

E-STUDI'OZ

BORDEAUX - PARIS



PMG PRODUCTIONS

PRESS KIT

Eastbound
WESTBOUND

**A Winemakers' story
from Bordeaux and California.**

DOCUMENTARY FILM



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INTRODUCTION

Bordeaux digital strategy agency E-Studi'Oz is launching an original wine documentary in 2022, aimed at American and then European SVOD platforms: Eastbound Westbound, a winemaker's story from Bordeaux and California.

This modern and fast-paced cinematic documentary was conceived from an original idea by Gérard Spatafora and Frédéric Lot, founders of E-Studi'Oz, co-written by Jeffrey Davies, and directed by Julien Couson, PMG Productions. This investigation aims to trace, understand and demonstrate the historical and unwavering links between the United States, Bordeaux and its wines.

An investigation like no other, Eastbound Westbound lets the viewer understand how this Franco-American friendship around Bordeaux wines had its starting point in the 18th century around the greatest connoisseur of fine wines and lover of Bordeaux, the American Thomas Jefferson, US Ambassador to Paris and third President of the United States. To better demonstrate Thomas Jefferson's legacy, this intimate relationship between the two winegrowing continents is illustrated through interlinked portraits of wine families, from many and varied backgrounds but all sharing a real passion for wine. Leading players in their field, they produce some of the best wines in the world. These endearing and outstanding women and men are introduced in a more contemporary section by the American wine merchant and former wine journalist Jeffrey Davies, an expert on the terroirs and winemaking fabric in Bordeaux and on the other side of the Atlantic.

This project, started in 2020, was made possible through the support of four great and charismatic Bordeaux wine families, the main actors in this film, appearing as themselves in this opus. HRH Prince Robert of Luxembourg (Château Haut-Brion and La Mission Haut-Brion in Pessac-Léognan, and Quintus in Saint-Émilion), Alfred, Justine and Noé Tesseron (Château Pontet-Canet in Pauillac and Pym-Rae in Napa Valley), Claire and Gonzague Lurton (Château Haut-Bages Liberal in Pauillac, Château Dufort-Vivens in Margaux and Acaibo in Sonoma) and finally Denise Adams (Château Fonplégade in Saint-Émilion and Adamus in Napa Valley) are the cornerstone of this first episode. These charismatic families, all major wine producers, were drawn by the spirit of entrepreneurship, while taking risks to taste the "California dream". Other well-known American names have taken the opposite path by investing in the Bordeaux vineyard, the true epicenter - in reputation as well as in know-how - of world viticulture.

E-Studi'Oz, a subsidiary of the Ozco group, and PMG Productions, co-producers of the documentary, offer a thrilling investigation, plunging the viewer into the heart of the history and culture of wine.

« In addition to the classic offer in cinemas and on television, with TV less popular than in the past, the offer is shifting significantly towards SVOD such as Netflix, Amazon Prime Video, Apple TV+, Discovery, etc. The lifestyle category (gastronomy, history, knowledge, etc.) is ever-more appealing.

In this context, we wanted to develop dedicated wine content for these platforms and to honor passionate winegrowers from unique backgrounds. »

Frédéric LOT, founder of E-Studi'Oz and producer

«In the next few days, we will be presenting the documentary to content buyers for their 2022 schedules. For information, the potential number of viewers for this niche subject, on a platform such as Netflix, can represent 600,000 wine lovers in the United States. Globally, a group like Discovery would reach more than 4 million people who have a passion for wine, history and knowledge.

This is our first episode but we will be developing other topics, covering other regions in the coming months! »

Gérard SPATAFORA, founder of E-Studi'Oz and producer

E-STUDI'OZ AND PMG PRODUCTIONS PRESENT
A FILM DIRECTED BY JULIEN COUSON
WRITTEN BY FREDERIC LOT, JEFFREY DAVIES AND JULIEN COUSON



S.A.R. PRINCE ROBERT DE LUXEMBOURG
CHÂTEAU HAUT-BRION
CHÂTEAU LA MISSION HAUT-BRION
CHÂTEAU QUINTUS

ALFRED TESSERON
CHATEAU PONTET-CANET
TESSERON COGNAC
PYM-RAE

STARRING

CLAIRE ET GONZAGUE LURTON
GC LURTON ESTATES
CHATEAU DURFORT-VIVENS
CHATEAU HAUT-BAGES LIBERAL

DENISE ADAMS
CHATEAU FONPLÉGADE / ADAMYS

Eastbound WESTBOUND

A WINEMAKERS' STORY
FROM BORDEAUX AND CALIFORNIA

SPECIAL GUEST STAR: ROBERT PARKER & GEORGES SAPE

E-STUDIOZ AND PMG PRODUCTIONS PRESENT «EASTBOUND WESTBOUND, EP.1 BORDEAUX AND CALIFORNIA» PRESENTED BY JEFFREY DAVIES
SCREENPLAY BY: FREDERIC LOT, JEFFREY DAVIES, JULIEN COUSON ORIGINAL IDEA: FREDERIC LOT, GERARD SPATAFORA PRODUCTION: E-STUDIOZ, PMG PRODUCTIONS
PRODUCERS: FREDERIC LOT, GERARD SPATAFORA, JULIEN COUSON DIRECTOR OF PHOTOGRAPHY: GEOFFROY VIRGERY ORIGINAL MUSIC BY LAURENT COUSON
SOUND ENGINEER: FREDERIC LOT, JEREMIE GERBORE COSTUMES: GROUT33, PERUKE MAKE-UP ARTIST: AMANDINE MALINSKI
EDITING BY GEOFFROY VIRGERY, JULIEN COUSON VFX AND VISUAL EFFECTS BY TRONATIC STUDIO VFX SUPERVISOR: MATHIEU GASQ DIRECTED BY JULIEN COUSON

