

Warehouse TERRADA Forming Business Partnership with Legrand & Co., a Renowned Wine Merchant in Paris

- A wine tasting event in July to commemorate the launch of *Bordeaux Primeur* –

Warehouse TERRADA (Shinagawa, Tokyo / CEO: Yoshihisa Nakano) is pleased to announce that we formed a business partnership with Legrand & Co., a renowned wine merchant in Paris (hereinafter Legrand) for wine related business on June 19th.

Since wine consumption has been rapidly increasing especially in Asia, the price of fine rare wine have been raising as well, and it became harder to obtain in Japan in recent years. Considering the situation, we formed a business partnership with Legrand, which has been receiving huge following from wine enthusiasts in the world. We will offer a complete service including purchasing both current vintage wine directly from the makers and rare back vintage, and storing them in our cellar for our wine cellar users.

Through Legrand 's strong relationship with 370 France winemakers, Warehouse TERRADA starts to offer *Bordeaux Primeur* (young wine still in a barrel.) To celebrate this, we are going to hold a *Bordeaux Primeur* wine tasting event in Tennoz, Tokyo on July 1st (Sat), which is originally held only in the production area. Warehouse TERRADA will continuously provide new experiences for all those who love wine.



[Overview of “Warehouse TERRADA presents *Bordeaux Primeur 2016*”]

Date and Hour: July 1st, 2017 (Sat.) 2:00 PM- 4:00 PM (open at 1:30 PM)

Venue: T.Y. HARBOR River Lounge (Across to 2-1 Higashi-Shinagawa, Shinagawa-ku, Tokyo, Japan)

Organized by: Warehouse TERRADA

In cooperation with: Legrand & Co.

Supported by: Embassy of France

Contact: +81(0)3-6866-1170 (Weekdays 9:30 AM-6:00 PM)

Featured Items:

Chateau la Conseillante / Chateau Figeac / Chateau Smith Haut Lafitte Rouge / Chateau Smith Haut Lafitte Blanc / Chateau Cos d’Estournel / Chateau Beychevelle / Chateau Pichon-Longueville Comtesse de Lalande / Chateau Camensac / Chateau Chasse-Spleen / Domaine de Chevalier / Chateau Dassault / Chateau la Fleur / Chateau Faurie de Souchard / others

* The lineup may be subject to change on the day.

[Information about *Bordeaux Primeur*]

The word “*Primeur*” means “young wine still in a barrel” in French. The grape of the wine is harvested in Fall and will be ready to ship after 2-3 years. (In case of the 2016 vintage, it will be shipped in the Fall of 2018 and thereafter.) “*Bordeaux Primeur*” is available to pre-order and deliver as bottle package in the future. The benefits of “*Bordeaux Primeur*” are the price of wine is better than the market listed price, and popular wines are also accessible if you purchase from “*Bordeaux Primeur*.” The vintage wine of 2016 has received the highest reputation since 2010.

[About Legrand & Co.]

Legrand & Co. has been engaged in various business activities, including Legrand Fils & Fils, a renowned wine shop of Paris established in 1880 at the beautiful Gallery Vivienne, a *négociant*, and a wine *broker*.

It focuses on selecting quality France made wines, accumulates wine dealing with 370 winemakers, and offers more than 10,000 different kinds of wine. Its wines are available in very extensive kinds, ranging from iconic and famous French wines to wines which are made by other popular makers in France that have not been recognized in Japan. In addition, it has received a high reputation by building a firm relationship of trust with popular winemakers and dealing with quality wine.

[About Warehouse TERRADA]

Since the foundation in 1950, Warehouse TERRADA has been cultivating better storage techniques and making proactive action on the capital investment in order to store and preserve items under the best environment. Expanding our business beyond the traditional warehousing, we are currently pursuing the preservation and restoration technique to raise the value of stored items and pass it on to the next generations. We are also developing a business to create a hub to output the new culture by making a full use of our knowledge as a professional in space creation. We have started rental wine cellars since 1970s and kept improving facilities to meet the world standard of storage environment with the temperature of keeping $14^{\circ}\text{C}\pm 1^{\circ}\text{C}$ and humidity at $70\%\pm 10\%$, which have been receiving high acclaims in the industry. Now we have 4 locations around Tokyo (Shinagawa, Setagayadaita, Futakotamagawa, Tsuzuki-Shinishikawa), and those spaces have the same potential environment as underground wine caves at wineries. We also have an online service, "CLOUD WINE CELLAR (<https://cloudwinecellar.com/en/>)," that enables owners to take their wine into their cellar from one bottle.

Company Name: Warehouse TERRADA

Main Business: Preserving / Safekeeping Business and Related Business

Representative: CEO, Yoshihisa Nakano

Address: 2-6-10 Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan

Foundation: October 1950

URL: <http://www.terrada.co.jp/>

**[For Inquires, Press Only]**

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