

# The Rosé Champagne Collection

Collection Live: 3/18/2022



## Key Stats

<b>Share Price</b>	\$41	<b>Maturity Date</b>	2024 - 2026
<b>Total Shares</b>	1,000	<b>Total Bottles</b>	74
<b>Market Cap</b>	\$41,000	<b>Ticker Symbol</b>	VV-ROSE
<b>1 Year Return</b>	+0.72%*	<b>Theme</b>	Regional

\* Charles Heidsiek not included due to being released in June 2021

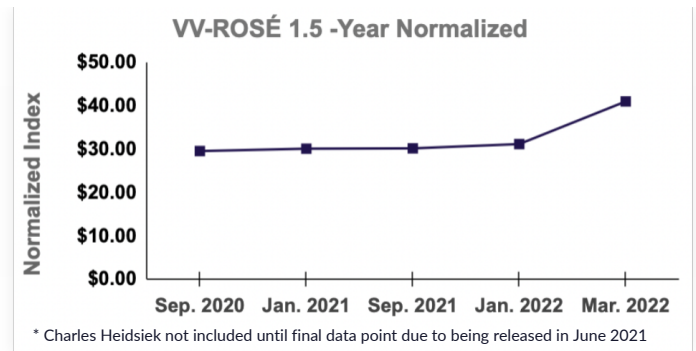
## Vint Thesis

2021 was a banner year for Champagne on the secondary market. The Champagne 50 Liv-Ex Index finished 2021 up 40.0% for the year and up more than 425% since 2003. In many cases, these numbers might indicate an overheated market, but in the case of Champagne, the fundamentals tell a different story. Champagne has been gaining momentum on the secondary market for over a decade, and the Champagne 50 Index has experienced relatively consistent growth compared to the Liv-Ex 100 index and other regions that have experienced inconsistent growth in bursts.

An interesting quality of Champagne, especially vintage Champagne, that differs from many other collectible wines is that while it develops and improves with age, many bottlings can still be enjoyed while young. This drinkability leads more vintage Champagne to be collected both for consumption as well as investment. While consumption doesn't make a dent in the millions of bottles of non-vintage Champagne produced, it does when it comes to vintage Champagne, which only makes up 5% of total bottlings. Taking this concept a step further, there is even less vintage rosé Champagne, as it is only made in years when the weather conditions are optimal. The heat is needed to ripen the skins of the red grapes Pinot Noir and Meunier enough to include them in winemaking.

The market for Champagne has traditionally been centered on the UK, with Europe and the US competing for second, followed by Asia. This status quo has been drastically altered in recent years, with the United States (39.1%) taking over as the leading market for Champagne in 2021, narrowly beating out the UK (37.4%). The United States has not only purchased more Champagne, but the country also bought more rosé Champagne, with sales up 219% in 2021 compared to 2020.

## Vint Normalized Index



With increased United States demand and global interest growing in rosé Champagne as a category, rosé Champagne set a record for the percentage of total Champagne sales in 2021, garnering a full 18% of total sales by value. In fact, the top Champagne traded by value in 2021, white or rosé, was a rosé Champagne - 2012 Cristal Rosé, which is featured in this collection in both 750ml and magnum.

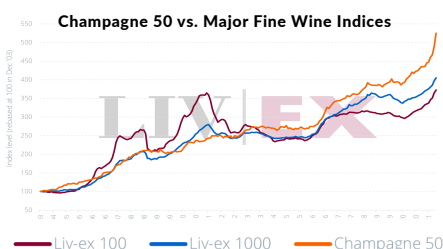
Once a wine known only to connoisseurs and Champagne insiders, due to the low volumes made and the fact that it wasn't made every year, rosé Champagne has been continuously capturing market share and collectors' attention. With Champagne showing strong signs of growth in 2022 with the latest releases garnering great fanfare and demand, the prospects appear promising for rosé Champagne to maintain its momentum on the world stage.

## Investment Highlights

### KEY POINT #1

#### 1) Champagne Demand High and Growing

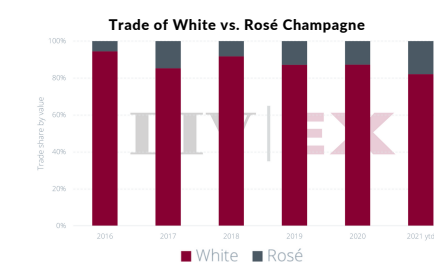
Driven by all-time high demand from the US, the Champagne 50 Liv-Ex Index finished 2021 up 40.0% beating the 2nd place, Burgundy 150 Index (28.6%), by nearly 12%. Consistent Growth is nothing new to the Champagne 50 Index, which is up more than 425% since 2003, with momentum continuing into 2022 with high demand for new releases.



### KEY POINT #2

#### 2) Key Point #2: Rosé Champagne Bubbling to the Top

With interest in Champagne surging in the United States, we have seen a sharp increase in rosé Champagne in particular. In the U.S., rosé Champagne sales were up 219% in 2021 compared to 2020. Globally, sales of rosé Champagne now make up 18% of Champagne wines traded, which is impressive, since far less rosé Champagne is produced.



### KEY POINT #3

#### 3) 2012 Cristal Rosé: 2021 Top Champagne Traded by Value

As mentioned in Key Point #2, rosé Champagne sales tend to be dwarfed by white champagne sales. However, in 2021 the sensational 2012 Cristal Rosé topped all Champagne in trade by value. This collection features both 750ml bottlings and the highly-collectible 1.5L bottlings of the 2012 Cristal Rosé. Champagne magnums tend to garner 20% - 30% premiums compared to 750ml bottlings, as the wine develops more slowly and retains its freshness longer in the larger bottle size.

The Most Traded Champagne by Value 2021	
Wine	Vintage
Louis Roederer, Cristal Rosé	2012
Dom Perignon	2008
Bollinger, La Grande Anneé	2012
Dom Perignon	2010
Taittinger Comtes de Champagne Blanc de Blancs	2008

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## Collection Details

Wine	Year	Bottles	% Value	Sourcing	Vintage Notes
Louis Roederer, Cristal Rose	2012	3 / 750 ml	4.65%	Merchant	
Pol Roger, Rose Brut Vintage	2002	24 / 750 ml	9.70%	Merchant	
Charles Heidsieck, Rose Millesime	2008	36 / 750 ml	11.11%	Merchant	
Louis Roederer, Cristal Vinotheque Rose	1999	3 / 750 ml	14.55%	Merchant	
Louis Roederer, Cristal Vinotheque Rose	1999	4 / 1500 ml	45.18%	Merchant	
Louis Roederer, Cristal Rose	2012	4 / 1500 ml	14.81%	Merchant	

### Vintage Notes Key:



Frost



Hail



Wildfires / Smoke



Warm / Sunny



Rain / Mildew at Times



Dry / Drought

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