E-STUDI'OZ
BORDEAUX - PARIS

PMG PRODUCTIONS

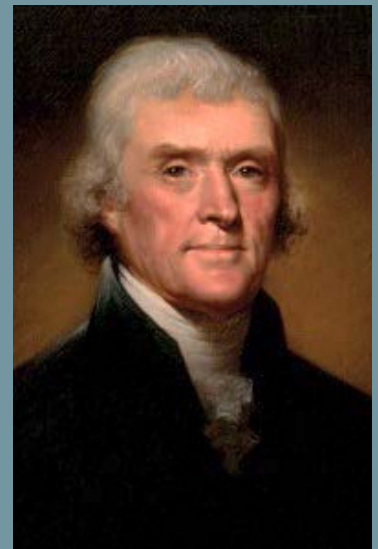
1. DOCUMENTARY PITCH

Eastbound Westbound « A winemaker's story from Bordeaux and California » or the story sealing the union of Bordeaux wines and the United States, from the 18th century to the present day.

From an original idea by Gérard Spatafora and Frédéric Lot, *Eastbound Westbound* "A winemaker's story from Bordeaux and California" is an investigation that aims to trace, understand and demonstrate the historical and fundamental links between the United States, Bordeaux and its wines. Immersive investigations that let the viewer understand how this Franco-American friendship around Bordeaux wines had its starting point in the 18th century around the greatest connoisseur of fine wines and moreover a lover of Bordeaux, the American Thomas Jefferson.

A man of culture, science, philosophy, the spirit of the Enlightenment, one of the "5 founding fathers" of the young American nation, he was also United States ambassador to Paris before taking up residence in The White House as the third President of the United States. His short stay in Bordeaux in 1787 - including his famous visit to Château Haut-Brion on May 25, 1787 - was to have repercussions for centuries to come.

In his passion for France and the fine wines of Bordeaux, was Thomas Jefferson influenced by other Americans? What did he find so special about Bordeaux wines? What remains of his heritage today and what benefits do Bordeaux wines still derive from it today in their commercial relationship with the United States? Who are his spiritual heirs?



Thomas Jefferson arriving at Haut-Brion, May 25, 1787. Scene from the film Eastbound Westbound, a winemaker's story from Bordeaux and California.

Credit: Copyright © Eastbound Westbound 2021

2. DESCRIPTION OF THE DOCUMENTARY

Franco-American influences at the heart of the Bordeaux wine market.

While 43% of Bordeaux wines are now exported, including 16% to North America, making the United States the 2nd destination by volume at 26 million bottles (2020 figures, CIVB sources), what was the situation in 1787? At the end of the 18th century, this market - compared with others - was still in its infancy. Thomas Jefferson - who had arrived in Paris in 1785 to work on diplomatic relations with France - arrived in Bordeaux from the south, after a long journey through the Italian vineyards and those of south-east France. What he discovered in Bordeaux would enchant him: a prosperous vineyard with wines that already enjoyed a certain reputation, a city bustling with business, and finally a "port of the Moon" that was buzzing, after centuries of trade with England, the Netherlands, some Scandinavian nations, and the Lesser Antilles in the Caribbean.

Apart from his work as a diplomat, Thomas Jefferson would also become a fervent ambassador for Bordeaux wines. The future 3rd President of the United States was to become a major influencer in drawing attention to the fine wines of Bordeaux. He succeeded in imposing them, not without diplomacy, on the American continent, within his political circle and, finally, in The White House itself.

Nothing more was needed for Bordeaux to become fashionable in the United States, among insiders as well as among admirers of a certain idea of France, its revolutionary character and its spirit of the Enlightenment, held in high esteem by Jefferson.

A new page was then written in the history of the Bordeaux wine trade, facilitated by Jefferson's active recommendations and his political projects to abolish taxes to promote free trade between France and the United States.

Today, many Bordeaux and Californian wine trade players - feeling that they are the legitimate heirs of this Franco-American cultural and viticultural friendship - fervently cherish the memory of Thomas Jefferson, following in his footsteps, perpetuating and passing on his heritage, generation after generation.



From left to right, Thomas Jefferson, Benjamin Franklin and John Adams, gathered around a fine Bordeaux wine. Scene from the film Eastbound Westbound, a winemaker's story from Bordeaux and California.

Credit: Copyright © Eastbound Westbound 2021

As part of this investigation, a more contemporary section of the documentary features charismatic wine-producing families, including three Bordeaux families driven by a constant spirit of entrepreneurship, having decided to take risks to taste the "California Dream". Other well-known American names have taken the opposite path by investing in the Bordeaux vineyard, the true epicenter - in reputation as well as in know-how - of world viticulture.



Alfred Tesseron and Noé Tesseron, Tesseron Cognac. Scene from the film Eastbound Westbound, a winemaker's story from Bordeaux and California.

