



100% Oenologique





ELEMENT

SEGUIN MOREAU



FRENCH OAK BARRELS

SEGUIN MOREAU BELIEVES CERTAIN WINES MERIT SOLUTIONS THAT ENABLE THEM TO FULLY REVEAL THEIR POTENTIAL WHILE RESPECTING THEIR UNIQUE CHARACTER AND THE ORIGINAL EXPRESSION OF THE FRUIT.

LAUNCH OF THE ELEMENT BARREL RANGE

Born of a perfect understanding of wood and how it matures, cooperage know-how, and the exchanges with the most demanding winemakers for several decades, SEGUIN MOREAU's ELEMENT range was devised in 2019. The aim of the project was to design an aging tool able to support the **greatest red wines whilst preserving the integrity of their fruit, their freshness and the features of their terroir.**

The aim of ELEMENT was to retain a certain "tension" whilst also creating a silky, lingering feel on the palate.

And so, after three years of experiments with partner clients, this new range of barrels enables SEGUIN MOREAU to offer a new aroma and flavour style that complements its other products (*ICÔNE, Selection, Classic, Premium* and more).

WHY "ELEMENT"?

Merriam-Webster definition: **1.** any of the four substances air, water, fire, and earth formerly believed to compose the physical universe. **2.** a constituent part.

The name of our range is therefore rooted in the importance we wanted to assign to each natural "element" affecting the final quality of the barrel. Once they have been precisely assembled, these elements represent a key "ELEMENT" of your future wine.

Our logo highlights the main natural elements involved: "**wood**", "**water**", and "**fire**". The star represents the "**know-how**" of our master coopers, who are stepping back into the spotlight with this project.

AROMATIC AND TANNIC PROFILE OF THE ELEMENT RANGE

The deliberately small ELEMENT range offers barrels combining fine grains with refined toast levels. **Recommendations by wine type and grape variety:**

F1 & X/F1: This barrel respects and showcases the fruit and structure of the wine. In fact, is quickly becoming a key to the aging process for fine wine. On the palate, ELEMENT offers density and wonderful balance between tension and sweetness, whilst also ensuring a lingering finish.

F2 & X/F2: This barrel seeks to enhance minty, spicy and toasted notes whilst preserving the integrity of the fruit. Tannic sensations are integrated more quickly, offering an airier structure and more solid tannins than F1.

V1 & X/V1: This barrel aims to retain as much fresh and black fruits as possible from the wine, as well as its floral notes. On the palate, the tannins are more present during the early stages of aging, but help to preserve a marked freshness in later stages. This barrel is perfect for wines with high alcohol levels, as it helps them maintain their balance more effectively.

TECHNICAL FEATURES:

Essence



French Oak

Models available

Fine Grains:

ELEMENT F1, F2 and V1

- . Bordeaux Export (225L, 21 or 27mm)
- . Bourgogne Export or Tradition (228L, 27mm)
- . Bordeaux Château Ferré (225L, 21 mm)
- . Bordeaux Château Tradition (225L, 21 mm)
- . Bordeaux Export (300L, 400L, 500L, 27mm)

Extra Fine Grains:

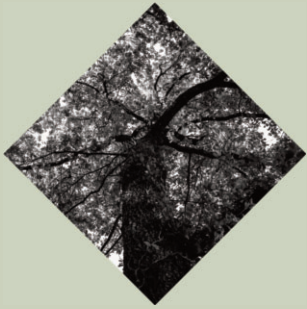
ELEMENT X/F1, X/F2 and X/V1

- . Bordeaux Export (225 L, 21 or 27mm)
- . Bourgogne Export or Tradition (228L, 27mm)
- . Bordeaux Château Ferré (225L, 21 mm)
- . Bordeaux Château Tradition (225L, 21 mm)



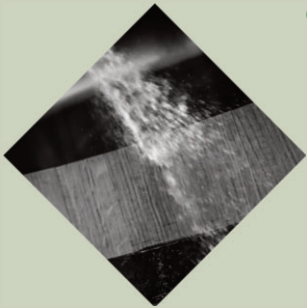
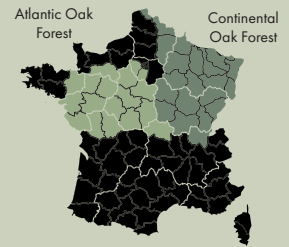
PRODUCTION SECRETS

In the beginning was the wood...



OAK SELECTION

To create the ELEMENT range, our oak selections focus solely on the best parts of France's two major **forested areas**, "Atlantic" and "Continental", seeking out fine and very fine grains. This combination of grains and provenances enables us to offer consistent, even quality. Our oak is 100% PEFC certified.



