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PW SHOWCASE

Oak Cooperage

NOVEMBER/DECEMBER 2006

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ARTISAN BARRELS

Since 1997, Artisan Barrels offers wine-makers a one-stop shop for well-constructed barrels from several Artisan coopers. Whether in Burgundy, Bordeaux, Cognac, Missouri or Hungary, they all craft consistently high-quality barrels.



Rousseau — In 2007, the Burgundy cooperage will feature the Piano barrel, where proprietary toasting and forest selection are aimed at shorter aged white or light red wines. Rousseau open top fermenters, maturation tanks, and round/oval casks should be available if ordered before Spring 2007.

In 2007, **Saint-Martin** will market a fermentation barrel with a 6.5-inch front-head opening plugged by a silicone bung, and a stainless steel tightening handle. Saint-Martin continues to offer 15- and 30-gallon French and American oak barrels for home wine-makers or small wineries (split lots and/or topping wine).

Allary, Rousseau, and Saint-Martin puncheons and hogsheads are especially intended for wines requiring less oak extraction and a gentle oak exchange.

A&K Cooperage — Missouri oak offers winemakers another price-sensitive solution to gracefully age varietals such as Zinfandel, Cabernet, Merlot, and Petite Sirah.

Balazs barrels, built in Hungary with dependable craftsmanship, will be distributed exclusively by Artisan Barrels in 2007.

Artisan Barrels' updated website (www.artisanbarrels.com) allows clients to order a limited selection of Allary and Saint-Martin small barrels online.

For more information contact:

Artisan Barrels

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BARREL ASSOCIATES

Barrel Associates International is an association of coopers and winegrowers that, for generations has sought to provide wineries, domaines, and chateaux with the finest barrels in which to age their prized wines.

The barrels can be found in Europe, aging wines in cellars hundreds of years old, and in the most modern wineries in the Southern Hemisphere, the United States, and Canada. Recently, more than 250 Australian Shiraz wines were submitted to the Royal Melbourne Wine Show, and Barrel Associates' American oak barrels singly aided the well-deserved "2006 Gold Award" for Hanging Rock Winery.



Barrel Associates International proudly represents **Tonnellerie Dargaud et Jaegle**. For three generations, Dargaud et Jaegle has crafted fine barrels for the greatest wineries in the world. Expert wood selection, and an unwavering commitment to traditional craftsmanship, make the Dargaud et Jaegle barrels predictably elegant.

Dargaud et Jaegle's unique water-bending process conducts heat from

**DARGAUD & JAEGLÉ***Tonnellerie*

an oak fire deeply into the wood to create a subtle and sophisticated spiciness that is unmatched by any other barrel in the world.

For more information, please contact:

Barrel Associates International
tel: 800/227-5625
website: www.wineoak.com

PLEASE SEE BARREL ASSOCIATES AD, PAGE 16.

BARREL BUILDERS

Barrel Builders is the exclusive distributor of **Tonnellerie Marchive** barrels (France), **Budapesti Kadar** barrels (Hungary), and **East Bernstadt Cooperage (EBC)** barrels from Kentucky.

In the heart of Cognac, **Tonnellerie Marchive** was a pioneer of the long, slow toasting process. Using wood from the leading forests of France, they produce a full range of Burgundy, Bordeaux, 265-liter, and 110-liter barrels. Barrel Builders now offers Bordeaux-style barrels coopered by **Tonnellerie Marchive** from Pennsylvania oak.

Barrel Builders has distributed **Budapesti Kadar** barrels since 1993. Burgundy, Bordeaux, and 265-liter barrels, sourced exclusively from the Zemplen forest in Tokaj, are tight-grain, similar in texture and flavor to central France oaks. In 2007, **Budapesti Kadar** offers a barrel with a more open-grain oak, denoted as "Danube" oak, and a 30-gallon barrel.



Barrel Builders' American oak Bordeaux-style barrels are coopered by EBC from three-year seasoned Kentucky wood in various toast levels.

Barrel Builders is the exclusive supplier of **ProxyClean™**, a non-chlorine based cleaner for use throughout the winery. Also available are a range of silicone bungs in solid, **EasyGrip**, and **FormRite** styles, oak chips, inserts, and cooperage repair and maintenance items.

Barrel Builders has the only full-service cooperage repair shop in the U.S. Used, reconditioned, small, and custom-coopered barrels, and insert system installation are available.

For more information contact:

Barrel Builders, Inc.

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MARKETING

Frequently, wineries choose to forego clearance of a mark and take their chances in the belief that they may be too small to concern anyone or because they have limited plans for the brand, such as using it for only one vintage.

However, if the senior user of a mark does not act to stop others from using confusingly similar marks, no matter how small the use, the strength of that senior mark is weakened and its protection diminished.

As a result, many small wineries that adopt marks without determining their availability often find themselves up against a large winery on the wrong side of a trademark infringement lawsuit. This usually results in legal fees far in excess of the cost of a trademark clearance search. Thus, the maxim "penny wise and pound foolish" is fairly apt where parties fail to undertake proper due diligence before adopting a brand name and end up in expensive trademark litigation.

Furthermore, even in those cases where a lawsuit can be avoided through negotiation, the failure to conduct a trademark clearance search can nonetheless lead to the unanticipated loss of a valuable brand.

For example, a winery adopts a mark for a second label to move excess bulk wine. The winery may view this as a one-time use not deserving of the cost of a trademark clearance search. However, if the brand performs well, this view could change unless of course it is subsequently discovered that the brand infringes on the rights of another party. Then, what was perceived as a promising new brand would likely have to be given up in order to avoid a lawsuit. A simple preliminary search may have disclosed such risk. Thus, failure to conduct the search can lead to exposure for loss of valuable intellectual property.

Failure to conduct a trademark clearance search can also lead to ignorance as to the distinctiveness of your brand relative to those of your competitors. If you adopt a brand name and invest in it only to later discover that the name is in common usage, and perhaps not even exclusively protectable by you as a trademark, this too reflects a lack of due diligence. For

example, adoption of "mélange" as a brand would be ill-advised as it is a term commonly used in brand names by many wineries.

You wouldn't rely on grapes from vineyards open for all to use, so why would you adopt a brand that could be used by any of your competitors? As in

acquiring real property, make sure your intellectual property is capable of being fenced in for protection.

Establishing the fence around your brand

You have conducted your trademark clearance search and the brand

The Craftsmanship of These Artisan Coopers begins here

ROUSSELLE
Established Coopers of
the finest American
Oak for barrels

Saint Martin
A Premium Coopers
Barrel Making Company

ALLARY
Small Barrels and Bunches
Barrel Making in Cognac, France

A&K
CONTRACTS
Quality American Oak
Wine Barrels from
Missouri, USA

Balazs
HUNGARIAN OAK
2051 East 79th
Brooklyn and Cudahy
Bridges, Chicago

Artisan Barrels
Fine Oak Barrels,
Casks and Tanks

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