

PRESS RELEASE

29TH NOVEMBER 2022

TONNELLERIE BARON

INTRODUCES

REOAKED

THE USED BARREL MARKETPLACE FOR WINEMAKERS AND DISTILLERS

Eager to offer a solution in searching for and managing second-hand barrels, Tonnellerie Baron has developed a new service and reveals **REOAKED**, the first online market for second-hand barrels for wine growers and distillers. How can we more easily facilitate second-hand barrel transactions? How can we ensure the quality, traceability and conformity of the barrels? How can we anticipate the needs and add value to the sale? **REOAKED** facilitates the sale of second-hand barrel, anywhere in the world.

Maintaining their historic expertise and excellence in the manufacturing of barrels since 1875, Tonnellerie Baron has created a place of honour in the French Coopering World, whilst cultivating their independence and their avant-garde way of thinking. Continually seeking innovation and creativity, we are constantly finding new solutions to satisfy our clients' needs by listening to their ideas.

• MANAGING SECOND-HAND BARRELS : IMPORTANT ECONOMICAL AND ECOLOGICAL CHALLENGES •

4 to 5 million new barrels are produced in the world each year (500 000 in France). Once they have been used for wine and spirit vinification, comes the time to sell them on. For many wine growers and distillers, having to face the recycling of used barrels year after year, is a real concern. On the other side, we have a growing demand for second-hand barrels (for maturing spirits or for many wine estates, as an economical necessity). However, this market suffers from a lack of organisation and understanding. To this, is added the question of the durability of oak resources and the preservation of the general balance of forests. **REOAKED** guarantees the extension of life for the barrels.

..... • SIMPLIFYING THE PURCHASE AND SALE OF SECOND-HAND BARRELS •

As an innovative service to simplify the purchase and the sale of second-hand barrels, **REOAKED** satisfies the needs of all wine and spirit experts. By facilitating the contact between wine growers and distillers in the whole world, Reoaked offers a solution for more transparency and fluidity of the market, enabling the seller to anticipate the sales but also to value and ensure the durability of the barrels, as they are carbon sinks all their existence. **REOAKED** also guarantees the conformity of the sold barrels, secures the transactions and limits the ecological footprint of shipping via a geolocation service encouraging local purchases.

- THE ADVANTAGES OF ROOAKED -

• EXPERTISE •

Guaranteeing conformity

A quality expertise carried out by our network of 18 specialists established in 11 countries (France, Spain, Portugal, Italy, Bulgaria, Romania, South Africa, Australia, Chile, Argentina and the United States) guarantees an outstanding barrel before each transaction.

• TRACEABILITY •

PREVENTING FRAUD

An inviolable and permanently affixed QR code placed on each assessed barrel ensures its traceability.

• GEOLOCATION •

Encouraging local transactions

A geolocation service of the offers encourages local purchases and sales, therefore limiting the carbon footprint from shipping.

• SHIPPING •

Ensuring delivery

Barrel shipping is organised safely by **ROOAKED** by working with transport services accustomed to barrel shipment. The barrel goes straight from the seller to the buyer, therefore avoiding intermediaries to a buffer stock.

• PRICE ESTIMATION •

Calculating the real cost

The platform offers the seller a cost estimation service in accordance with the market price of second-hand barrels. As for the buyer, the website shows a real-time shipment costing before order confirmation, ensuring a full transparency of the final cost.

• SECURING TRANSACTIONS •

Securing the payment

As a payment platform, **ROOAKED** enables the buyer to pay by bank card or transfer and guarantees the seller's payment.

• ANONYMITY •

Guaranteeing anonymity

Buyers and sellers carry out their transactions anonymously, guaranteeing full discretion regarding their maturing and ageing process. **ROOAKED** is your only contact.

- LA TONNELLERIE BARON -

Pursuing the tradition of excellence, know-how and innovation that has led barrel production since 1875, meeting the expectations of an ever more demanding wine & spirits sector, Tonnellerie Baron crosses a new threshold by becoming, from January 2021, the first cooperage to guarantee that 100% of its production is free of detectable HA (Haloanisoles) and HP (Halophenols) at the completion of the production process in our workshop – that is, molecules responsible for organoleptic deterioration in wine. An initiative that goes hand in hand with an awareness-raising mission for all professionals in the sector. Founded in 1875 near Saintes (Charente-Maritime) by Henri Baron, Tonnellerie Baron has been perpetuating for a century and a half the historic craft of coopering. Taken over in 1996 by the fifth generation, Xavier Baron and Nicolas Tombu, then joined by Lionel Kreff in 2001 and Sebastian Lane in 2009, this independent family business has built its longevity and reputation on a tradition of excellence, elegance, precision and innovation. A philosophy that is more relevant than ever, at a time when the wines & spirits sector is proving ever more demanding in terms of reliability, traceability and the quality of the barrels it will use for its vinification and aging.



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