

# PRIEURÉ D'ANTHEUIL

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ESTABLISHING A BIODYNAMIC  
WINE PRODUCING COMPANY IN BURGUNDY



PURCHASE AND RENOVATION OF AN  
OLD STONE HOUSE ALONG A PRISTINE STREAM

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## FRÉDÉRIC MAZEAU: A WINEGROWER PASSIONATE ABOUT NATURE AND BIODYNAMIC

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Frédéric grew up in Burgundy in a blue-collar family and did not inherit any vineyard. He learnt his skills whilst working with the most prestigious wine producers of “Bourgogne” who have been the pioneers in biodynamic viticulture: [Domaine Leroy](#) (Lalou Bize-Leroy) and [Domaine des Comtes Lafon](#) (Dominique Lafon).

Frédéric personally prepares the biodynamic solutions that he sprays in the vineyard, using natural ingredients and water from the pristine « [Source du Bel Affreux](#) ». He plows the soils with his [horse](#).

### HIS DREAM TO MAKE HIS OWN WINE WAS ALLOWED BY A GROUP OF WINE AMATEURS

While working for other producers, Frédéric dreamt about making his own wine. However, it is very difficult for an independent vintner without financial assets to sign a contract to rent out a vineyard or even to buy grape. A few years ago, Frédéric put together 50 wine amateurs to buy two small blocks of vines and signed a rental contract with them: 1,5 hectare total in appellations “Beaune” and “Hautes Côtes de Nuits”. He could then harvest the grape, transform it into wine and sell his first wine under his own label.

### HIS FIRST WINES ARE SERVED AT MICHELIN STAR RESTAURANTS AND PREMIUM WINE SHOPS

The wines produced in small batches from these blocks are personally distributed by Frédéric to customers as well as served at luxury restaurants, like Abbaye de la Bussière (Relais&Châteaux, Michelin star restaurant) and sold at fine wine shops like Bacchus & Ariane (Marché Saint Germain, Paris).



The Michelin star restaurant offering Frédéric's wines to guests: Abbaye de la Bussière, Relais & Châteaux



## HOW WILL THE FUNDS RAISED BE USED?

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Frédéric plowing with a horse to enhance soil aeration and reduce compacting

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### HIS LIMITED FINANCIAL RESOURCES DO NOT ALLOW HIM TO MAKE WINE FROM ALL THE GRAPES HE CULTIVATES

For the past ten years, Frédéric has been offering biodynamic viticulture services to several owners of prestigious appellations: Nuits Saint Georges, Gevrey-Chambertin, Savigny, Pernand-Vergelesse, Corton-Charlemagne, Vosne-Romanée.

He advises them on biodynamic practices and conducts the work in the vineyard with his own biodynamic solutions and a horse. Then, he transforms the grapes into wine at the owner's cellar by following natural cycles. But he does not have the cash to buy the grapes he has been taking care of for the past 10 years.

Therefore, each year, after all his work, the wine is sold to wine merchants who have the financial resources to buy the wines and keep it for a couple of years before selling it.

### HIS PROJECT THANKS TO WINEFUNDERS: BROADEN HIS WINE RANGE AND CREATE HIS OWN ESTATE ALONG A PRISTINE STREAM

The creation of the company « Prieuré d'Antheuil » thanks to the support of many WineFunders with €100,000 will allow Frédéric to buy the grapes he cultivates and complete the process all the way to bottling and selling wines under his own label from several prestigious appellations.

With an additional €100,000, he will also be able to purchase and renovate an old stone house surrounded by plots of land and along a pristine river stream. This charming property in a secluded environment will allow him to mature his wines, to grow his plants and animals as well as to welcome his clients in order to share his passion for biodynamic wines.

If more funds are raised above €200,000, the company will be able to buy vineyards. Several opportunities are already being discussed.

## THE COMPANY « PRIEURÉ D'ANTHEUIL »

### THE COMPANY « PRIEURÉ D'ANTHEUIL » WILL BE OWNED BY MANY WINEFUNDERS

If the equity capital raising campaign is successful, the company « PRIEURÉ D'ANTHEUIL », registered in France as Société par Actions Simplifiée (SAS) will acquire the stone house and the surrounding land. Renovation work will start as soon as possible to welcome clients and raise animals peacefully.

Frédéric will keep his company « Domaine Frédéric Mazeau » who has a rental contract for the 1,5 hectares of vineyard in appellations « Beaune » and « Hautes Côtes de Nuits ».

