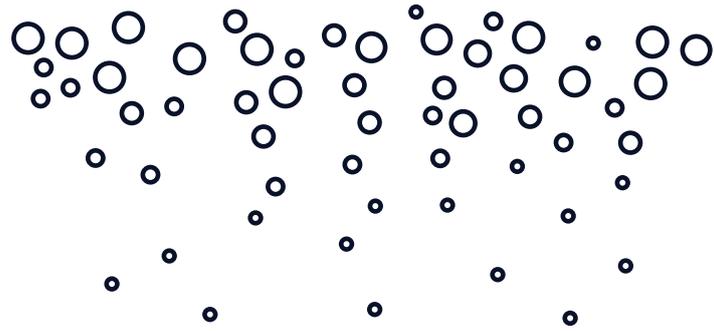


# CED AGENCY



---

*References*





— CHAMPAGNE —  
**PERTOIS-LEBRUN**  
PROPRIÉTAIRE-RÉCOLTANT

In June 2020 I was honoured to work with fine champagne producer Pertois-Lebrun for their development in Singapore.

After pre-selecting 6 key importers from the list, I coordinated 3 zoom meetings which led to one of the importers requesting sample and putting through an order for a first pallet within 4 weeks. The predicted sales are 50% higher than initial expectations.



Champagnes de la Grande Chartre were looking to develop their portfolio of B2C clients in Singapore and Australia. CED curated a series of events and masterclasses as well as a digital masterclass with Master of Wine Anne McHale. I was able to generate 80 new HNWI leads and 5 new collectors for their allocation (\$1,000 minimum buy in).



**CASTAGNA**  
BEECHWORTH

Castagna Wines are looking for a distributor in Singapore. After compiling market information including a list of competitors, feedback from key influencers and a list of potential importers we have already created interest with some of the most recognised establishments of Singapore.



**BAROSSA**

Welland Wines were looking for a distributor in Singapore and Malaysia. After compiling market information including a list of competitors, feedback from key influencers and a list of potential importers we created interest with four different potential distributors and showcased their wines to them with four virtual tastings.

“We engaged Lucy and the CED Agency team to help us find an import partner in Singapore, while we do have experience approaching importers / distributors directly ourselves the challenges presented by Covid had us explore other ways to enter the market. We were impressed with Lucy’s knowledge of the market, active contact with a broad range of importers and her ability to ‘sell the Welland story’ to prospective importers. The result was that after engaging Lucy’s help, shipping samples and short listing importers, we had several who were interested in partnering with Welland. We would certainly recommend Lucy and CED Agency’s services to other winemakers.”



*Ben & Madeleine Chapman – Welland*



DOMAINE de  
*l'enchantoir*

*Domaine de l'Enchantoir in the Saumur Puy Notre Dame appellation of the Loire Valley was seeking a distributor in Singapore. After compiling a list of 20 potentials we selected 10 to speak to. We had three importers interested in distributing the wines which gave the domain the possibility to choose which partner was best suited to their export objectives.*

*The first shipment arrived in Singapore in December 2020.*

"We worked with Lucy on the development of a new export market, namely Singapore, and we are delighted by the results.

To begin she conducted a very thorough market study, full of interesting and useful information which we were able to use to build our commercial and pricing offer. Then we selected potential partners, with whom Lucy arranged meetings and tastings via zoom. This enabled us to present our wines and our domain virtually.

All our interlocutors were carefully selected and the meetings proved to be very fruitful with potential import opportunities. All the work carried out by Lucy well executed and we're looking forward to working with her on the development of new export markets."

