



BUY Bollinger RD 2004

Strong Long-Term Performance Suggested by Back Vintage Analysis

- Bollinger RD 2004 champagne is an excellent **long-term investment opportunity**.
- Bollinger RD 2004 scores **97 points** from Robert Parker's *Wine Advocate* - highest in its class and higher than Krug 2004 and Dom Perignon 2004.
- Champagne is on a price charge right now. **Bollinger RD 1990** (the closest comparable to 2004) has risen **65% in the last 3 years!**
- **2004** is an **exceptional investment Champagne vintage** which will be collected and prized for decades to come.
- Back vintage analysis suggests that RD 2004 will perform well. The price movement of the RD 1990 implies **price appreciation of inflation + 8% CAGR** over the next 14 years for RD 2004.
- A Drinking Window out to 2034 gives lots of time for price appreciation.

Bollinger RD: Track Record of Price Appreciation

Analysis of comparable back vintages of **Bollinger RD** projects excellent long-term performance for RD 2004. RD 1990 is the best comparable - scoring 98 points versus 97 points for the 2004. If Bollinger RD 2004 follows the same price pattern as the 1990, it will return inflation rate + 7.85% CAGR over the next 14 years¹.

<i>Investment Vintages of Bollinger RD (6x75cl)</i>		
Year	Parker Score	Market Price
2004	97	€ 700.00
2002	92	€ 735.30
1997	94	€ 1,083.00
1996	N/A	€ 1,368.00
1995	N/A	€ 1,894.68
1990	98	€ 2,052.00
1988	N/A	€ 2,667.60
1975	95	€ 3,946.68



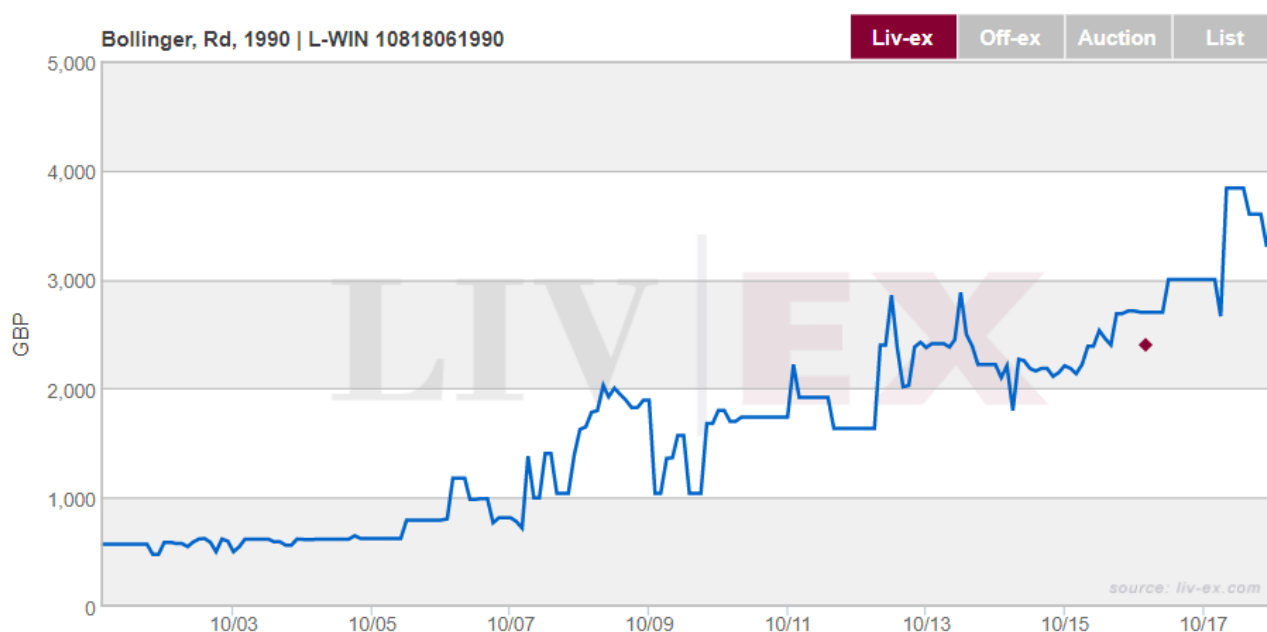
Bollinger RD: Relatively Cheap versus Other Champagnes

Bollinger RD is arguably the 'best buy' of 2004 comparable vintage Champagnes on a score versus price basis:

Wine Name	Cru Price	WA Score	Price per WA Point
Taittinger Comtes de Champagne Blanc de Blancs 2004 (6x75cl)	€ 677	96	€ 7.1
Bollinger RD 2004 (6x75cl)	€ 700	97	€ 7.2
Dom Perignon 2004 (6x75cl)	€ 838	95	€ 8.8
Pol Roger Sir Winston Churchill 2004 (6x75cl)	€ 932	95	€ 9.8
Krug 2004 (6x75cl)	€ 1,230	96	€ 12.8
Perrier Jouet Belle Epoque Blanc de Blancs Brut 2004 (6x75cl)	€ 1,170	88	€ 13.3