The SAS will buy grape or wine from the Domaine as well as from other vineyard owners for whom Frédéric has been providing biodynamic services for the past 10 years in famous appellations, including: Nuits Saint Georges, Gevrey-Chambertin, Savigny, Pernand-Vergelesse, Corton-Charlemagne, Vosne-Romanée.

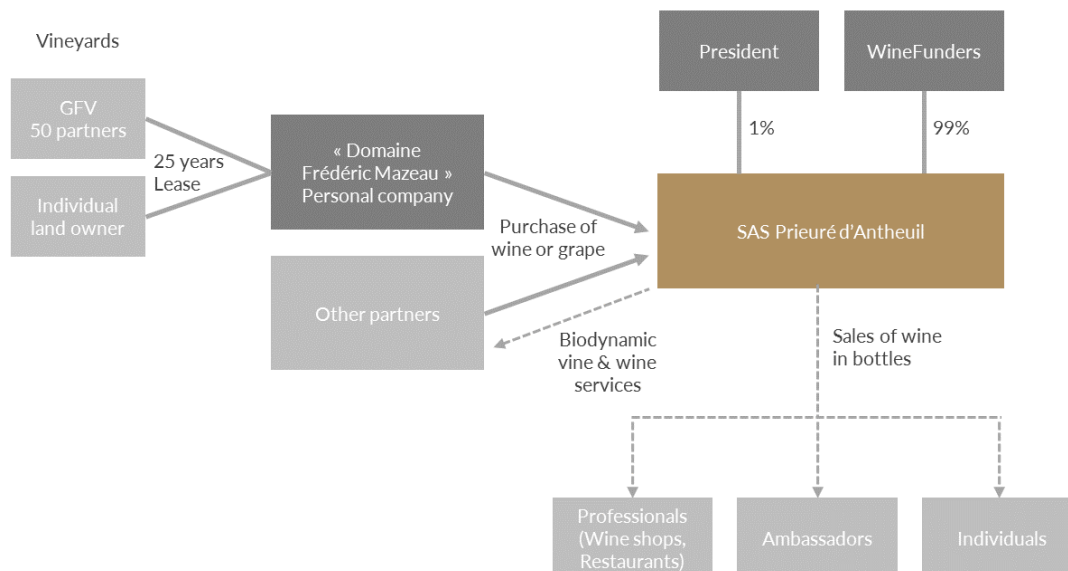
Separation of the two companies is common practice in the region.

### THE COMPANY « PRIEURÉ D'ANTHEUIL » WILL SELL WINES PRODUCED BY FRÉDÉRIC AND PROVIDE BIODYNAMIC SERVICES

The company « PRIEURÉ D'ANTHEUIL » will buy and sell wines produced by Frédéric: either grapes from the vineyard he rents as "Domaine Frédéric Mazeau" or grapes from other owners, all vinified by Frédéric.

In order to secure grape sourcing for the company, contracts will be signed between the company PRIEURÉ D'ANTHEUIL and partners. Then, depending on opportunities, the company will buy or rent other blocks of vineyard.

Additionally, the company will provide biodynamic services to other vineyard owners. These services operated by Frédéric will not only generate additional revenues for the company, but also give priority access to grape sourcing, which is particularly scarce in Burgundy.



Overall description of the organization around the company in which WineFunders will invest "PRIEURÉ D'ANTHEUIL".

# THE PROJECT: BROADEN THE WINE RANGE, PURCHASE A PROPERTY AND VINE LAND

## STEP 1: ENHANCING THE RANGE OF WINES FROM PRESTIGIOUS APPELLATIONS

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Frédéric holds excellent relationships with the owners of the vineyards that he cultivates according to biodynamic methods. He could buy a part of the grapes harvested in order to produce and sell the wines from the appellations: Nuits St Georges, Gevrey-Chambertin, Savigny, Pernand-Vergelesse, Corton-Charlemagne, Vosne-Romanée.

Taking into consideration the amount of work to be done, the idea is to progressively increase the range of wines offered in order to guarantee the best quality. The increase in capital will help to ensure the necessary cash flow to buy grapes and to secure the production, ageing and bottling processes.

In order to secure this first step, the company needs to raise €100,000.

## STEP 2: PURCHASE AND RENOVATE AN OLD STONE BUILDING ALONG THE BEL AFFREUX STREAM

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Under the current organization, Frédéric spends a lot of time travelling between different places rented from different owners or offered in exchange for biodynamic services: land and stables for the horse, portion of land for the animals, and several other localities for winemaking.