*Amandine Brunet  
Owner of Domaine de l'Enchantoir*



## *Other collaborations*



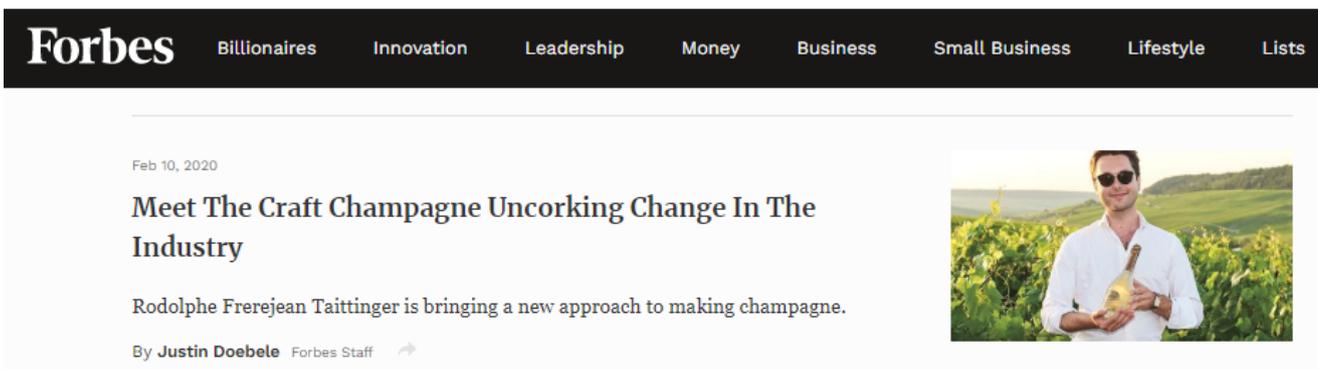


**FREREJEAN FRÈRES**  
CHAMPAGNE

*"Lucy is very professional, high skilled in wines and champagnes, wonderful charismatic person with an excellent networking especially in South Asia and in Australia. Lucy has a lot of integrity, she knows how to run perfectly a Champagne's event especially with our champagnes Frerejean Freres ☐☐"*

*- Rodolphe Frerejean-Taittinger*

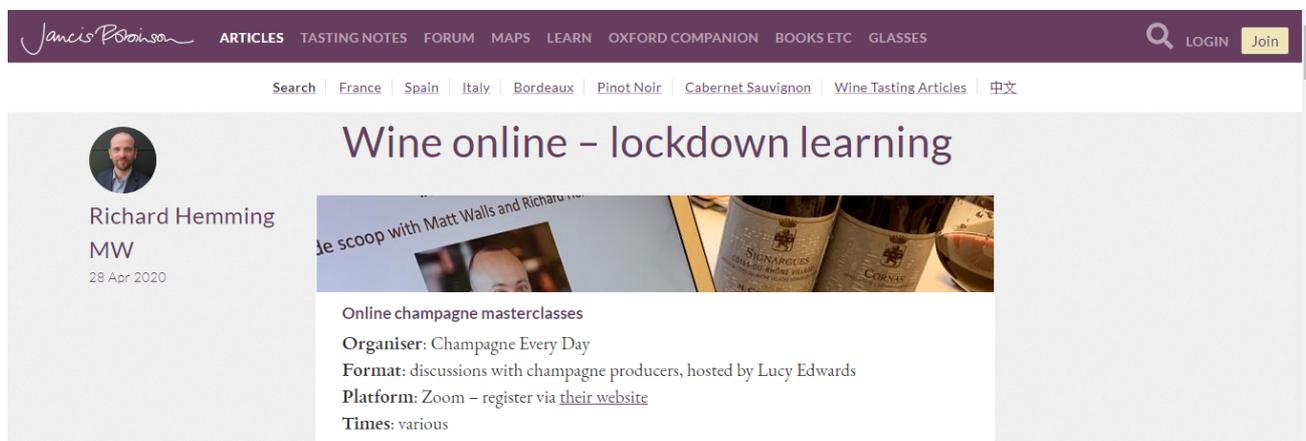
During Rodolphe Frerejean Taittinger's visit to Singapore I facilitated a dinner and an interview with my contact Editor in Chief of Forbes Asia. This led to a beautiful article lauding Rodolphe as a welcome wind of change in the champagne industry. [www.forbes.com/sites/jdoebele/2020/02/10/meet-the-craft-champagne-uncorking-change-in-the-industry/](https://www.forbes.com/sites/jdoebele/2020/02/10/meet-the-craft-champagne-uncorking-change-in-the-industry/)