WOOD SEASONING

The wood is transformed in our stave mills, "LES ATELIERS SEGUIN MOREAU", and becomes rough staves which are delivered to our wood yard in Cognac. They then benefit from Pro-active Maturation, an exclusive SEGUIN MOREAU process that has been developed and optimised over more than 40 years. For their first three months on the seasoning wood yard - key and irreversible step in the seasoning process - the wood is periodically sprayed for a period of six weeks, a controlled way of making up for any rain deficiencies and removing water-soluble tannins, the most astringent in wine.

The rough staves then undergo a long period of seasoning specifically chosen for this range on the yard, protected from westerly winds by large earth embankments set up as a barrier to counter their drying effect. This pursuit of excellence involves restrictive processes but makes all the difference once wine aging is complete.



TOASTS

An understanding of fire and water is vital in the toasting workshop so that we can offer barrels using different approaches that complement SEGUIN MOREAU's traditional range.

F1, F2, X/F1 and X/F2 barrels are built using fire bending.
V1 and X/V1 are made using steam bending and a light toast.



EXPERTISE

The **expertise** of the master coopers is one of the keys to ELEMENT's success in recent years. Variations in temperature and moisture in both the wood and the environment through the seasons require all the experience of our master coopers, who are able to perfectly control the toast on both a visual and an aromatic level. They can significantly alter toast time ranges to ensure the same results all year round.



GRAIN SELECTION

We are able to separate out 15% extra fine grains from our fine-grain rough staves for 225L barrels. This allows us to offer two different products:

- Fine grain ELEMENT (F1-F2-V1) for aging periods of 10 to 18 months. The aim is to respect the shape of the wine whilst adding volume and ensuring balance between tension and sweetness.
- A selection of extra fine grains (X/F1-X/F2 and X/V1) for aging periods of more than 15 months where we are looking for a silkier feel to the tannins.

ELEMENT RANGE'S COMMITMENTS AND CERTIFICATIONS

The ELEMENT range is particularly rooted in this dynamic of respect for the environment. These strong convictions are shared by everyone involved in the production, packaging, sale and transport of ELEMENT barrels.



- > The oak used for ELEMENT barrels is **100% PEFC certified**.
- > Water use at the beginning of the rough stave production process is **reasonable** and mitigates any lack of rain.
- > ELEMENT **toast** levels use less energy as they are **lighter**.
- > We recommend **Export 27mm** barrels to our clients as these barrels enjoy a second, fairly long life in spirit aging processes.
- > We are offering in our catalog, trials with 225L Export barrels using **four hoops rather than six**. This initiative will ultimately reduce the carbon footprint of our barrel by 4.2 kg eq. CO₂, the same as driving 25 km in a car.
- > Furthermore, the **label** decorating our ELEMENT barrels comes **from vine co-products** as it is in “vegan” leather made from grape marc.
- > Finally, we do not offer reinforced packaging for ELEMENT barrels, and prioritise local deliveries **without packaging**. For more distant markets, our **plastic film** is now **bio-based and biodegradable**.

SEGUIN MOREAU'S COMMITMENTS AND CERTIFICATIONS:

SEGUIN MOREAU has served as a CSR (Corporate Social Responsibility) pioneer and been committed to the approach since the early 2000s.

- > Since 2005: First cooperage to join PEFC. This certification guarantees that the relevant project uses a sustainable forest management approach.
- > In 2007: joined the Global Compact.
The United Nations Global Compact is an initiative seeking to promote sustainable development and social responsibility. Member companies share a set of values based on ten universally accepted principles relating to human rights, labour, environment and anti-corruption. This is therefore a long-standing commitment by the cooperage SEGUIN MOREAU.
- > In 2009 and 2019: The cooperage performed its first carbon audit in 2009. It repeated the process in 2019, enabling it to adjust its activities to reduce its carbon footprint. For example, the roof of the cooperage in Napa (California) has just been entirely covered with solar panels during summer 2022.
- > Since 2018: Entreprise du Patrimoine Vivant (“Living Heritage Company”, EPV) label.
This label highlights SEGUIN MOREAU’s drive to showcase French know-how.



QUALITY AND SAFETY

The ELEMENT range is subject to rigorous manufacturing conditions that aim to guarantee food safety and to meet current regulatory requirements.

CONTACT

Our representatives are available to assist you and share their knowledge.
For personalized advice, please contact them at: info@seguinmoreau.com

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