Credit: Copyright © Eastbound Westbound 2021

TOPICS COVERED :

To link the investigation between the past and the present, the documentary addresses cross-cutting and complementary themes between the families and the locations where the action takes place:

- The historical, cultural and viticultural link between Bordeaux and the United States: past, present and future.
- Entrepreneurship and risk-taking in the vineyards of Bordeaux as well as in Napa and Sonoma Valley.
- Living more responsibly (an environmentally friendly approach) by producing wines from organic farming and/or biodynamics.
- Californian terroir vs Bordeaux terroir.
- The culture of blended wines, today common to Bordeaux and California
- Wine in its sensual and civilizational aspect (wine culture, tradition, etc.)
- Passion as an essential driving force in entrepreneurship.
- Women in the world of wine estates and their role.
- Passing on family properties, from generation to generation.

MAIN FILMING LOCATIONS

In a little over 80 minutes, the documentary presents a multitude of locations where the investigation takes place. Filmed largely in Bordeaux, France, and in the United States, in both New York (Manhattan) and Napa and Sonoma in California, Eastbound Westbound “A winemaker’s story from Bordeaux and California” covers locations that are both emblematic and inseparable from the symbols they represent.

Thus, the city and the cultural center of Bordeaux, its quays, its historic center, its monuments, the Cité du Vin, the oldest part of the library at the Bordeaux-La Victoire Faculty of Human Sciences, the Garonne river, the CIVB and its Wine Bar, châteaux Haut-Brion and La Mission Haut-Brion in Pessac-Léognan, châteaux Lafite-Rothschild, Haut-Bages Libéral and Pontet-Canet in Pauillac, châteaux Quintus and Fonplégade in Saint-Émilion, the village of Saint-Émilion and its vineyards.

For the American part, the city of New York, Manhattan Island, California with San Francisco and its bay area, Napa Valley (Mount Veeder Hills in the Mayacamas Mountains, Howell Mountains) and Sonoma Valley (Chalk Hills) where Pym-Rae, Acaibo and ADAMVS are located.

Filming locations:

- Château Haut-Brion (Premier Cru Classé en 1855, Pessac-Léognan)
- Château La Mission Haut-Brion (Cru Classé de Graves, Pessac-Léognan)
- Château Quintus (Grand Cru Classé, Saint-Emilion Grand Cru)

- Château Pontet-Canet (Cinquième Cru Classé en 1855, Pauillac)
- Pym-Rae (Californie, Mount Veeder in Napa Valley)
- Tesson Cognac (Charente)

- Château Durfort Vivens (Deuxième Cru Classé en 1855, Margaux)
- Château Haut-Bages Libéral (Cinquième Cru Classé en 1855, Pauillac)
- Acaibo Trinity Estate (Californie, Chalk Hill in Sonoma Valley)

- Château Fonplégade (Grand Cru Classé, Saint-Emilion Grand Cru)
- ADAMVS Estate (Californie, Howell Mountain in Napa Valley)

3. THE PROTAGONISTS

The most Bordelais of Americans, ace investigator: the American Jeffrey Davies.

To carry out this investigation, crisscrossing two continents from east to west, the producer called on that most Bordelais of Americans, Jeffrey Davies. Former wine journalist, wine merchant and an expert on the terroirs and winemaking fabric of Bordeaux and California, Jeffrey Davies was the investigator of choice. His perfect knowledge of the field - being familiar with wine players in Bordeaux as well as those in the United States - is a major asset. Accepting the mission that HRH Prince Robert of Luxembourg (Château Haut-Brion, Château la Mission Haut-Brion, Château Quintus) entrusted to him following an original discovery in the Château Haut-Brion archives, Jeffrey Davies, aided by his legendary phlegm, has no equal in digging out information, disentangling truth from falsehood, questioning his subjects to achieve his goals and showing himself worthy of the confidence shown in him by HRH Prince Robert of Luxembourg.

Role played in the film:



Scenes from the film *Eastbound Westbound*, a winemaker's story from Bordeaux and California.
Credit: Copyright © Eastbound Westbound 2021

PORTRAIT



Jeffrey Davies

CO-AUTHOR - FOUNDER OF SIGNATURE SELECTIONS

Jeffrey is one of the cornerstones of the film. Co-screenwriter of *Eastbound Westbound*, «*A winemaker's story from Bordeaux and California*», his expertise in the world of wine indirectly made him a technical consultant in the project.

Born and raised in the San Francisco Bay Area, only about an hour from Napa Valley, Jeffrey Davies developed an early fondness for the (fermented) fruit of the vine.

Graduated with honours from the University of California in 1974, he immediately went to Bordeaux where he enrolled in the institute of oenology. In 1975, he became one of the first two Americans to graduate from the institute. After his studies, he worked in the wine retail business, first in Bordeaux, then in New York at Bernard Weiser's famous "67 Wine & Spirits" store. He later moved to the Midwest, where he was hired to act as an importer of European wines. The "Wine Horizons" portfolio he built there included many wines from Bordeaux and Burgundy.

In 1979, he returned to France with his Bordeaux-born wife and began a journalistic collaboration with the renowned food and wine magazine GaultMillau, becoming the first American to write for this publication.

I am also proud to have been quoted in Stephen Brook's book *Bordeaux: People, Power and Politics* (Mitchell Beazley - 2001), and recurrently in William Echikson's *Noble Rot: A Bordeaux Wine Revolution* (WW Norton & Co. - 2004). Finally, I have been regularly quoted in newspapers and magazines ranging from «Figaro Magazine», «Le Monde», «Libération», «The New York Times», «The Wall Street Journal», and «The San Francisco Chronicle».

