



**BARON PHILIPPE DE ROTHSCHILD SA AND ROBERT TRENT JONES, JR., UNVEIL LIMITED
EDITION MOUTON CADET RYDER CUP CUVÉE IN TOKYO**

*Renowned Golf Course Architect Collaborates with the Bestselling French brand in Japan to Design the
Official Wine of the 2016 Ryder Cup*

Tokyo, April 19th, 2016 - After a successful launch in New York on the 23rd March, it is now in Tokyo that the limited edition Mouton Cadet Ryder Cup Cuvée will be revealed to press and golf aficionados in Japan. In order to celebrate Mouton Cadet as the Official Wine of the 2016 Ryder Cup., Baron Philippe de Rothschild SA has partnered with wine lover and legendary golf course architect **Robert Trent Jones, Jr.** to design this year's Ryder Cup limited edition. This special Mouton Cadet cuvée will be the official wine of The 2016 Ryder Cup at Hazeltine National Golf Club in Chaska, Minnesota - Sept. 27 - Oct. 2, 2016 – allowing wine lovers and golf enthusiasts a chance to enjoy a part of one of the most prestigious sport events in the world.

“The relationship between Mouton Cadet and The Ryder Cup began in Europe at the 2014 tournament, played in Gleneagles, Scotland. The partnership aligns two like-minded pursuits - golf and wine ” says Hugues Lechanoine, Managing Director of Baron Philippe de Rothschild SA. “When I met Robert Trent Jones Jr, we discussed links between golf and wine, and he spontaneously said yes to working on the design of our Ryder Cup Cuvée. We are delighted to collaborate with him on this exciting and meaningful project.”

Robert Trent Jones, Jr. started his career as a caddy or “cadet” of his own father, Robert Trent Jones, while learning the skills employed by golf architects. He and his father are the only father and son designers to have created original Ryder Cup courses. Hazeltine National Golf Club holds a particular significance, as his father created its original design for the 1970 U.S. Open, which he attended with his family.

With that as inspiration, Trent Jones, Jr. created an exclusive drawing for the Mouton Cadet Ryder Cup special cuvée, a sketch of a caddy – which serves as a tribute to his father, as well as to Baron Philippe de Rothschild, creator of Mouton Cadet and “cadet” of his own family.

“I am extremely honored to partner with Mouton Cadet on the design of this bottle,” added Trent Jones, Jr. “Wine - like golf – is about passion, respect for nature, etiquette and sharing moments in life. A golf course architect and a winemaker share a similar approach to their work: cultivating the land they are given, being true to the environment, enhancing the most pleasing elements of a landscape or a wine, providing either course challenges or tasting pleasures. The Ryder Cup brings together great golfers for a competition where team spirit means more than individual performance, exactly as blending wine brings more than one single varietal to create a special cuvée.”

The Mouton Cadet Ryder Cup Cuvée will be available from xxxx (date) in all Enoteca shops at xxx (price). The wine will also be served at Hazeltine National Golf Club during The 2016 Ryder Cup from Sept. 27–Oct. 2, 2016.

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About Mouton Cadet

Produced by the family-owned French company Baron Philippe de Rothschild, Mouton Cadet was created in 1930 and has remained true to its origins whilst evolving into what has now become the world's leading brand of Bordeaux AOC wines. Sold in 150 countries around the world, Mouton Cadet has been associated since its creation with exclusive and prestigious events, including the Cannes International Film Festival, where it has been Official Supplier since 1992. Mouton Cadet is now involved in golf as Official Supplier to the European Tour and to The 2016 & 2018 Ryder Cups.

About Robert Trent Jones Jr

In a career spanning more than four decades, Robert Trent Jones, Jr. has designed more than 270 golf courses in more than 40 countries on six continents. RTJ II courses have won countless awards and accolades, been ranked among the best layouts throughout the world, and hosted tournaments on every major golf tour. The Trent Jones name has become a trademark—like Rolex watches or Faberge jewelry: it guarantees a well-crafted golf venue set comfortably in its natural environment.

About The 2016 Ryder Cup

The Ryder Cup, among the last great professional sporting events where winning, and not prize money, is its own reward, spans 40 competitions over 88 years. The competition was born in 1927, when enterprising English seed merchant Samuel Ryder commissioned the casting of a gold chalice that bears his name. The U.S. Team defeated Great Britain, 9 1/2 to 2 1/2, in the inaugural matches in Worcester, Mass.

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