



## MMD PRESS RELEASE – MAY 2014

### Domaines Ott unveils a new look across the range for Summer 2014

With its sleek curves, the emblematic Domaines Ott\* bottle gives an indication of the quality of their wines. The three estates extend over two different appellations, but they share the same wine-growing culture – and a unique bottle too.

This distinctive bottle was created in the 1930s but has lost none of its modernity. Today, it gives Domaines Ott\* its own unique signature. Sleek and delicate, the famous bottle with a star is reminiscent of the elegant amphoras used to collect wine in ancient times that can still be found all over Provence.

But the new updated Domaines Ott\* brand signature now brings all the products in the range together in a single personality.

The look is now cleaner, the hierarchy of the information on the label is more intuitive and its readability improved:

- The unity across the whole range now better reinforces its visual impact, brand personality and consistency of quality.
- A thicker label, in a textured and more premium paper
- Embossing, hot stamping and spot gloss finishes
- Distinctive shape of the label enhances the bottle's curves
- The brand block : clean, highly legible scripts
- The softer colours of the labels echo the delicate colour of each wine

For high resolution images, quotes, trade pricing or stockist information, please contact

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#### NOTES ON DOMAINES OTT:

Domaines Ott was founded in 1912 by Marcel Ott, an agricultural engineer from Alsace who dreamed of establishing a great wine estate near the Mediterranean. He moved to Cavalaire in 1896 and founded Château de Selle in 1912, followed by Clos Mireille in 1935 and then Château Romassan in 1956. These wines are made at the distinctively different estates in the Bandol and Côtes de Provence appellations.

Domaines Ott was managed by Marcel's descendants until 2004 when the Estates were purchased by Champagne Louis Roederer to add to their impressive portfolio of iconic Domaines. Several of the Ott family members remain involved in production though. MMD are the UK agent and supply to leading hotels, restaurants and independent retailers across the UK.