One of England's foremost wine journalists, Jancis Robinson, was kind enough to salute his work in the Languedoc over the past decade. To his great credit, Michel Bettane and Thierry Desseauve proclaimed in their monthly newsletter *Les Carnets de Dégustation* n°16: "We first tasted all the 2011s bought and marketed (for the most part) by one of today's best wine merchants, the American Jeffrey Davies (Signature Selections)."

The cast : four families linked by the vineyards of Bordeaux and California

To better demonstrate Thomas Jefferson's legacy, this intimate relationship between the two wine-growing continents is illustrated through interlinked portraits of four major wine families, from many and varied backgrounds. Despite their differences, these families share an entrepreneurial spirit and a real passion for the civilization of wine, the land, for wine in its hedonistic and cultural dimensions.

Choosing these properties was no accident. With the help of the protagonists, the producers wanted to find their way into the intimacy of properties belonging to families whose wish is to pass them on from generation to generation. The key location for conducting the investigation led by Jeffrey Davies is Château Haut-Brion (a First Growth in the 1855 classification and Cru Classé de Graves). The film could not fail to feature this prestigious growth (the oldest in Bordeaux). A property inextricably caught up in the history of the United States and Thomas Jefferson, this modern and gripping cinematographic investigation uses it as the backdrop to dive deep into the diplomatic ties maintained by Haut-Brion and the young American nation of the late 18th century.

The documentary highlights prestigious names, renowned properties at the origin of some of the world's best wines. The owners featured in the documentary, appearing as themselves, are indeed the real actors in this film.



*HRH Prince Robert of Luxembourg (Domaine Clarence Dillon). Library scene.
Credit: Copyright © Eastbound Westbound 2021*



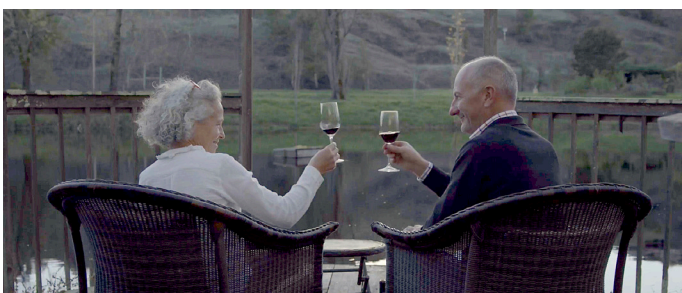
*Claire Villars-Lurton (Château Haut-Bages Libéral). Scene illustrating understanding of agro-forestry and biodynamics.
Credit: Copyright © Eastbound Westbound 2021*



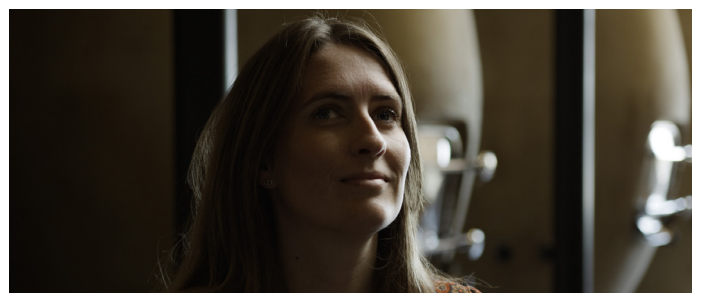
Noé Tesson and Alfred Tesson (Pym-Rae, Château Pontet-Canet). Scene explaining the family's dual presence in Bordeaux and Napa Valley. Credit: Copyright © Eastbound Westbound 2021



*Denise Adams (ADAMVS, Château Fonplégade). Lunch scene at Fonplégade (Saint-Émilion).
Credit: Copyright © Eastbound West-bound 2021*



*Claire Villars-Lurton and Gonzague Lurton (Acaibo, Sonoma Valley). Final scene by the lake in Acaibo.
Credit: Copyright © Eastbound Westbound 2021*



*Justine Tesson (Château Pontet-Canet). Vat room scene showing the new concrete vats.
Credit: Copyright © Eastbound Westbound 2021*

THE CAST: THE SPEAKERS

Dillon family:

With HRH Prince Robert of Luxembourg (CEO of Domaine Clarence Dillon)

Tesseron family:

With Alfred Tesseron (owner, father)

With Justine Tesseron (co-owner, daughter)

With Noé Tesseron (co-owner, son)

With Matthieu Bessonnet (technical director, Château Pontet-Canet)

Lurton family:

With Claire Villars-Lurton (owner, wife of Gonzague Lurton)

With Gonzague Lurton (owner, husband of Claire Villars-Lurton)

With Léopold Valentin (technical director, Château Durfort-Vivens)

With Thomas Bontemps (technical director, Château Haut-Bages Libéral)

With Nicolas Vonderheyden (technical director, Acaibo Trinity Estate)

Adams family:

With Denise Adams (owner)

With Hakima Dib (deputy director, Château Fonplégade)

With Romain Gonzalez (technical director, Château Fonplégade)

With Alberto Bianchi (winemaker, ADAMVS Estate)

Other influential US personalities.

Two major participants - featuring here as Guest Stars - did the honor of receiving the team in the United States during filming in early November 2021. Their accounts, providing additional insight into the investigation, are essential to understanding what unites Bordeaux wines and the United States, Thomas Jefferson's influence on contemporary Bordeaux winemaking, and the American market's love for Bordeaux wines.



