, distributed by MHW, Ltd and directly sold by our W&S Director
- A week of exclusive events at the arrival of the cargo sailboat in NYC
- 1 dedicated website to follow the voyages and browse the wines with a unique Trip Number

THE STORY

OUR ADVENTURE

1. THE BEGINNING

Grain de Sail was founded in 2010 in Brittany (Morlaix) by twin brothers who are experts in renewable energy. At that time, they shared the same bold vision: to select, produce and sell great gastronomic products to cross-Atlantic consumers using the world's first modern cargo sailboat.

2. COFFEE MAKING & CHOCOLATE CONFECTIONNING

We opened our first coffee roasting facility in 2013, followed by a chocolate factory in 2016 with the ultimate goal of getting our cargo sailboat ready for 2020.

3. CARGO SAILBOAT CONSTRUCTION

In October 2018, Grain de Sail launched the construction of the first transatlantic cargo sailboat that was completed in October 2020. The Cargo Sailboat left Saint Malo, France on the 18th of November 2020.

4. WINE EXPORT

While the initial project was to import organic cocoa and coffee from Central America and the Caribbean to France, we first have to cross the Atlantic from France. This is why, in 2016, we decided to bring wines over and to launch Grain de Sail Wines, making our cargo sailboat the first ever-purpose built floating wine cellar.

5. COFFEE & COCOA IMPORT

After a stop in New York City, our vessel will sail down to Central America to load up on organic coffee and cocoa before returning home to Brittany, where Grain de Sail will continue to roast the coffees and produce fine chocolates.

6. AND AFTER...

The Grain de Sail DNA is to always look ahead... Thus, after coffee, chocolate and wines we are looking to even more ambitious projects. Yes, because one cargo sailboat is not enough! Our ambition is to build a full fleet of vessels to pursue our search of high-quality products within our maritime, human, and environmental adventure.

OUR TRANSATLANTIC VOYAGES

On the first leg of the voyage, Grain de Sail will ship specially selected organic and biodynamic French wines to New York City. Then, our vessel will sail down to Central America to load up on organic coffee and cocoa beans before returning home to Brittany, where Grain de Sail will roast the coffees and produce fine chocolates. The round trips will take more than 3 months to complete and will occur twice a year.



OUR VALUES

Grain de Sail wants to be a driver for better business practices. We believe companies need to be part of the solution, not the problem. That's why Grain de Sail has embarked on an audacious adventure to offer only organic products with the lowest possible carbon footprint, thanks to our cargo sailboat. Our team is fully committed to enabling consumers to enjoy great products from around the world in the most respectful way for the planet. We are transparent in what we do and we continuously try to improve. At the core, we are driven by three principles:



ADVENTURE(S)

We believe in tackling the impossible. Grain de Sail is both an adventure and a business that brings together people around the same values. We challenge the status quo and push the boundaries for better solutions.

Everything we do would be meaningless if consumers did not like our products. Taste and quality are the first priorities for us. Since our cargo sailboat has limited space, we carefully select our ingredients and work hard to deliver only the best products.



TASTE



SUSTAINABLE DEVELOPMENT

Simply put, Grain de Sail® wants to couple sustainable seafaring and great organic gastronomic products. By selecting only products organically farmed and transporting them by cargo sailboat, we try to have the lowest carbon footprint possible.

OUR CONCEPT



Specially selected organic, biodynamic and natural wines directly shipped from France to NYC by our own cargo sailboat with the smallest carbon footprint possible. Grain de Sail believe in tackling the impossible! Our adventure begins at the roots of French vines and ends in your wine glass in New York City.

The idea is simple: to connect Europe and the United States of America thanks to the power of the wind by shipping gourmet products with the lowest impact possible on the environment. We believe the traditional way of transporting by sailboat puts not only sustainability back into the mix but also people.

It's no longer just wine, it's wine made by and for the adventurers.

OUR SELECTION PROCESS BECAUSE WE WANT OUR WINES TO BE AS EXCEPTIONAL AS EVERYTHING ELSE WE DO, WE HAVE DEFINED SPECIFIC SELECTION CRITERIA AND A ROBUST SELECTION PROCESS. THIS IS HOW WE SELECT:



TASTE



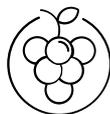
The first and foremost principle is quality and taste. We taste wines with our internal team and outside wine experts (with moderation, of course..), and our first criterion is that we need to like it!



NOT AVAILABLE IN NYC



Our cargo sailboat can only contain 15,000 bottles. It is therefore of the greatest importance that we work hand in hand with traditional wineries that have not yet been imported to the US. With Grain de Sail wines, you will taste wines that have never been tasted before in America.



ORGANIC, BIODYNAMIC & NATURAL



Sourcing wines made by ecologically-conscientious winegrowers is a no-brainer for us. It has to be at least organic but we are also strong proponents of biodynamic and we support people who push to craft wines using the least amount of intervention possible, following the «Natural» movement.