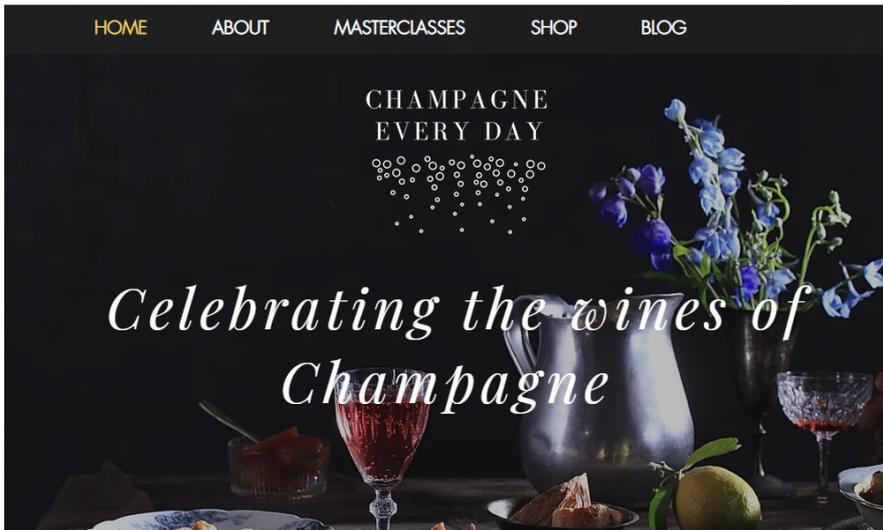


### JancisRobinson.com

A few weeks after the launch of the Champagne Every Day virtual masterclasses, I was featured in the Jancis Robinson website as one of the best online tasting sessions to follow.

<https://www.jancisrobinson.com/articles/wine-online-lockdown-learning>





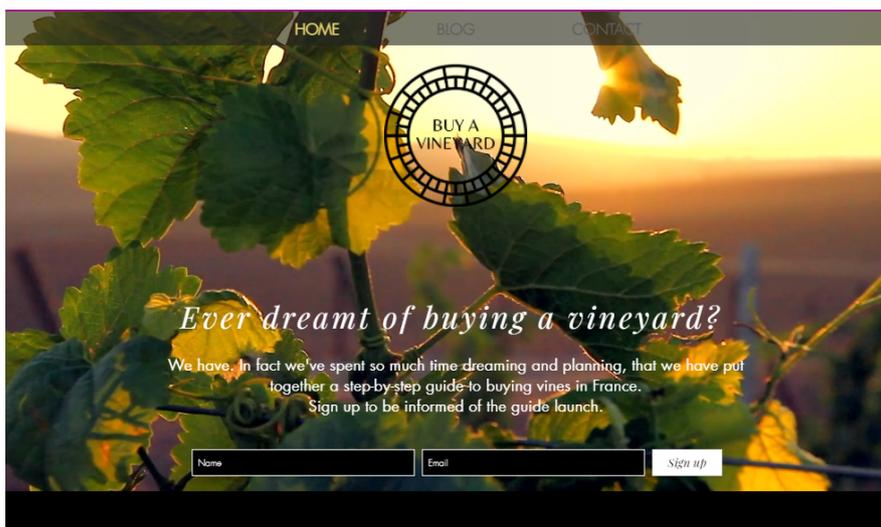
### champagneeveryday.com.au

- Full e-commerce platform created
- Over 20 pages
  - listing of events
  - graphic design (logo & branding)
  - copywriting
  - creation of blog
  - 3,500 followers on instagram



### awineadventure.com

- Full e-commerce platform created for wine retail business in Singapore
- Over 80 pages
  - listing of over 50 different wines
  - graphic design
  - copywriting
  - creation of blog
  - social media strategy



### Buy a Vineyard

- Creation of video landing page
- graphic design (logo & branding)
  - data capture capabilities
  - building a community on instagram (2,500 followers in 3 months)
  - building a successful blog

# Masterclasses

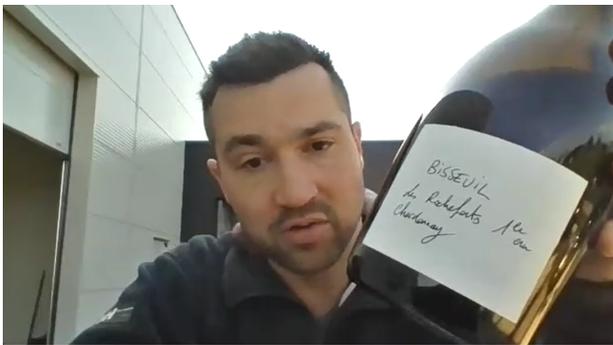
*During the confinement period this year, I felt compelled to keep the communication channels open between my friends in Champagne and my fellow wine lovers in Australasia. Over the past few months, I have had over 500 people join me for virtual tasting with the following winemakers.*



***Clovis Taittinger***



***Antoine Roland-Billecart***



***Etienne Calsac***



***Odilon de Varine - Gosset***



***Charline Drappier***



***Francois Huré***



***Virginie Taittinger & Ferdinand Pougatsch***



***Thibaut Le Mailloux - CIVC***