



NICOLAS

DEPUIS 1822

Nous prenons soin de vos vins

PRESS KIT



EUDES MORGAN, MANAGING DIRECTOR

« **N**icolas, before being a brand, is the name of our creator Louis. A

name that has entered the history and culture of our cities and our lives. Just as you can have your neighbourhood market or your family doctor, you also have your wine merchant, and that for generations since 1822.

Nicolas embodies the timeless values of Quality, Passion, Sharing, Pleasure and Commitment

Values continually revisited and reinvented, in what we could call the 5 pillars of Nicolas' architecture that are the products, the wine merchants, the stores, the services and the advertising. »

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1 OUR HISTORY, THE ORIGIN OF SUCCESS



*Donn Michel
son vieil ami -
A. M. Cassandre - 35*

OUR HISTORY, THE ORIGIN OF SUCCESS

Everything began in **1822** under Louis XVIII when Louis Nicolas revolutionised the way of consuming wine by proposing that it be sold in bottles. The Nicolas company was established in Paris with the opening of a boutique and three depots, the beginning of a great human adventure. At a time when wine was either drunk on at an establishment or

bought by the barrel, Louis Nicolas' idea would change everything

After this revolutionary concept of wine in a bottle the NICOLAS name would become a guarantee of superior quality wine sold at a reasonable price and with traceable origins.

In **1840**, Louis Nicolas put in place a home delivery service which would mark a new chapter in the history of wine



NICOLAS ADAPTS TO SUIT THE DEMANDS OF EACH ERA



In **1988**, Nicolas is integrated into the Castel Group, a historic family-owned business with a strong and unique identity. The two family businesses share common values; each of them, in their field, assures quality and rigor for the satisfaction of wine lovers. As ambassadors of French wine Castel and Nicolas showcase French winemaking internationally.

Today Nicolas continues to innovate and develop new services and remains one of the references of the sector.



SINCE THE LAST CENTURY

1955

Patent at the INPI the 100cl bottle which inspired the bottles we know today.

1926

Etienne Nicolas asked the architect Pierre Patout to design a **new store model**, breaking away with all of the above and resolutely modern. The material used is called LAP (coloured cement).

1966

Nicolas is the first to offer the Beaujolais Nouveau on a large scale.

1981

First "Champagne Fair" on the occasion of Saint-Nicolas. Nicolas is the first and only one to offer such a depth of range.

2000

Nicolas is the pioneer of online wine sales with the opening of its merchant website.

2008

Introduction of organic wines in all Nicolas stores.

2013

Nicolas sets up the **collection of cork stoppers** in all its stores for the planting of cork oaks in the Eastern Pyrenees.

2015

To celebrate its 150th birthday, **Le Printemps Galleries (Group Lafayette) chooses Nicolas to create its anniversary Champagne cuvée.**

2016

Nicolas launches **Les Vinissimes**, a unique tasting and sales event for prestigious wines.

2020

Launch of the **Green loyalty program** and implementation of **secure remote payments** in regards to phone sales.

2 QUALITY, THE CREDO



QUALITY, SHARING, PASSION, PLEASURE, COMMITMENT

QUALITY, THE CREDO

Nicolas makes quality a full-fledged approach in which its demanding values flourish. To this end, two essential steps are always observed: an approval, to authorise or not the purchase and a release quality control on reception and throughout the life of a bottle.



.....**2**.....

3 THE MAISON NICOLAS OR THE MULTIFACETED WINE



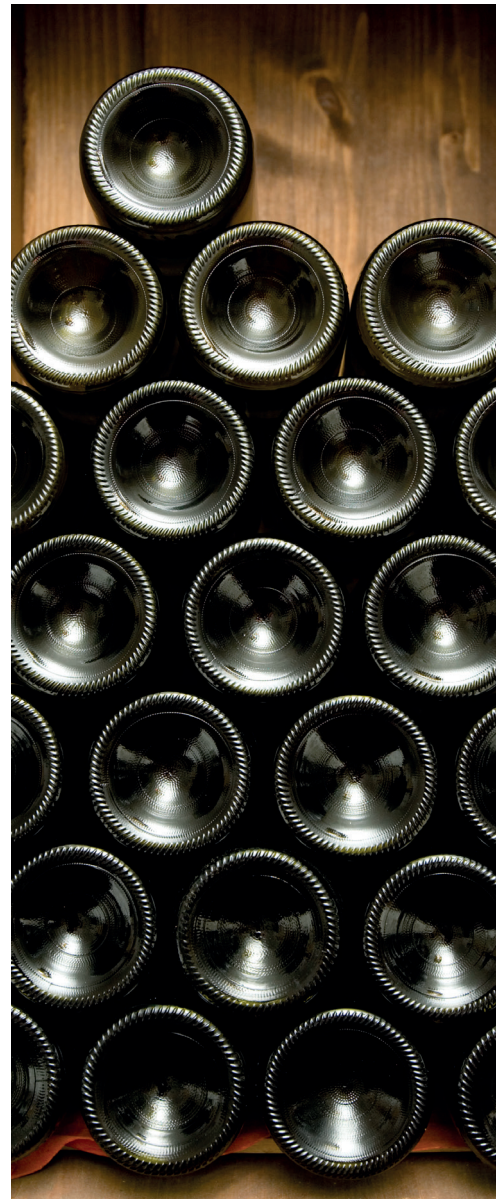
QUALITY, SHARING, PASSION, PLEASURE, COMMITMENT

THE MAISON NICOLAS OR THE MULTIFACETED WINE

Nicolas, the guarantee of choice and quality

Nicolas stores offer the most complete range in the market and guarantee the sale of **250 références** of essential wines, champagnes, spirits and beers, which the wine merchant completes by choosing their wines and spirits from a catalogue of over **1500 preselected national bottles** and **700 regional references**.