OUR SELECTION PROCESS

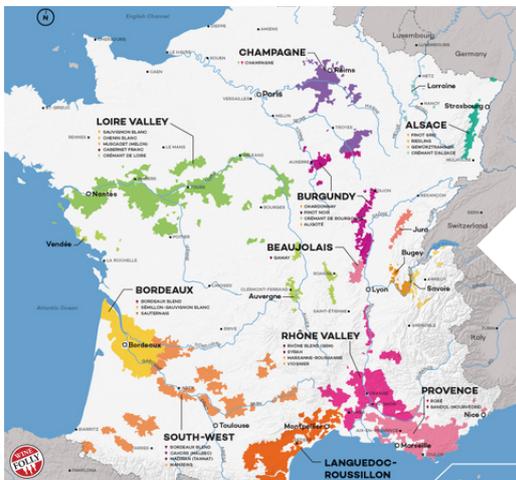


NEW WAVE WINEMAKERS

We cherish the winemakers with whom we share common values. Whether they are the new generation of historic families or people falling in love with wine more recently, they are the game changers and this is why we love them and their small and independent vineyards.



FROM ALL OVER FRANCE



Since Bretagne, where we are located, is not an historical winemaking region, Grain de Sail Wines is open to all types of wines from France. We want to showcase different regions and grape varieties and we intentionally pick bottles that reflect this approach, from famous Burgundy or Champagne to lesser-known Muscadet or Jurançon. Each region is unique and brings something different and that's what we want to share with New Yorkers.

OUR WINES IN A NUTSHELL



A TASTE FOR ADVENTURE

The quality of our wines is our main concern but Grain de Sail Wines is not only about that. It's about people sharing an amazing adventure that starts in the French vineyards then crosses the Atlantic on a cargo sailboat and ends in a glass in the iconic Big Apple where dreams become reality.



A TASTE FOR SUSTAINABLE FARMING

From the onset, Grain de Sail Wines' focus has been on winemakers who represent our sustainable values. Our wine growers choose to care for their vineyards in a way that not only enhances the quality of the wine, but that also preserves the environment for the welfare of the land and of future generations.

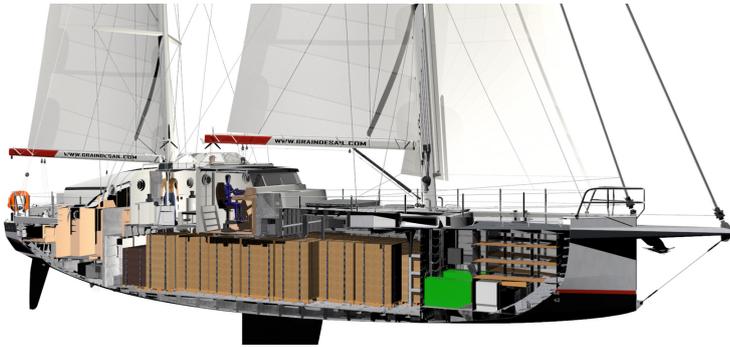


A TASTE FOR THE TERROIR

We love to be on the ground at Grain de Sail Wines that makes all the difference. It means that we visit and meet with all the winemakers and even work with them in their vineyards when possible, at harvest for example. We try to be as close as possible to them, their terroir, and their wines.

OUR CARGO SAILBOAT

Completed in October 2020, this schooner of 72 feet has a payload capacity of 35 tons and a state-of-the-art climate-controlled hull for the goods.



Like in the old days, it will only use wind energy. Unlike back then though it will be equipped with the best modern navigation technologies and will be made of aluminum for a better weight/performance ratio and greater durability. We also opted for rigging with two sails for a bigger wind surface

area, for better maneuverability and for greater safety. A highly trained merchant sea captain from Bretagne will steer the vessel, assisted by one lieutenant and two skilled seamen.

The floating cellar

Our ship will be able to carry 1,500 cases of 12 per trip and make 2 round trips a year, one in spring and one in fall (approximately 3 months per round trip). Properly preserving the bottles in ideal conditions throughout the voyage was one of our top priorities during the design of the cargo sailboat. It was certainly the most important challenges we had to face. Today, we can guarantee that once they'll arrive in New York City, after a short period of resting, the wines will taste as good as before their departure.

Here are some features of the cargo sailboat:

THE HULL is covered with high grade non-inflammable spray foam insulation and equipped with temperature and humidity control features, thus creating a very large floating wine cellar.

MINI WIND TURBINES, SOLAR PANELS, AND HYDRO GENERATORS

will power all electronics on-board, including HVAC equipment.

The cargo sailboat has undergone significant computer model testing to meet **INTERNATIONAL MERCHANT SHIPPING REGULATION**, which has been certified by an independent auditor, Bureau Veritas.