*George Sape (President of the AFCDV - Shooting a scene in New York at Aldo's Wine Bar, Manhattan.
Credit: Copyright © Eastbound Westbound 2021*

George Sape :

Managing Director Emeritus, Epstein Becker & Green / President of the Board of the American Friends of the Cité du Vin (AFCDV)

This outstanding wine connoisseur, and leading New York lawyer, heads the "American Friends of the Cité du Vin", an association bringing together wealthy American families passionate about wine and which regularly organizes and finances events in Bordeaux as well as in the United States. A close friend of Prince Robert of Luxembourg, he is a patron and fund manager in New York. In particular, helped by members of the association, he raised the funds to finance the Thomas Jefferson auditorium at the Cité du Vin.

Since its inception in 2009, the Cité du Vin in Bordeaux has thus had support from American wine lovers, including the Adams family (Denise and Stephen Adams) and HRH Prince Robert of Luxembourg, whose Dillon family is a patron of honor for its substantial support during the development of the Cité du Vin.



*Robert Parker, founder of the Wine Advocate and international wine critic - Shooting a scene at his home in Maryland.
Credit: Copyright © Eastbound Westbound 2021*

Robert Parker:

International critic specializing in Bordeaux wines from 1978 to 2017, Founder of the famous Wine Advocate and its owner until 2012

A lawyer by training, Robert Parker is an undisputed authority, a wine encyclopedia known for 40 years for his commentaries on wines, and instigator of the revolutionary 100-point rating system. He quickly resonated with consumers around the world, with his comments on the 1982 vintage in Bordeaux helping to build the legend. He tasted the wines "en primeur", when most of them were still in barrel (the principle of primeur tastings). He found them superb, unlike other critics at the time, particularly English-speaking ones.

Justly admired and sometimes feared throughout his career, Robert Parker has left an undeniable mark on Bordeaux and other wines of the world, as the impact of his contribution as an opinion-former was colossal for the reputation of wines on international markets. He sold the Wine Advocate in 2012, continuing to be active until 2017 when he finally decided to enjoy a well-deserved retirement.

4. THE REALIZATION

The art of staging, lighting and shooting: Julien Couson, director of the documentary.

Capturing on film and giving flesh to the ideas germinating in the heads of the main originators of this project, Gérard Spatafora and Frédéric Lot, was precisely the mission entrusted to Julien Couson by E-Studi'Oz, co-producer of the documentary. Like any good director responsible for the making and technical direction of a film, a series, or a documentary, Bordeaux-born Julien Couson did not fail to meet expectations. Very attached to working with lighting and esthetic atmospheres, the documentary immediately benefited from a technical and artistic direction that have given it undeniable cinematographic quality, marked out by first-class historical re-enactments. Julien Couson is also co-producer and co-screenwriter of the documentary.

A backstage view of Julien Couson and the PMG Productions team:



*Behind the scenes - under the direction of Julien Couson, and his director of photography, Geoffroy Virgery - of the film Eastbound Westbound, a winemaker's story from Bordeaux and California.
Credit: Copyright © Eastbound Westbound 2021*

PORTRAIT



Julien Couson

FILM DIRECTOR - CO-FOUNDER OF PMG PRODUCTIONS

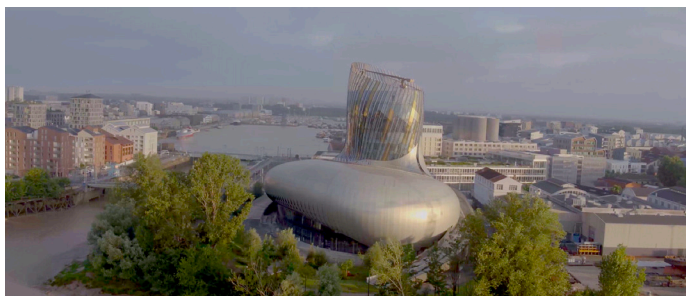
A native of Bordeaux, Julien Couson had been a producer for more than 10 years when he created the production company SAM Production in Paris, in association with his brother Laurent. Julien then took on the production of Petites Mains Symphonique, one of the most ambitious classical and jazz music projects in Europe for children, which has become a showcase for young French instrumentalists. He has produced concerts at the Olympia, the Grand Rex, the Casino de Paris... with teams of 50 people and 300 children, and also in Argentina and has worked on touring projects in South America and Asia.

Julien Couson is the director. In 2012, he created the film production and directing company PMG Productions in Tours, which specializes in three sectors: advertising, documentaries and 3D architectural films. Since then, Julien has shot films in the United States, Thailand, Cambodia, Italy, Moldova, Argentina, Switzerland, Germany, etc.

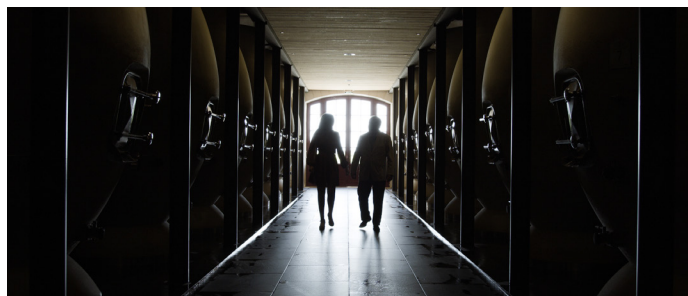
Julien has made more than a hundred documentaries or videos for brands like Cartier, Omega, Bulgari, Piaget, Montblanc, TAGHeuer, Bucherer, Bose, Champagne Arlaux, Chamberlan, Maison Vaincourt, Porsche, Singer Vehicle Design, Icade, ANRU, the NGO Pediatricians of the World, Universal Music, Château Latour, Le Rouge Français... and co-produced various short films and programs. Collaborations with Claude Lelouch, Serge Moati, Hugues Aufray, Didier Lockwood, Richard Galliano, Fills Monkey, Sarah Nemtanu, Jean-Jacques Goldman, etc.

