



## Buy Louis Roederer Cristal 2009 ahead of release of new vintage

Price (6x75cl)	<b>SG\$1,025</b>
Cru Investment Rating	<b>"A"</b>
Average Critic Score	<b>95</b>
Price per Point (Cristal 2009)	<b>SG\$10.7</b>
Average Price per Point (Cristal 1999-2009)	<b>SG\$22.8</b>
Price Target (6x75cl) over 12-15 months	<b>SG\$1,600</b>
Implied Price performance	<b>+56%</b>

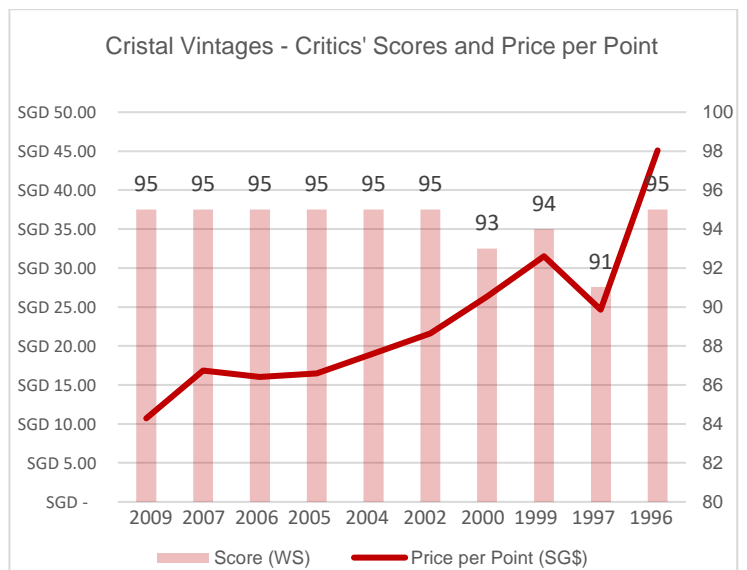
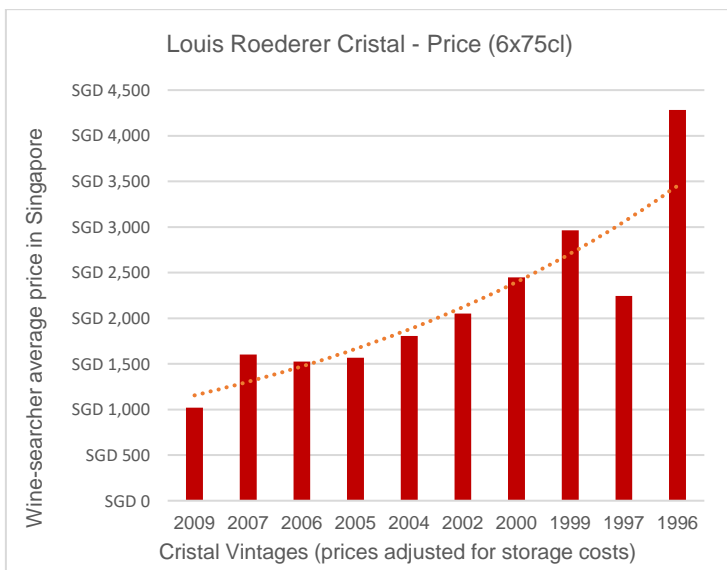
- **Cristal** is one of the world's most prestigious Champagnes. Historic price performance is excellent.
- **Cristal 2009** is significantly undervalued versus all other Cristal vintages.
- When the next vintage (**2008**) is released in 2018 we expect 2009 to revalue upwards in price (significantly).
- 12-15 month price target is **SG\$1,600**. Upside is **+56%**.

**Louis Roederer**, founded in 1776, is one of the world's most collectable Champagne producers. Since 1876 Roederer has produced 'Cristal', a special cuvee made from the estate's Grand Cru vineyards. The **Cristal 1996** was released in July 2002 at around SG\$550 for 6 (also scoring 95 points) now trades at SG\$4,285 (6x75cl). This is compound annual growth rate (CAGR) of 14.7% over a decade and a half. This shows how Cristal outperforms from an investment perspective.

**Cristal 2009** was released in July 2016. Only 300-400,000 bottles were made, and all has been released (we believe). Since release Cristal 2009 has flatlined in price, but this is usual for the 'current' Cristal vintage. When a new vintage is released the preceding one becomes 'historic' and usually jumps in price. Liquidity is reasonable in this wine due to its high profile.

Cristal 2009 is currently significantly undervalued versus all historic vintages. Its **Price per Point** (price / critic score) ratio is only **SG\$10.7** - versus an average for the last 10 vintages of **SG\$22.8**. Over the next 3-6 months we expect Cristal 2009 to trade up significantly in anticipation of the release of the **2008** vintage in late summer 2018. By the end of 2018 we expect the Cristal 2009 to be trading close to the where the 2007 vintage is today, or around **SG\$1,600** (6x75cl).

A rise from the current offer price of **SG\$1,025** to **SG\$1,600** implies a price return of +56% over the next 12-15 months. **Medium to long-term investors should be adding Cristal 2009 to their portfolio at this time.**



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