



tastier
The truth is *stranger* than fiction.

Pour le Peuple

Virada_California
 www.virada.com
 export@virada.com



Port Ready FCA Pricing for Importers. MOQs to be Advised per Varietals.

Photos of ocean container loadings taken at Day of Departure.

Container IDs to match Bill of Lading and Commercial Invoice.

True prices to be strictly adhered to for transactions to all Ports of Entry.

Prices stated below real values for customs authorities are absolutely prohibited.

All brands wholly owned and exported by Virada.

All brands produced and bottled for Virada by authorization only.

Virada is a licensed USA wine exporter since 2004 from San Francisco Bay, California.

Any copying of Virada brand names and/or images without written authorization, domestic or international, subject to legal prosecution.



France's
Imperial Pedigree

NAPOLÉON III LE SECOND EMPIRE

8 personages 8 varietals

Fall 2022

Pour le Peuple

The brand was created to attract and focus attention to the unique legacy of France, making the wines not intimidating but rather more inviting for today's inquisitive and intelligent consumer. This brand is worthy of any importer to add to their portfolio who is daring to showcase a masterstroke brand so remarkably different than the rest. This brand is not for inconsequential indifferent importers not willing to take measured risk but, instead, for those bright and bold to take a lead — make a charge in their selections ahead of their indecisive competitors. *Pour le Peuple* is made to make its mark in the world and the opportunity is now.

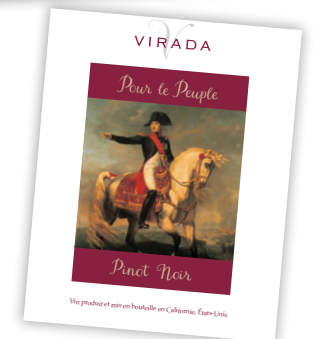
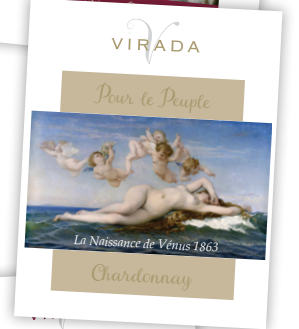
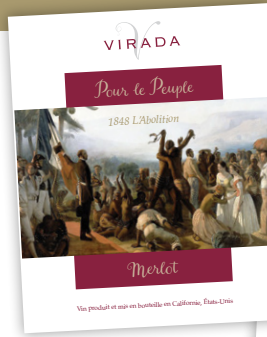
These wines are geared for those inquisitive souls that are willing to expose themselves to the French experience while shrewdly deflecting the full cost to do so. With classic French art and playful brand name, the wines offer the pretentious veneer sought for establishing prestige and status, conferring a modicum of recognized pedigree so cherished by wine consumers. France's art plus history is front and center as a key advantage. Each bottle can be perceived as an emulation of an objet d'art that give rise to consumer's misty French fantasies. The brand's bottles are designed to be as though pouring ornaments that may provoke conversations and joie de vivre. The finished bottles may likely be kept as souvenirs which will promote the brand for further recognition if not sentimental affection.

These affordable wines, are most certainly not competing for the attention of privileged people of exceptional wealth. These wines, though decidedly delicious, offer a fresh look as an homage to beloved France. It binds the French legacy with a present perspective, yet accessible by price.

Pour le Peuple wines are designed for everyday people for pouring with family, friends and associates to enjoy the moment; ideal for hospitality venues to add a loaded twist of zest to their lists.

The wines are not competing with classified wines from France yet give those who do indulge a fair sense of taste of the French experience from a true historical perspective.

tastier
The truth is ~~stranger~~ than fiction.



 Virada_California
 www.virada.com
 export@virada.com

The target market are for those tender souls and tested travelers trying to make ends meet in the world. *Pour le Peuple* are For the People: those of us without the benefit of family-held mansions and regal rolling estates, working to hold down life with our humble daily toil. These wines are for those who must settle to preserve a warm smile on their faces to courageously face the challenges of each given day.

These are wines that will prove to be remarked upon first for their double-look labels and then for their satisfying constant quality. These are wines to be sold without overinflated prices offering both substance and style on their own terms.

The proof for importers will be the demand for return purchases made when *Pour le Peuple* is introduced. The varietals can be readily identified by magnetically-charged labels which will draw consumer's attention for reflection, remark and certain purchase. This brand will prove to be a wise addition to duly consider.

After a significant investment, the composite of Faux-Bordeaux 1855 and *Pour le Peuple* are wines we are proud to export as an ideal confluence of unapologetic quality finely balanced with thoughtfully artistic perspectives that illuminate indelible truths of France still impacting our day. The selection is congruent for today's modern electric lives demanding unvarnished satisfaction that must steadily resonate in the present from the unfading shade of the past.

Importer inquiries are encouraged.