A clear and intelligent presentation in the store allows to simplify the products offered (areas for champagnes, gifts, spirits, etc.).



..... **3**

4 NICOLAS' MASTERY OF SERVICE



QUALITY, SHARING, PASSION, PLEASURE, COMMITMENT

NICOLAS' MASTERY OF SERVICE

If advice is a key principle at Nicolas, the wine merchant also develops tools and services entirely dedicated to their customers such as the Loyalty card, delivery*, personalization, e-reservation, chilled wines and champagnes, or the 14% tax refund: everything is done to ensure everyone feels pampered.

Digital resources are also at the service of customers with the possibility for personalization by digital message via a Livstick and the e-reservation, an online bottle reservation device to be found in the nearest store, fresh, packaged or personalized.

** Home delivery or the Intervina service for sending gift boxes in France and abroad.*



5 NICOLAS IS COMMITTED TO THE PLANET



The collection of corks, an eco-citizen initiative

In the autumn of 2016 Nicolas inaugurated its first cork oak forest in the Pyrénées Orientales, in collaboration with the **Fédération Française du Liège**.

This project was started by Nicolas 3 years ago by putting collecting urns, available to all, in each of its stores. The 15 million used corks deposited so

far are recycled into decorative articles, insulating materials, aerospace parts or electrical energy. The funds raised are then used to finance the planting of trees with 1 cork oak tree planted for every 8000 corks collected.

To date, nearly 2000 trees populate this young forest.

This simple gesture is a strong commitment for the future.

NICOLAS IS COMMITTED TO THE FUTURE

At Nicolas, we practice a responsible and sustainable approach to our business:

- **Sorting and recycling** of waste from our business: cardboard, glass, paper, corks, plastic, computer tools and obsolete furniture.
- Respect of the CO² charter framed by the ADEME for transport professionals. **Eco-driving** training for drivers set up and monitored under this charter.
- Nicolas is committed to reducing the carbon footprint of its business by supporting the acquisition by its transport provider of new heavy goods vehicles running on **gaz naturel de Ville** (natural gas).
- Using **wood from eco-managed forests** (PEFC or FSC labels) for store equipment and paper supply.
- Sustainable development and the various agroecological labels carried by products sold in our shops is a theme integrated into the training of our wine merchants

Sustainable development is the subject for an annual awareness-raising event for head office and network staff, including eco-friendly campaigns.

Sustainable development is a subject of major importance that is a concern for everyone:

- The men and women on the ground who are the wine merchants who volunteered to become the ambassadors of this topic for the entire network.
- The head office teams who ensure the guidance of each action.

QUALITY, SHARING, PASSION, PLEASURE, COMMITMENT

NICOLAS, A FRENCH BRAND

In France, Nicolas counts with **500 stores** of which 320 are in Paris and its surrounding region and 11 in the Overseas department.



... THAT IS GROWING
INTERNATIONALLY

Nicolas also extends the pleasure of wine abroad and has not ceased to grow, counting today with 65 stores carrying the Nicolas brand. The french wine heritage is thus represented in a controlled manner in other countries,

whether they are on borders or off the African continent.

There are thus stores integrated of the brand in:

- Switzerland
- Belgium
- Monaco

And in franchises in 7 other countries:

- Morocco
- United Kingdom
- Mauritius
- Spain
- Lebanon
- Madagascar
- Taiwan



500
SHOPS
IN FRANCE



320
SHOPS
IN PARIS AND ITS
SURROUNDING
REGION



65
SHOPS
OUTSIDE METROPOLITAN
FRANCE AND CORSICA

..... **6**

QUALITY, SHARING, PASSION, PLEASURE, COMMITMENT

NICOLAS IN NUMBERS



262 M€
SALES REVENUE
IN FRANCE IN 2020



18 000
SAMPLES
TASTED EVERY YEAR



530 000 €
AVERAGE REVENUE
OF A SHOP



1 500
REFERENCES
EXCLUSIVE AND SPECIFIC PRODUCTS
FOR NICOLAS



550 675
ACTIVE LOYALTY CARD
HOLDERS



700
LOCAL REFERENCES



765
WINE MERCHANTS
NICOLAS



100
WINE
MERCHANTS
HIRED PER YEAR

.....**7**.....



Nous prenons soin de vos vins

www.nicolas.com



ALCOHOL ABUSE IS BAD FOR YOUR HEALTH, PLEASE CONSUME IN MODERATION.

Nicolas, S.A. au capital de 1 921 152 € – 1, rue des Oliviers, 94320 Thiais – RCS Créteil B 312 066 238.