All our wines are put through a **'TASTE-RESILIENCY' TEST**, which involves placing bottles in cargo sailboats for at least three weeks at sea and tasting them at various intervals after they return (generally upon returning to the harbor, then 1 week later and then another 2 weeks thereafter).

OUR CREW AN ADVENTURE OF WOMEN AND MEN, ON LAND AND AT SEA, WHO ALL SHARE THE SAME VALUES AND THE SAME VISION OF OUR WORK: MOVING LOW-CARBON RAW MATERIALS BETWEEN EUROPE AND THE AMERICAS.

OLIVIER

The visionary entrepreneur

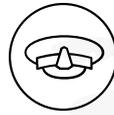
Mastering wind energy is the challenge that has driven him for many years through multiple projects, whether it's onshore, offshore or floating wind turbines. No project is too ambitious for him, provided of course that these projects respect a sustainable economic model and the environment.

OUR FOUNDERS

JACQUES

The man with a plan

Master organizer, Jacques knows how to move things forward and transform ideas into reality. Like Olivier (it's a family story...), he has also worked in the wind energy sector where he especially directed and implemented important projects from IT and electronics to wind farms.



GRAIN DE SAIL TEAM

Because we are aware of all the richness that we ship, we leave them in the best possible hands. Our high-quality crew has a great experience of the international merchant marine. We leave our products in their hands with absolute confidence.

Grain de Sail is also a team in Morlaix that manages our activities all along the year and allows us to give life to our projects, as ambitious as they are.



OUR WINE EXPERTS

At Grain de Sail, each product is scrupulously selected according to strict standards. To ensure this level of quality, they have to go through our wine director, a sommelier and a top-level wine shop director. Only a consensus amongst those passionate tasters will grant a bottle a spot in the hull of our cargo sailboat's floating cellar.

OUR DESTINATION



To our mind, the Big Apple represents « the American dream ». After all, this is the country where everything is possible. And if it is possible in New York, it is possible everywhere... isn't it?

New York City is ideally located since it is on the road to Central America, where we will stock up on chocolates and coffee before returning to France. This will create a virtuous circle between the Old Continent and the New. Port infrastructures, the love of New Yorkers for French products and the presence of the Breton community on site are all assets that have made our arrival in New York completely obvious.



Our partners

All our wines and spirits will be stored by Western Carriers and in NYS, MHW Ltd., will act as the clearer and distributor with our Wines and Spirits director as the official brand ambassador on the field. This way we will retain full control over the relationship with a limited number of retailers in the City to foster a true partnership with those who believe in this extraordinary adventure.

MEET OUR WINEMAKERS



DOMAINE DE LA FESSARDIÈRE

Emeline & Jérôme



DOMAINE L'AFFUT

Isabelle



DOMAINE DE BICHERY

Hannah & Raphaël



FAMILLE HEBINGER

Denis



MEET OUR WINEMAKERS



DOMAINE ACHILLEE Pierre & Jean



DOMAINE DES MARAVILHAS Morgane & Jean-Frédéric



CHATEAU LAFITTE Antoine



GRAIN DE SAIL WINES Arnaud



A WORD FROM OUR WINEMAKERS



DOMAINE ACHILLEE Pierre & Jean Dietrich

"We met Matthieu on a fair at the very beginning of the adventure, for both our companies and he now became a friend. It feels great to work with a team that shares our philosophy and vision of the word. Reducing our impact on the planet implies avoiding fossil energy as much as possible. We already work organically for two decades and built in a bioclimatic winery made of straw, we know we are not perfect but we always try to evolve. Thanks to Matthieu and Grain de Sail Wines we found the perfect solution to ship our biodynamic wines in an eco-friendly way to NY.

The icing of the cake with Grain de Sail? Each time they come to the winery, they bring us back some handsome cocoa to pair with our Pinot Noir, whites or sparkling wines!"

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CHATEAU LAFITTE Antoine Arraou

"As Chateau Lafitte's owner and winemaker, I have a great commitment to sustainability and a deep love for nature. As a result, all the chateau Lafitte's team treat the vineyard and all the domaine with the greatest of respect. Environmental protection, biodiversity, energy, and materials efficiency are all treated with the highest priority. So when a customer, or a supplier, can complete that vision, with its own requirement, it just brings consistency to chateau Lafitte's project. I try to produce pure wines, vibrant, made with heart so exporting those wines with oil-powered engines is a nonsense. Grain de Sail wines is the solution for a responsible trade of healthy wines."

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DOMAINE DE LA FESSARDIÈRE Jérôme Dumanois & Emeline Bergeron

"When we met Matthieu from the Grain de Sail Wines Team, their project retained immediately our attention. We share their interest for fine food & wines carefully chosen by their experts. As an organic winery for more than 20 years we absolutely share the same values for sustainable development & environmental protection constantly trying to reduce our footprint. Their "Shipped by Cargo Sailboat" project is a real innovation and convinced us to take part of this new adventure!"



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