



close to the Stars, close to the Earth...

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FOR IMMEDIATE MEDIA RELEASE
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Caelestis for WWF

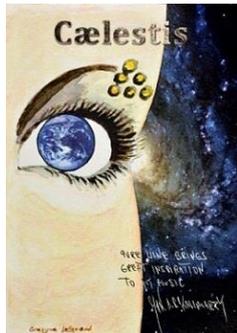
Caelestis is the first brand created among the prestigious Bordeaux Grand Crus Classés to be auctioned annually in London, New York and Hong Kong to benefit local WWF and heighten public awareness about the environmental implications of wine production and consumption.

About Caelestis

Caelestis is entirely dedicated to the World Wildlife Fund and created from the prestigious Château Fonroque Saint-Emilion Grand Cru Classé bio-dynamic wine elaborated by a renowned producer and oenologist Alain Moueix who autographed the back label.

This fine wine is a rarity because among a total of 176 Bordeaux Grands Crus Classés (Classified Growths), there are only 3 bio-dynamic Grands Crus Classés wines (barely 2.27% are organic). Caelestis is not sold in shops and only 15 bottles are produced each year making Caelestis one of the rarest wines in the world.

Caelestis means in Latin Celestial (Céleste – in French, Celeste – in Spanish, Italian) and symbolises the importance of the sky which helps us to formulate our point of view (from the Earth) on everything which surrounds us.



The first unique label also draws upon many symbols: a human face and the sky refer to our belonging to an 'ecosystem' of the Universe and our dependency on its forces, the eye symbolizes the Earth seen from space showing its fragility and our vigilance about our actions concerning "our common home" – the blue planet. The bunch of grapes also shown in our logo refers to the wine production and consumption which have a great impact on the environment and our health.

The first label was autographed by the Oscar-winning composer ('Finding Neverland') Jan A.P. Kaczmarek, who is also the founder of the "Transatlantyk" – Poznan International Film & Music Festival. Also, Jan A.P. Kaczmarek generously donated a very special piece of music "Caelestis Impromptu" to listen on the Caelestis internet site: www.caelestis-bio.com

Caelestis 2012 charity auction results

Special thanks to the generous anonymous buyers of Caelestis for their contribution to WWF and to all the people who helped us to create the first Caelestis and organise the first auctions.

5 Caelestis bottles, (vintage 2009 considered as the best Bordeaux vintage in recent times) presented in a special handcrafted case in the shape of a book made of ancient wood with a different award winning photograph and dedicated by the CEO of the WWF UK to thank buyers for their contribution, were auctioned on each continent.

- HONG KONG, 31 January 2013 – Caelestis was donated to WWF Hong Kong because the auction "online" did not raise funds.
- USA, New York, 9 January 2013 – auction "online" by "Charitybuzz" raised \$1500 for WWF USA.
- UK, London, 27 November 2012 – auction live" and "online" with "Bid For Wine" at "Dreweatts/Bloomsbury Auctions raised £825 for WWF UK. Special guests were: Patrick Laine from WWF UK and Alain Moueix of Château Fonroque". "Caelestis Impromptu" premiere took place before the auction at the cocktail with the "official" TRANSATLANTYK 2012 International Film & Music Festival bio-dynamic wine (bearing the festival poster and festival logo).
- POLAND, Poznan, 16 August 2012, – launch of Caelestis by Jan A.P. Kaczmarek at the "Transatlantyk" Poznan International Film & Music Festival during the Culinary Cinema: <http://www.caelestis-bio.com/films.html>

Caelestis 2013 NEWS

15 bottles of Caelestis vintage 2010 to share between 3 continents will be sold this year at charitable auctions in London, New York and Hong Kong with all the proceeds going as usual to local WWF. An original Caelestis label will be autographed this year by a representative of the American continent – a famous Hollywood star. Next year an original Caelestis label will be autographed by a representative of the Asian continent.

"Unsustainable agriculture practice represents one of the greatest threats to the natural world of our generation".

David Nussbaum, Chief Executive WWF UK

Caelestis aims to collect funds annually for WWF on three continents and draw public attention to the environmental impact of wine production and consumption: www.caelestis-bio.com