MOODBOARD

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The Cité du Vin in Bordeaux



New vat room with concrete vats at Château Pontet-Canet



The 12th-century crypt cellar at Tesseron Cognac (Charente)



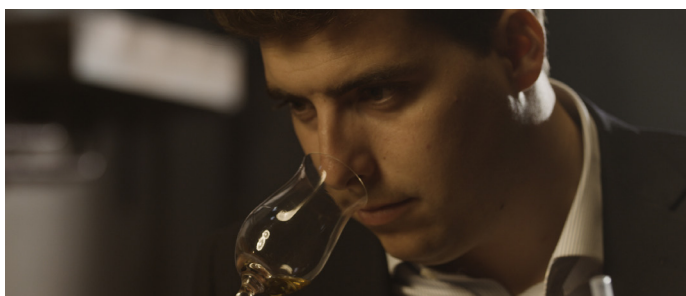
Jeffrey Davies, Claire Lurton, Nicolas Vonderheyden, Gonzague Lurton at Acaibo (Sonoma Valley - California)



Château Haut-Brion (Pessac) - scene featuring the arrival of Thomas Jefferson on a visit on May 25, 1787



Château Haut-Brion (Pessac) - scene featuring the arrival of Thomas Jefferson on a visit on May 25, 1787



Noé Tesseron at Tesseron Cognac (Charente) - blending Cognac scene



Claire Villars-Lurton at Château Haut-Bages Libéral (Pauillac) - scene featuring an olfactory emotion sequence



Denise Adams, the American owner of Château Fonplégade in Saint-Émilion and ADAMVS in Napa Valley.



Investigator Jeffrey Davies - scene featuring a very old bottle of Château Pontet-Canet (Pauillac)



Gonzague Lurton - scene shot at Château Durfort-Vivens (Margaux)



Alfred Tesseron, 3rd generation of the Tesseron, a leading figure in biodynamics in Bordeaux, at Château Pontet-Canet (Pauillac).



Gonzague Lurton - scene shot in the Dolia cellar at Château Durfort-Vivens (Margaux)



HRH Prince Robert of Luxembourg - scene shot in the library at Château Haut-Brion (Pessac-Léognan)



Villa Soriso - scene shot at Pym-Rae, Mount Veeder, Napa Valley, California



Acaibo Trinity Estate - scene shot in Chalk Hills, Sonoma Valley, California



Jeffrey Davies and Justine Tesseron - scene shot at Château Pontet-Canet (Pauillac)



Jeffrey Davies and HRH Prince Robert of Luxembourg - scene shot at Château Quintus (Saint-Émilion)

5. L'IDEE ORIGINALE

E-Studi'Oz, OZCO Group

Founded in May 2019 by Gérard Spatafora (Managing Director) and Frédéric Lot (Chairman), E-Studi'Oz is the Bordeaux agency of OZCO Group dedicated to strategic recommendation and expertise in the fields of marketing, Digital marketing, e-commerce and audiovisual communication strategy. E-Studi'Oz was born from the desire to offer clients of OZCO Group (a specialist in communication, advertising and press relations for wines, spirits and champagnes) marketing and digital expertise to support brand development both nationally and internationally, by setting brand-awareness and sales goals.

E-STUDI'OZ
BORDEAUX - PARIS

Frédéric Lot
AUTHOR, PRODUCER,
CHAIRMAN OF E-STUDI'OZ



Holder of an MPhil in Hellenistic philosophy, followed by a Master's degree in communication, strategy and marketing from INSEEC Bordeaux, Frédéric Lot is a former journalist, taster and wine editorial consultant. For more than 12 years, he specialized in Bordeaux, the Rhône Valley, the Loire Valley and Languedoc-Roussillon, regions that he covered for various media outlets. He was also an entrepreneur and, at the age of 24, created a press company in Bordeaux. In 2000, this company launched one of the very first online publications dealing with wines and spirits, including WebTV as from 2001 (the first WebTV dedicated to wine).

In 2009, wishing to move from prescription to the world of distribution, Frédéric joined wine merchant Millésima (5th largest buyer on the Place de Bordeaux) to launch a Rich Media / Brand Content division. Through this audiovisual service dedicated to video marketing strategy, Frédéric simultaneously held the position of Content Manager, working with a young dynamic team to coordinate digital activity and the implementation of all the merchant's digital content. Trained in shooting and scriptwriting techniques, he is also active in publishing and audiovisual production on the subject of wines and spirits.

The love of news media has never left him, however, and from 2013 to 2020 he also contributed as a wine expert on the 12/13 newscast on France 3 Aquitaine.



Gérard Spatafora

PRODUCER, AUTHOR,
MANAGING DIRECTOR OF E-STUDI'OZ

With more than 22 years' experience of the Internet and e-commerce, Gérard Spatafora is first and foremost an entrepreneur and creator of 2 start-ups in Canada (wine and travel sector). On his return from the USA, he went into fine wine distribution and for 7 years held the position of e-commerce manager for the wine merchant Millésima (European leader in online sales of fine wines in 15 countries - US, EU, Asia). At the end of 2014, he became Director of a Carre-four group start-up and a member of the management committee of Maison Johanès Boubée (€900m turnover). He is also Program Director and teaches management for the Wine MBA at INSEEC business school in Bordeaux (40 students per year, from international backgrounds). Gérard is also a very active speaker on wine e-commerce, having appeared at Vinexpo, Wine2Wine, London Wine Fair, Prowein, and HK Wine Fair. Gérard Spatafora is Managing Director and a shareholder of E-Studi'Oz, a subsidiary of OZCO Group.

