



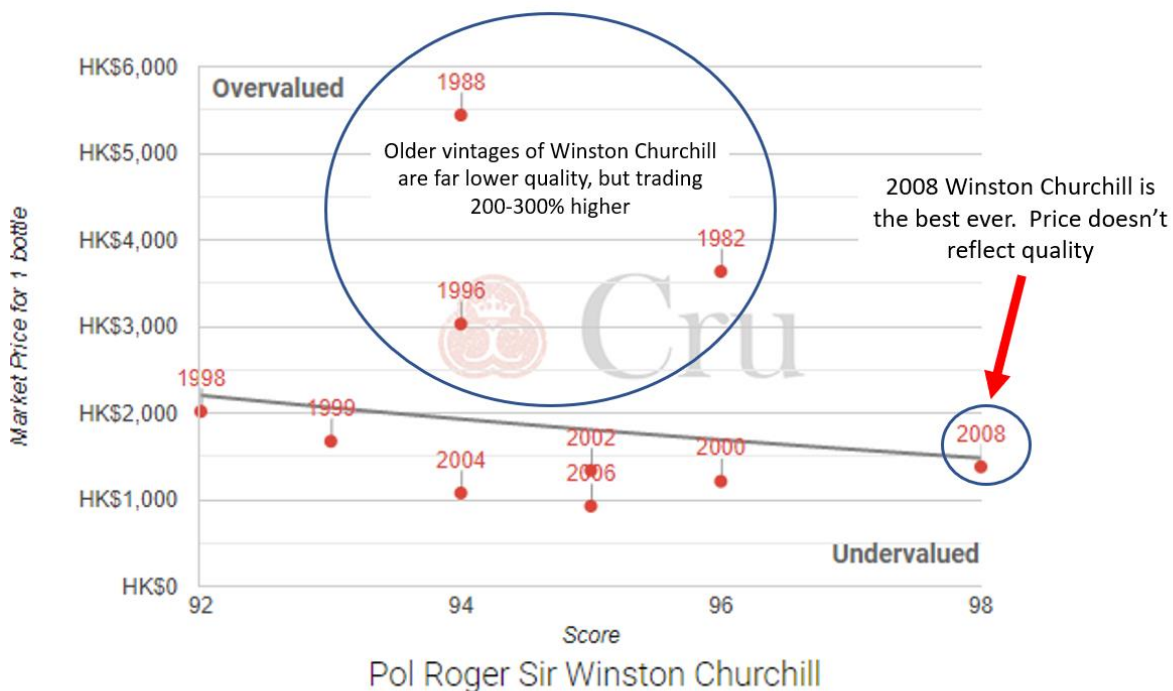
## Pol Roger Sir Winston Churchill 2008

**Best Quality Ever Produced / No Price Premium Currently**

- **Pol Roger** is one of Champagne's most celebrated producers, dating from 1849 when Pol Roger founded the house.
- The Pol Roger Sir Winston Churchill cuvée is one of the **best known** fine Champagne brands.
- **2008** is destined to be celebrated as one of Champagne's **finest ever vintages**.
- Pol Roger Sir Winston Churchill 2008 is highly investable because of 1) its **great longevity** (drinking to at least 2045, and 2) its **relative undervaluation** in the market.
- The house does not release production data, but they state it is made in "**very small quantities**".

### Pol Roger Sir Winston Churchill 2008 – Great Investment Potential:

- Best ever score from *Wine Advocate*, and highest ever average score.
- 2008 destined to be one of the all-time great Champagne vintages.
- Drinking window to 2045 – offering over 25 years of price appreciation.
- Modest quantity produced – secondary market always very tight.
- Significantly cheaper than older vintages like 1996, 1988 and 1982, which trade at 200-300% the price of the 2008.

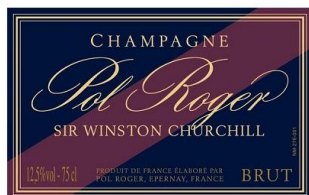


## Pol Roger Sir Winston Churchill – The Story

Pol Roger Cuvée Sir Winston Churchill is the prestige wine of celebrated Champagne house Pol Roger. Former British Prime Minister Sir Winston Churchill's favourite Champagne was Pol Roger since 1908. Madame Odette Pol-Roger even attended Churchill's funeral in 1965.

The Cuvée Sir Winston Churchill – which is Pinot Noir dominated – was introduced in 1984 to celebrate Churchill and his affection for Pol Roger. It took over as Pol Roger's premium Champagne in 1988.

## Pol Roger Sir Winston Churchill 2008 – The Critics' Views



### 100 Points

### Wine Enthusiast

*One of the great Champagnes both for its richness and its longevity, this latest incarnation is superb. The wine's richness is linked to the ripe fruit and the dominance of Pinot Noir in the blend. It also shines in the perfect balance between the texture, the minerality and the integration of the fruit. It can be enjoyed now, but it will be better from 2020 and then for many years to come.*

### 97 Points

### Wine Advocate

*Released in October of last year, Pol Roger's 2008 Cuvée Sir Winston Churchill is showing brilliantly, unfurling in the glass with a complex bouquet of waxy citrus rind, dried white flowers, freshly baked bread, iodine and honeyed yellow apple. On the palate, the wine is full-bodied, powerful and vinous, with a deep and multidimensional core, broad structural shoulders and considerable concentration, girdled by tangy acids and displaying a youthfully frothy but incipiently fine mousse. The finish is long and intense. This is a terrific rendition of this reliably superb cuvée and well worth seeking out.*

### 97 Points

### James Suckling

*I love the balance between weight and agility in this wine with a dense and compact palate. Yet, there's brightness and creaminess that melts into the glass. Lots of brioche, pie crust and strawberry tart. Serious balancing act here. Drinkable, but better with a few years of age.*

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