

LYV

WINES WITH **STYLE**

LYV, Maison Jeanjean's new brand.

Maison Jeanjean wishes to reveal the full extent, diversity and distinctiveness of the Languedoc *terroirs* through its flagship brand LYV, featuring a unique, award-winning bottle.

An exclusive, award-winning bottle:

The success story of LYV began in 2016 when Maison Jeanjean took interest in the bottle that won the Verallia Design Awards glassmaking competition. The elegant, original bottle offers an enchanting play on light with its chiselled appearance and ice sculpture design.

An easy choice for the Maison, and a way to highlight the extent and distinctiveness of the Languedoc *terroirs*.

2019 marked the milestone of one million bottles sold under the GEM and ADIMANT brands. To ensure lasting success, Maison Jeanjean decided to reinforce the brand message, identity and influence. Even the name of the brand was changed to better reflect its image and values.

A meaningful brand:

LYV is an eloquent brand name: living, dynamic, international and authentic. LYV brings pleasure to the forefront in tasting, making the most of every moment and enjoying sincere experiences steeped in our Languedoc culture.

LYV is one brand name & two wines:

LYV is the brand that carries the identity and values of the Maison, while ADIMANT by LYV is the LYV gem so distinctive of the *terroir*. Like the bottle with its many facets, the LYV vintages knowingly reveal themselves as strong yet soft, lively yet understated, cosmopolitan and yet so French.



LYV

IGP Pays d'Oc

Modern, fun and easy to drink

- 3 colours:
LYV Rosé,
LYV Sauvignon blanc and
LYV Grenache Rouge

- Available in 75cl, Magnum, and new formats in 2021

- Distribution: OFF Trade France & Export
- PVC Reco 75cl: €6.90, 1.5L: €14.90



ADIMANT by LYV

IGP Saint Guilhem le Désert

Elegant and premium

- 3 colours:
ADIMANT by LYV Rosé,
ADIMANT by LYV Blanc and
ADIMANT by LYV Rouge

- Available in 75cl, Magnum, and new formats in 2021

- Distribution: ON Trade France & Export
- PVC Reco 75cl: €7.20, 1.5L: €15,50



MAISON JEANJEAN
FONDÉE EN LANGUEDOC EN 1872

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Artisans and their *terroir*:

These wines reveal all the facets of the Languedoc *terroirs* in IGP Pays d'Oc and IGP Saint Guilhem le Désert.

Iain Munson – oenologist and Master of Wine at the Maison Jeanjean – pours all his talent into LYV to create fruity, sunkissed, easy-to-drink vintages.

Selected vineyard-by-vineyard with historical partners of the Maison Jeanjean for more than twenty years, developed and blended at our cellars, these vintages reflect the Languedoc *terroirs* and certain treasures such as the IGP Saint Guilhem le Désert.

LYV reveals itself on the social networks:

By allowing each person to express themselves as they wish and to lay claim to these wines and tasting experiences, from the most sophisticated evening to the simplest opportunity to share a glass... LYV invites us, too, to reveal each facet of ourselves.

2020 has been an opportunity for LYV to reveal itself on Instagram and Facebook (@LYVWINES) and to launch its showcase website (lyvwines.com). These complementary digital tools feature spontaneous photos and accessible tasting recommendations. They are also a way to present and unveil the fabulous *terroir* of Languedoc.

LYV reveals all the facets of Languedoc.

About Maison Jeanjean:

A driver of the Languedoc wine industry for six generations, Maison Jeanjean and Vignobles Jeanjean share the ambition as a family to be the most successful winemakers in Languedoc through their international influence.

The mission of Maison Jeanjean is to source, blend, package and promote a complete; unique Languedoc offer of wines, brands and services adapted to the needs of distributors in France and throughout the world with respect for people and the environment.



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