6. TESTIMONIES OF THE AUTHORS, DIRECTOR AND PRODUCER

Notes from the creators of the original idea, Gérard Spatafora and Frédéric Lot

« We have a real passion for wine and its cultural dimension. How could we better highlight the dream and the fascination it arouses than through the audiovisual, this communication medium providing a living, immersive and sensory expression? We knew this would be the preferred angle.

A documentary was the most appropriate format. While Bordeaux and its wines have already featured on screen (in the cinema, TV fiction, documentaries, reports), Eastbound-Westbound does not set out to judge, stigmatize or argue over Bordeaux and its wines, or to denounce or caricature the big names under the sometimes reductive lens of the wine business, money, 'bling-bling' or focusing only on 'well-born' people.

Wine is international, its reach is global. We are all citizens of the world of wine. Starting the Eastbound-Westbound series with the viticultural relationship between the «old continent» and the «new world», through the lens of Bordeaux and California, was our first challenge, if not our priority. We needed an ambassador, a significant historical figure - whose mark is still evident today - embodying this mutual respect between Bordeaux and the United States on the issue of wine: Thomas Jefferson, the historical personality so esteemed in the United States and to whom Bordeaux is still indebted today. »

Frédéric LOT

« Our respective backgrounds in the wine and spirits sector have led us, over more than 25 years, to visit vineyards in France and elsewhere, meeting wine players along the way. Sometimes as influencers (journalists) then as communication, marketing and promotion professionals for properties and fine wines, this experience has long nurtured our urge to film these women and men, driven by the entrepreneurial spirit, the desire to found wine dynasties, to pass on the fruit of their efforts from generation to generation. Unique human stories marked out by successes, sometimes combined with difficulties of all kinds, where ultimately the determination for self-questioning remains paramount, to avoid breaking the dynamic of what these families build or perpetuate. It is this contagious optimism that we wanted to highlight. Focusing on these families - custodians of age-old know-how without turning their backs on innovative and therefore modern approaches - made perfect sense, as they have generously shared their craft, their history and welcomed us with trust for so many years.

The world of wine - from France and elsewhere - and Bordeaux in particular, is not that. It is something more: history, civilization, passion, life paths, ambitious choices, successes and mistakes in the service of a noble product that reconciles people, creates friendships, stimulates exchanges and dialogue, while promising happiness in the glass. »

Gérard SPATAFORA

Notes from the director, Julien Couson.



« The film/documentary *Eastbound-Westbound*, shot in English, invites the viewer to discover a part of wine-growing France (in this case Bordeaux) and the United States, more precisely the wine-growing region of California. The documentary is built around an investigation unraveling the historical links that have existed for nearly 250 years with, at the center, the place of Bordeaux wines and Bordeaux owners relative to the United States and the attraction of France for American families that have settled in the Bordeaux wine region. To achieve this, the co-producers (E-Studi'Oz and PMG Productions) wanted to make a documentary-investigation by focusing on the narrative of interlinked portraits, of strong personalities: all of this illustrated by Americans that have invested in France and Bordeaux families that have been attracted by the desire to do business in the United States: in this case, in California in the Napa Valley and Sonoma Valley regions. »

On the production itself:

« The documentary was shot from June to November 2021, at a pace that was intense but contemplative. The set of indoor and outdoor sequences - over nearly 90 minutes - is rich in locations, with multiple destinations and participants on the screen, interspersed with some historical re-enactments pertinent to the investigation. According to the producers' wishes, we opted for dynamic, modern editing with a very cinematographic approach, hoping to bring visual wonder but without artifice, all supported by the exceptional locations, the charismatic families appearing on camera with confidence, and the colorful participants. No one can fail to notice that it has been a point of honor to create carefully crafted, artistic images. *Eastbound-Westbound* is a film that contrasts and juxtaposes styles and images of Bordeaux and the United States. The shooting remains cinematographic (tracking shots, camera drone, Steadicam, aerial images).

The characters on screen - highlighted in an esthetic approach - are exalted and treated like fictional characters while in fact they are real.

There is particular focus on architecture, the environment, vineyard landscapes, tradition, innovation, vineyard work, winemaking, hands, eyes, looks, concentration, know-how, expertise. We pay homage to know-how, delicacy, craftsmanship, precise actions. With the properties selected for the documentary, there is no doubt that we are entering the world of luxury, though without locking ourselves into it.»



Jeffrey Davies (left) and the deputy director of Château Fonplégade, Hakima Dib (right). Scene from the wine library sequence shot at Château Fonplégade. Credit: Copyright © Eastbound Westbound 2021

Notes from the producers, Gérard Spatafora and Frédéric Lot.

« A Winemaker's Story from Bordeaux & California » is the first episode of the Eastbound Westbound documentary series. This episode tells the stories of wine enthusiasts, great entrepreneurs passing on their work from generation to generation, by featuring on-screen appearances by the families who are making the vineyards of today and tomorrow.