For over 10 years, Frédéric has been coming to the "Bel Affreux" river stream to collect water to prepare his biodynamic solutions. He noticed the water has specific properties to stimulate the vine's natural defense system. Ancient monks were right to settle a community here along the river. An abandoned priory can be found close to this freshwater spring.

With the support of WineFunders, Frédéric will be able to purchase this old priory which has been abandoned for years. He will renovate it and install the facilities to be able to mature his wines and welcome his customers.

A plot of 2 ha of land around the priory is reserved to raise animals. The idea is to create an autonomous wine estate in harmony with the biodiversity of its surroundings, where Frédéric can share his philosophy and passion with wine lovers and enthusiasts of biodynamic agriculture.

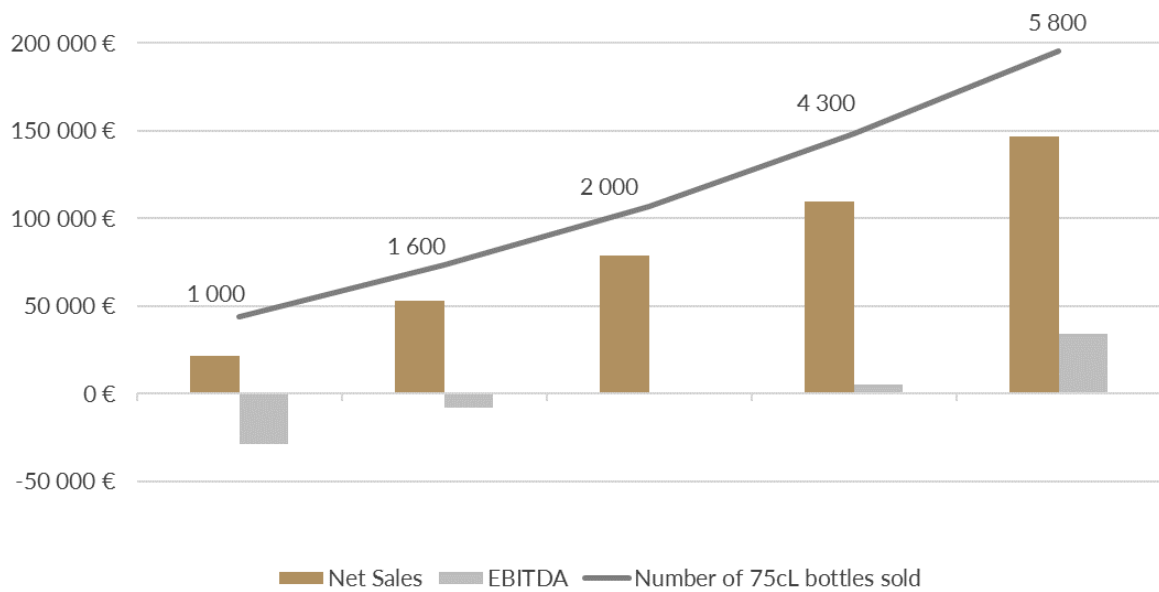
In order to secure this second step, the company needs to raise an additional €100,000.



## STEP 3: PURCHASE LAND WITH VINES

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If the company raises more than €200,000, it will be possible to buy vineyard. Several opportunities in various "Appellations" are already being discussed. Depending on the amount raised, the best opportunities will be selected.



### A HUMAN SCALE PROJECT

The projections presented above illustrates that the project will remain on a human scale, aiming to produce 6000 bottles per year from the fifth year.

The higher turnover growth expected in 2019 results from the commercialisation of wines from prestigious appellations with higher added value. The grape needed to develop these wines must be purchased 2 years before and paid in instalments, generating a deficit in previous years.

From the sixth year, the SAS should begin to generate profits and be able to gradually buy back the shares of the minority shareholders who wish to sell them. However, no liquidity guarantees can be provided to investors.

Frédéric prepares a biodynamic treatment for the vines



## THE ADVANTAGES: WHY SUPPORT THIS PROJECT

BY SUPPORTING FRÉDÉRIC MAZEAU'S PROJECT,  
YOU WILL BENEFIT FROM THE FOLLOWING ADVANTAGES:

- **Discount on wine prices** if you sign the Ambassador's Chart and Frédéric Mazeau accepts your application. Please find more details for these advantages below.
- **Fiscal benefits** (for French tax payers only): 50% of the invested amount to be deducted from French ISF or 18% from French Income Tax. Please note, if you have received a tax benefit, you need to hold on to your shares until the 31st December of the 5th year depending on the year in which you have bought shares from the company, until the 31 December 2023. Feel free to contact us for additional information on this advantage.

