



## AL CONSULTING

YOU WANT TO PRODUCE  
THE BEST POSSIBLE WINE TO MEET YOUR NEEDS

AL Consulting can help you achieve this  
and thus help meet consumer expectations



## AL MEDALS

YOU WANT TO STAND OUT  
FROM THE COMPETITION



Wine ratings are proven to  
influence purchasing decisions  
and strengthen credibility.

AL Medals helps your business  
partners reassure their customers  
and build consumer trust.



## VIDEO SOMMELIER

YOU WANT TO INCREASE  
YOUR ONLINE VISIBILITY

AL Video Sommelier is a tool  
you can use and share across  
all communication platforms.

Filmed with a dedicated  
production team and multiple  
cameras, the video showcases  
the wine's qualities and tells its  
story.



THESE THREE SERVICES CAN BE USED INDEPENDENTLY OR COMBINED  
TO CREATE A COMPLETE MARKETING STRATEGY FOR YOUR WINES.

# AL CONSULTANCY

## ONE DAY WITH THE BEST SOMMELIER OF THE WORLD

### WHY TRUST HIM?

**A hands-on taster:** more than 11,000 wines tasted every year.

**A unique sensory memory,** built across all continents.

**International credibility:** competition judge, speaker, author.

**A recognised trainer** for sommeliers and sales teams.

**A real sales asset:** his scores and comments influence millions of consumers.

**A modern ambassador:** over 10,000 videos produced, followed on Vivino, Wine-Searcher, YouTube, etc.

**A credible and distinctive voice,** shared with professionals, the media and consumers.

**Operational support for your teams**  
(blending, marketing, sales, etc.)

**A powerful visibility driver,** both in France and internationally.



### OPTION 01

**Andreas Larsson**  
puts his experience at your service and  
offers you the opportunity to benefit from:

- his tasting expertise to assess the overall quality level of your production,
- his blending skills to help finalise a blend currently in progress.
- his recommendations on current consumer trends, buyers' and distributors' needs, as well as insights into the opinions and expectations of consumers around the world,
- his image and name to invite media and/or clients to come and meet him.

This day can also be used to train your sales teams and to facilitate discussions with your marketing and communications departments.

### OPTION 02

**Andreas Larsson**  
offers to help you create the wine that will  
best match your clients' expectations  
according to your target markets.

- Mention or image on the bottle (e.g. "by Andreas Larsson")
- 10% of the ex-cellar price (French market)
- 15% of the ex-cellar price (export market)
- Pricing information and required volume upon request for quotation.

You will be free to communicate about Andreas's involvement in the blending of one or more cuvées (website, technical sheets, press, etc...)

PRICE: €6,500

## VIDEO SOMMELIER

BUILD A CONNECTION WITH CONSUMERS

€899 PER VIDEO



A POWERFUL COMMUNICATION TOOL THAT BRINGS YOUR WINE TO LIFE THROUGH A PROFESSIONAL ANALYSIS BY ANDREAS LARSSON

Thanks to **Andreas Larsson's expertise**, your wine is presented, tasted, and described in a clear and engaging manner, highlighting its character, style, and unique qualities.

The result is a **high-quality marketing tool** that allows you to promote your wines by linking your brand with the credibility of the **Best Sommelier of the World**.

### PRODUCTION

- **Studio setup** and lighting preparation
- **Multi-camera** setup
- **Professional lighting** and sound
- Dedicated **filming crew**
- **Professional video editing**
- **Color grading**

### SERVICE DETAILS AND BENEFITS:

- **Duration** : 1.30-2 minutes
- **Available languages** :
  - English, French, Swedish, Spanish, Italian
- **Subtitles available in** : German, Japanese, Chinese, Russian, Portuguese...

### BROADCAST

- The YouTube channel : **TASTED by Andreas Larsson** - 1 million views
- **Wine Searcher** : The largest platform for wine content and information
- The website :  
[www.andreas-larsson.com](http://www.andreas-larsson.com)
- TASTED by Andreas Larsson social media accounts (Facebook, Instagram, Twitter) and Andreas Larsson (@legrandsommelier)

Videos are broadcast on:



### Who owns the video after production?

The client. You are free to use the video for marketing and communication purposes on your own platform.

### Where can the video be used?

The video can be shared on websites, social media, newsletters, Wine Fair, commercial presentation and marketing campaigns.

# AL MEDALS

TURN YOUR SCORE INTO A POWERFUL SALES TOOL  
FROM €50 / 1,000 COPIES

After receiving your score, you can choose to print AL Medals to place directly on your bottles.

These medals highlight the rating obtained and immediately attract consumer attention at the point of sale.

## WHY CHOOSE AL MEDALS?

- INCREASE VISIBILITY ON THE SHELF
- REINFORCE CONSUMER CONFIDENCE
- HIGHLIGHT THE QUALITY OF YOUR WINE
- DIFFERENTIATE YOUR BOTTLE FROM COMPETITORS



## When can the medals be ordered ?

Medals can be ordered once your wine has received its score.

## Can I print the medals with my own supplier?

Yes. We can provide ready-to-print files for your printer.

## Is there a minimum purchase quantity?

Yes, the reproduction rights require a minimum purchase of 1,000 copies.

## Can the medal be placed anywhere on the bottle?

Yes. You can choose the size and placement on the bottle.



## TECHNICAL DETAILS

ROLL FORMAT  
ROUND FORMAT  
SELF-ADHESIVE GLOSSY PAPER  
AVAILABLE DIAMETERS: 30 / 54 / 75 MM