To make this documentary, we were looking for a technical team accustomed to the production of very cinematographic images and with past experience in the world of luxury (jewelry, in particular) and more incidentally in the world of wines and spirits: an asset, because understanding the language of wine is essential here. We therefore approached PMG Productions, with the Bordeaux cinematographer Geoffroy Virgery and the Bordeaux director Julien Couson; this duo undoubtedly showing great artistic and aesthetic sensitivity in their way of portraying a universe closely linked to the sensory and to the psychology of interviews.

Another key element was the American Jeffrey Davies. Initially a wine consultant on the project, providing the main voice-over at the heart of the documentary, the producers quickly realized that Jeffrey had other strings to his bow. Although Jeffrey Davies is not a professional actor, he nonetheless has great screen charisma. He sends out a sense of play, improvisation and staging. Beyond his role of guiding viewers through the images, Jeffrey Davies is an expert in his field with an in-depth knowledge of the Bordeaux and American wine-growing fabric that he has traversed since the end of the 1970s. His dual culture and skill, as well as his passion for wine, are also reminiscent of our historical character in the documentary, Thomas Jefferson. In many respects, the two characters have a lot in common in their quest for an integral understanding of wine and their taste for traveling across the world's vineyards.

The production team that we represent is made up of wine and image professionals, with many and different backgrounds, and decades of experience in audiovisual, wine journalism, communication, promotion, sales. Our own experiences have allowed us to discover passionate wine producers, often families with a rich history and unconventional life paths. We were also able to learn a lot about the expectations of wine lovers (consumers) and their thirst for discovering this universe and this product of civilization that is unique in the world.

In our view, a documentary film - which can just as easily fit into schedules in the lifestyle, gastronomy, culture or travel categories - is today the best 'medium' to allow wine lovers (with a greater or lesser interest in wine) to learn, while discovering actors (women and men) on screen who are at the head of astonishing properties, but who usually prefer to cultivate discretion. Thanks to distribution on American SVOD platforms in a first phase, then in Europe in a second phase, without forgetting the traditional broadcast channels, we are convinced we can reach a strong community of wine lovers who are interested in these subjects.

7. TRAILER OF THE DOCUMENTARY

<http://eastboundwestbound.wine>



8. TECHNICAL SHEET OF THE DOCUMENTARY

Title: Eastbound Westbound
“A winemaker’s story from Bordeaux and California”
Duration: 80 minutes
Genre: Documentary
Subject: Wine, portraits, history
Year of production: 2020/2021
Countries: France, United States

Format: 2:35
Print: Color
Medium: Digital
Language: English/American
Subtitles: English & French
Sound: Stereo

Director: Julien Couson

Screenplay: Frédéric Lot, Jeffrey Davies, Julien Couson
Original idea: Gérard Spatafora, Frédéric Lot

Production: E-Studi’Oz, PMG Productions
Producers: Gerard Spatafora, Frédéric Lot, Julien Couson
Executive producer: Julien Couson

Production manager
and press relations: OZCO agency
Production manager
E-Studi’Oz: Kim Loranger
Production manager
PMG Productions: Julien Couson
Distribution manager and
Representative producer: Gérard Spatafora

Chief cameraman / Director of Photography:
Geoffroy Virgery
Sound engineer: Jeremie Gerbore, JMG Studio
Location manager: PMG Productions

Drone: PMG Productions
Drone Pilot: Julien Couson, Geoffroy Virgery
Camera Operators: Geoffroy Virgery, Julien Couson, Antoine Szlafmyc

Editing: PMG Productions
Chief Editors: Julien Couson, Geoffroy Virgery
Sound mixer: Geoffroy Virgery, Julien Couson, Antoine Szlafmyc
Voice-over: recorded at JMG Studio

VFX and visual effects: Tronatic Studio
VFX supervisor: Mathieu Gasq

Original music and themes: Laurent Couson
Recording: recorded at Studio 28, Bangkok - The Modern Symphonic Orchestra

Technical resources: PMG Productions
Additional resources: AAA Prods

9. OZCO GROUP



Arnaud Serre
OZCO CEO
SHAREHOLDER IN E-STUDI'OZ

With more than sixty clients on its books, OZCO brings together major expertise in the world of wine, champagne and spirits to support its players in their communication strategies and help them manage their image in a constantly changing world. Managed by Arnaud Serre, advertising and media expert, and by his colleagues Valérie Kéréver, Eric Touchat and Philippe Maurange – all from the PR and media sphere – OZCO relies on responsive and creative teams to exercise its various activities (media relations, e-PR, visual communication, advice on buying space, events). OZCO GROUP has a Bordeaux agency, OZCO Bordeaux and is shareholder in E-Studi'Oz, specializing in marketing, digital and e-commerce expertise and making "wines and spirits" broadcast productions for international distribution on TV and SVOD. The group now generates €2m in turnover and supports its clients across various areas of expertise.



Philippe Maurange
OZCO BORDEAUX DIRECTOR
SHAREHOLDER IN E-STUDI'OZ

After more than 20 years at the Revue du Vin de France (RVF) as a journalist-taster and then Deputy Editor-in-Chief from 2008, Philippe Maurange joined OZCO Group in 2018. He took over as head of the Bordeaux agency, Lettres de Châteaux, which in 2019 became OZCO Bordeaux.

It was a return to his roots for Philippe, a native of Bordeaux, because he started his career with Marie-Stéphane Malbec (founder of Lettres de Châteaux) before joining Revue du Vin de France in 1996.

A lover and great connoisseur of fine terroirs, Philippe is a hands-on man who is in tune with the women and men who make wine and applies himself to meeting the communications needs of estates and châteaux.