



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

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WWF
Caelestis for WWF

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Caelestis is the first non-commercial 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.

Caelestis NEWS

Only 15 hand-crafted cases made of ancient wood each containing a bottle of Caelestis vintage 2010



and a bottle of the specially created rarest organic luxury perfume 'Caelestis fleur de vigne' (vine flower) presented in an exclusive hand-crafted perfume bottle are auctioned on 3 continents with all the proceeds going directly as usual to local WWF:

- HONG KONG, auction date to be announced
- USA, New York, 17 Dec. 2013 "online" auction raised \$1125
<http://www.charitybuzz.com/support/CaelestisforWWF/>
- UK, London, 20 Nov. 2013, Dreweatts & Bloomsbury Auctions ("live") <http://www.dnfa.com/> & Bid For Wine ("online") - charity auction raised £730



Close to the Stars..., close to the Earth... This very original Caelestis wine label symbolizes the link between the heart of this biodynamic wine and the cosmos which has influenced its creation. (Bio-crystallization method of analysis visually demonstrates the presence of formative forces acting on living organisms which emanate from the Earth, the Sun and other planets)

Caelestis wine label has been autographed by the famous Hollywood star Frances Fisher

Alain Moueix French renowned producer and oenologist of Château Fonroque who elaborates the wine describes the image: 'As an artist, this beautiful picture illustrates the intensity of life forces, of expression and harmony magnified by bio-dynamics'.



The luxury 'Caelestis fleur de vigne' organic perfume has been specially created by the Higher School of Perfume in Paris and the beautiful symbolic hand-made bottle was crafted by the French National School of Glass Crafts 'Lycée Jean Monnet' as a 'green' educational project.





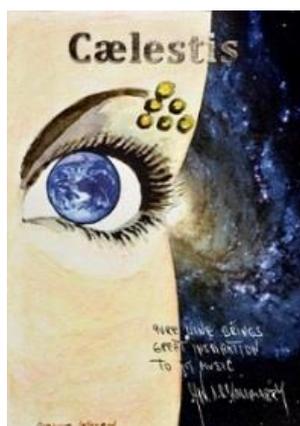
close to the Stars, close to the Earth...

About Caelestis

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

This fine wine remains a rarity because among a total of 176 Bordeaux Grands Crus Classés (Classified Growths), there are only 3 biodynamic Grands Crus Classés wines (barely 2.27% are organic). Caelestis is not sold in shops and only 15 bottles are auctioned each year on three continents 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 **Caelestis** label draws upon many symbols and 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: <http://www.caelestis-bio.com/japk-music.html>*

Caelestis 2012 charity auction results on three continents

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, organise the first auctions and raise funds for WWF locally.

Caelestis charity auctions raised:

- in London £825 for WWF UK with Dreweatts & Bloomsbury Auctions and Bid For Wine
 - in New York \$1500 for WWF USA
- in HONG KONG Caelestis was donated to WWF Hong Kong

"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