



Luvienz Caviar Edition

PARIS



THE BIRTH OF LUVIENZ



In every food and wine pairing, finding the right balance is essential. Neither wine nor food should prevail over the other. Only the resonance, the echo that one and the other refers to is important. Caviar needs a companion as refined as audacious.

Caviar has been consumed for millennia, often associated with vodka or champagne. While vodka will tend to anesthetize the taste buds, Champagne, on the contrary, will highlight them, in order to prepare them to receive the tidal wave of flavors that caviar will offer them.

Caviar brings persistence, length in the mouth and that's exactly what is expected in a wine. Combining the two most prestigious symbols of gastronomy in an exceptional beverage became obvious.



THE PERFECT PAIRING

Luvienz was born with the ambition of offering a unique tasting experience by revealing through the Champagne the saline and salivating persistence of Caviar.

Luvienz® Caviar Edition is a French avant-garde beverage that combines the effervescence of Champagne with the delicacy of Caviar

Luvienz® is unique in the world : several years of research were necessary to develop the perfect blend



*« Our goal was to break all codes in a traditional market »
The founders Guillaume LABORIE & Leevy PENNANEACH - G&Lee*

PRODUCT INFORMATION

Champagne Blanc de Blancs

Its grapes comes from the noble grape chardonnay and from Grands Crus vineyards.

- ✓ Grapes 100% chardonnay
- ✓ Grands Crus - Côte des Blancs
- ✓ Blending 86% with wines of the year
14% with reserve wines
- ✓ Ageing 36 to 48 months
- ✓ Disgorgement: 4 months before shipment



Luvienz dosage: 7g/l => BRUT

Ossetra Caviar

The Caviar selected by Luvienz® is characterized by marine and almond flavors.

- ✓ Dark amber colour
- ✓ Firm and distinctive texture
- ✓ Delicate buttery flavor
- ✓ Origins: Europe



LUVIENZ PRODUCTION PROCESS

Luvienz is the result of a 3 steps process:

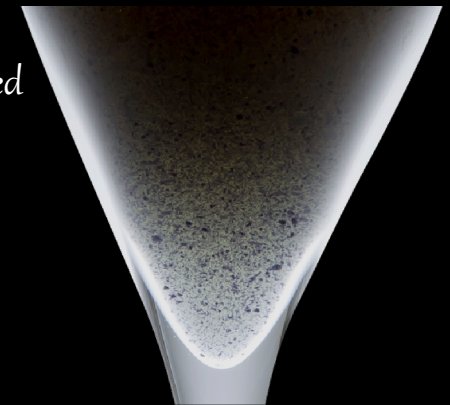
- 1- Caviar Extraction
- 2- Blending
- 3- Infusing before shipment



Through grinding, pressing, and filtering at controlled temperatures, a caviar extract is obtained and then blended with Champagne by Luvienz[®] artisans. This revolutionary, patented extraction process, fruit of many years of patient research, concentrates all the gustatory and olfactory qualities of Caviar.

The result is extraordinary: the fine particles of caviar enhance the delicacy of the wine with an iodized subtlety, melting on the mouth and giving a deep grey colour.

Luvienz[®] can also adjust the intensity of the Caviar to satisfy all the palates.



LUVIENZ TASTING

A ceremonial experience

Act One. Chill the bottle in an ice bucket for around 10 minutes, or refrigerate it for 20 minutes to ensure the wine attains the ideal temperature of 12°C.

Act Two. A natural deposit of Caviar particles appear. Gently turn the bottle upside down carefully twice. Then take a moment to contemplate the bewitching sight of the particles of Caviar dispersing in a cloud.

Act Three. Taste the precious nectar. Let it warm slightly to bring out its full aromatic range.

Luvienz' nose is affirmed, all in elegance, with delicate perfume of citrus and fresh hazelnuts. Its unsweetened mouth is ample, generous, with good persistence. Caviar brings a iodine and buttered touch on the palate.

As an aperitif, you can pair Luvienz with some warmed blinis, toast of foie gras or simply Caviar. It also goes well with a seafood platter, salmon, carpaccio of langoustines, turbot fish and sushi. It also sublimates hard cheese. Concerning pairing with dessert, nothing beats the associations with cooked citrus.



A UNIQUE PROTECTED DESIGN

Inspired by the latest innovation in the glass sector mixing traditional shapes and modern curves, Luvienz invested in a mold to create a unique bottle design.

More than one year of Research was necessary in order to fit the constraints of pressure inside the bottle linked to the effervescence of the beverage.



On the glass surface, elegant bubbles run in an embossed design, thus recalling the grains of caviar and the effervescence of the beverage.

The gold silkscreen in 24K gold emphasizes its value even more.

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A UNIQUE DESIGN



The Cabochon



Luxurious tin overcap

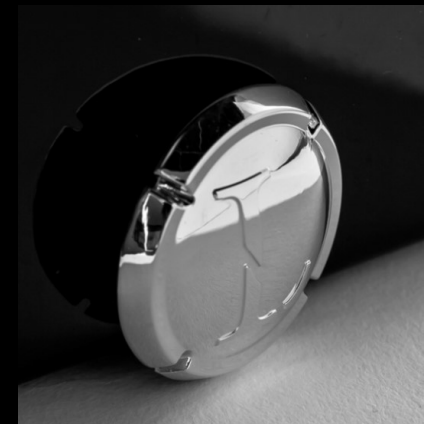
- Sturgeon embossed on its face.
- Special UV coating to see the sturgeon in places where there's low luminosity



The Blazon



Gold-plated muselet



LUVIENZ TREASURE CHEST

Luvienz Caviar Edition

PARIS



BY

MALTIER *Le* MALLETIER
PARIS

- Sumptuous pearled leather / elegance of wood and steel
- Unique, numbered, customized pieces reflecting your lifestyle
- You can style it to suit you: a vanity or a watch case
- The perfect display case for your most precious possessions



Watch case for men



Vanity for women



EVENTS & MEDIA EXPOSURE



Abu Dhabi Grand Pix 2017



Abu Dhabi Grand Pix 2017 - David Coulthard



Abu Dhabi Grand Pix 2016 - DJ ONO and the Bangkok Invaders



Mulan Award ceremony - Oriental Club - London



Abu Dhabi Grand Pix 2016 - Pamela Anderson - the American celebrity actress and model



Abu Dhabi Grand Pix 2016 – Drivers Ricciardo and Romain Grosjean

EVENTS & MEDIA EXPOSURE



Christmas party 2017 - The Mondrian Hotel - London



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Luvienz Superyacht tasting experience event - Barcelona



Luvienz superyacht tasting experience event – Ibiza



Esteban Gutierrez - Mexican racing driver



Fashion show 2017 Monaco-Monte Carlo

EVENTS & MEDIA EXPOSURE



Abu Dhabi Grand Prix 2016



Fashion show Monaco



Boat Show Barcelona



Abu Dhabi Grand Prix 2017



Monaco Yacht Show



Christmas party with british celebrities

LUVIENZ ART



CONTACT INFORMATION



LUVIENZ SAS

91 rue du Faubourg Saint-Honoré

75008 PARIS

Order: sales@luvienz.com

Info: contac@luvienz.com

Website: www.luvienz.com