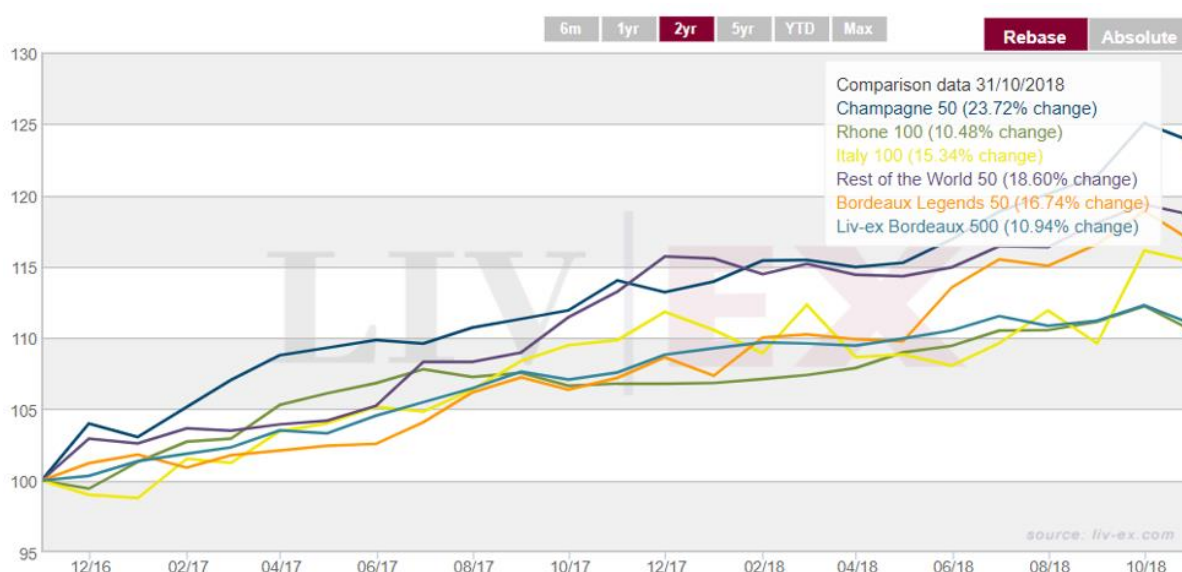
How to Invest in Champagne

Our recommended strategy for Champagne investment is simple: 1) buy at release when the market is flooded with new supply, 2) wait until the supply dries up after about 10 years and then 3) realise significant price gains as the price gets squeezed. Bollinger RD 1990 has followed this trajectory, and expect RD 2004 to do the same:



Champagne: Second only to Top Burgundy Right Now

Champagne is on a charge at the moment. This is because it is still relatively cheap for the quality and longevity of the wine. Over the past 2 years, Champagne has outperformed all other categories except top Burgundy, returning almost 24%.



Our trading desks in Hong Kong, Singapore and London are reporting no let-up in the demand for top Champagnes from the best years. Anything before 2002 is now very difficult to buy in any significant quantity, but demand is stronger than ever. That is why both 2002 and 2004 are very popular investments at the moment.

About Bollinger “RD”?

Bollinger “RD” (“Récemment Dégorgé” or “recently disgorged”) is the top wine from the famous Bollinger Champagne house. It is James Bond’s favourite Champagne! The Maison was founded in 1829 and in 1967 Madame Bollinger started creating the special “RD” cuvée. “RD” starts life as the same wine as Bollinger’s “Grande Année” - both are aged under cork not crown (unlike other Champagnes). But the “RD” spends considerably longer ageing on the lees (dead yeast cells remaining after fermentation) – up to 8+ years. It also has a very low “dosage” (addition of a mixture of reserve wine and very pure cane sugar) giving it its ‘Extra Brut’ designation. “RD” is a highly collectable Champagne, and is made in very small quantities (less than 1% of Bollinger’s production in any one year).

Wine Advocate Review

“Fermented in oak barrels and aged under natural corks for almost 13 years, Bollinger’s 2004 R. D. Extra Brut blends 66% Pinot Noir with 34% Chardonnay from 16 crus, 88% of which are classified as Grand Cru. The wine opens with a very clear, deep, rich and aromatic but also pure and mineral-fresh nose of crushed rocks, cherries, brioche, pain aux raisin, white nougat, chalk and ripe, yellow-fleshed fruits. Highly elegant and complex on the weightless yet persistent and salty palate, this is an intense, densely woven, firmly structured yet elegant, beautifully refined and refreshing “recent disgorgement” (February 2018) that reveals just a kiss of oxidative flavors that adds even more complexity. A great Champagne on its way to improve over many years in the bottle. Tasted June 2018”. Stephan Reinhardt for Wine Advocate.

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ⁱ The reason the return on the RD 2004 is inflation + 7.85% is because we expect RD1990 to appreciate at least in line in inflation over the 14 years. So in 2032, the RD 1990 will be priced at (at least) €2,052 + inflation rate. If average inflation is 2% over the next 14 years RD 1990 will be trading at €2,700 in 2034.