## DISCOUNTS ON WINE FOR AMBASSADORS OF THE WINE ESTATE

### THE PRINCIPLE OF THE AMBASSADOR'S CLUB

The ambassador's club consists of friends and partners engaged in the long term, who share the values of Frédéric Mazeau and appreciate his wines. They can buy the wines produced by Frédéric at a discounted Ambassador Price to share with those around them. In return, the ambassadors graciously promote Frédéric's wines and may provide feedback on the appreciation of the wines by their entourage.

In order to benefit from advantageous purchase conditions, candidates need to accept, sign and return the Ambassador's Chart (download PDF version below) to Frédéric. To facilitate the procedure, WineFunding offers the possibility to collect and send the Charts to Frédéric, who will then decide to accept or not the applications. The ambassadors are invited to events organized by Frédéric, where he will share his vinification methods and offer to taste the wines during the maturation process.

### AVAILABLE APPELLATIONS

Appellations (subject to availability)	Public price	Ambassador discount	Ambassador price	Allocation (75cL bottle)	Total discount each year
Hautes Cotes de Nuits - white *	14 €	25%	10,50 €	6	-21 €
Hautes Cotes de Nuits - red *	24 €	25%	18,00 €	6	-36 €
Beaune Villages *	26 €	25%	19,50 €	6	-39 €
Nuits Saint Georges	48 €	25%	36,00 €	6	-72 €
Gevrey Chambertin	46 €	25%	34,50 €	6	-69 €
Pernand Vergelesses	30 €	25%	22,50 €	6	-45 €
Vosne Romanée Champs Perdrix	60 €	25%	45,00 €	6	-90 €
Corton Charlemagne	75 €	25%	56,25 €	6	-113 €
<b>TOTAL (example of equal orders of each appellation)</b>				<b>48 bottles each year</b>	<b>-485 €</b>

Table showing preferential prices offered to ambassadors of wines produced by Frédéric Mazeau.

- The wines marked with a star (\*) originate from vineyards run by Frédéric Mazeau's company through a long-term agricultural rental agreement. These wines are available every year, excluding vintages with harvest losses because of unfavourable climatic conditions, or any other reason which can't be controlled by the SAS Prieuré d'Antheuil.
- The other wines originate from vines for which Frédéric is caring for in his position as consultant in biodynamic viticulture, but are not available for sale as for now. The creation of the company SAS Prieuré d'Antheuil and the fundraising campaign will help him to acquire a part of these grapes in 2017 in order to make wine that he can release for sale from 2019 onwards. Be aware that no guarantee regarding the future availability of these wines without a star (\*) can be provided today. According to the market situation and negotiations with the vineyard holders, it is possible that some of these wines will not be available and will be replaced by other wines.

### AMBASSADOR PRICES

- The price rebates will be, depending on the year and depending on the wines, of the order of 25% from the normal price. However, in order to guarantee sustainability this discount may be reduced in case of natural disaster such as drought or harvest loss etc, operating loss or any other reason beyond the control of the SAS Prieuré d'Antheuil. A more successful harvest, will result in a bigger discount.
- Prices shown are for 75cL bottles. Other formats will be available, including magnums (1.5 liters) which cost double that reported for 75cL bottles. Prices mentioned include tax but do not include delivery. These prices can change from year to year according to the official market prices of the wines of Burgundy.
- The prices for ambassadors are reserved for individual customers, who signed the Ambassador Chart. Every ambassador is limited to an allocation of maximum 48 bottles per year. In some cases, the company can accept to increase the allocation of an ambassador. The company may also reduce the allocations for a cuvée in case of shortage of stock.
- Please note that shipping is not included in the prices listed above. The discount does not apply to shipping.



Tasting of wines during maturation: reserved for ambassadors of wines made by Frédéric Mazeau.

Please note the shareholder status of the SAS is not linked to the membership of the Ambassador's Club and the preferential purchase conditions on the wines:

- Individuals who are already ambassadors of the wines of Frédéric Mazeau are not obliged to invest in the capital of the SAS.
- Investors may invest in the equity of the SAS without becoming a member of the Ambassador's Club.
- Investing in the capital of the SAS does not automatically provide access to the Ambassador's Club or preferential purchase conditions of the wines
- In case the shares are sold to a new shareholder, he will not automatically become part of the Ambassador's Club and will not benefit automatically from the preferential purchase conditions. The new shareholder needs to sign the Ambassador's Chart.

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