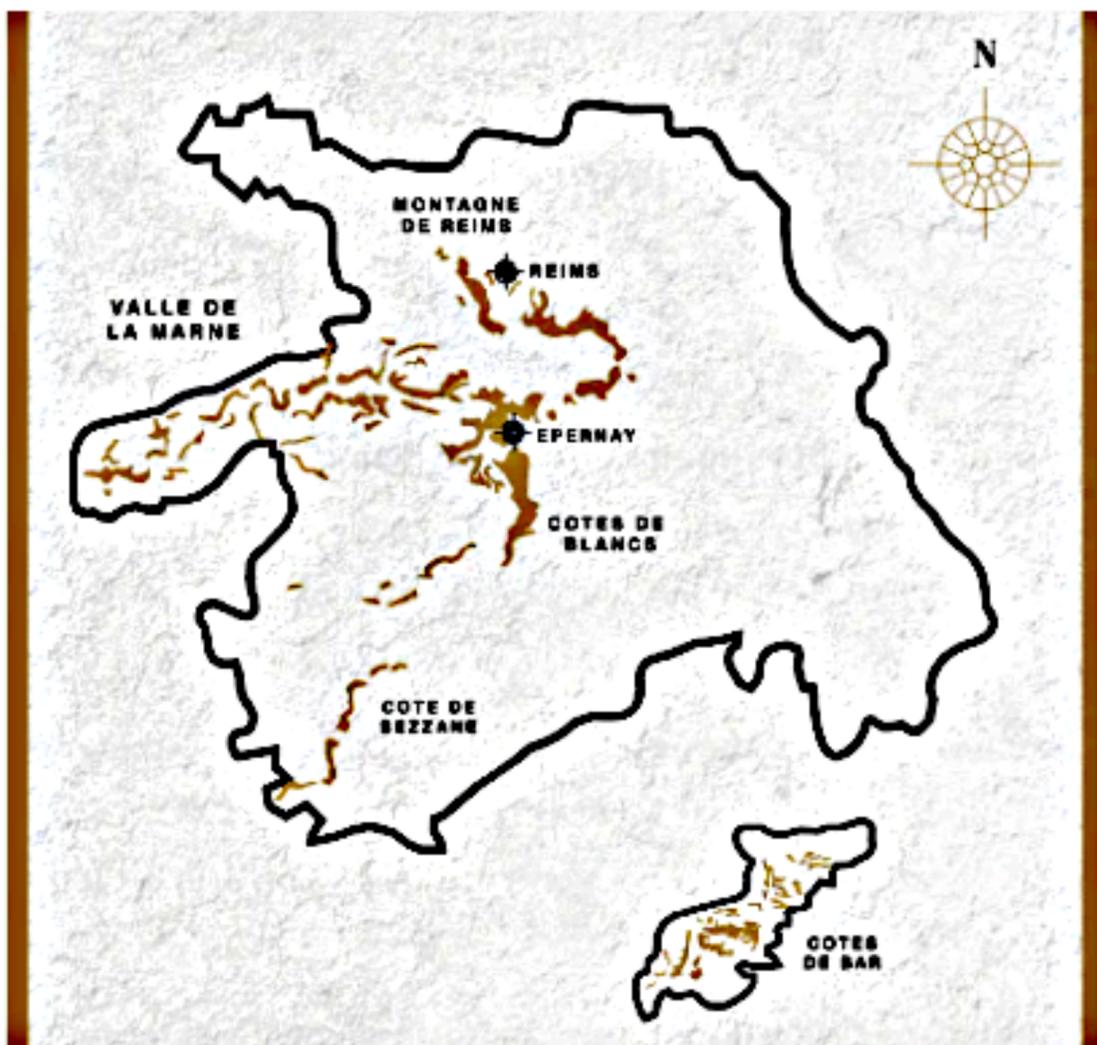




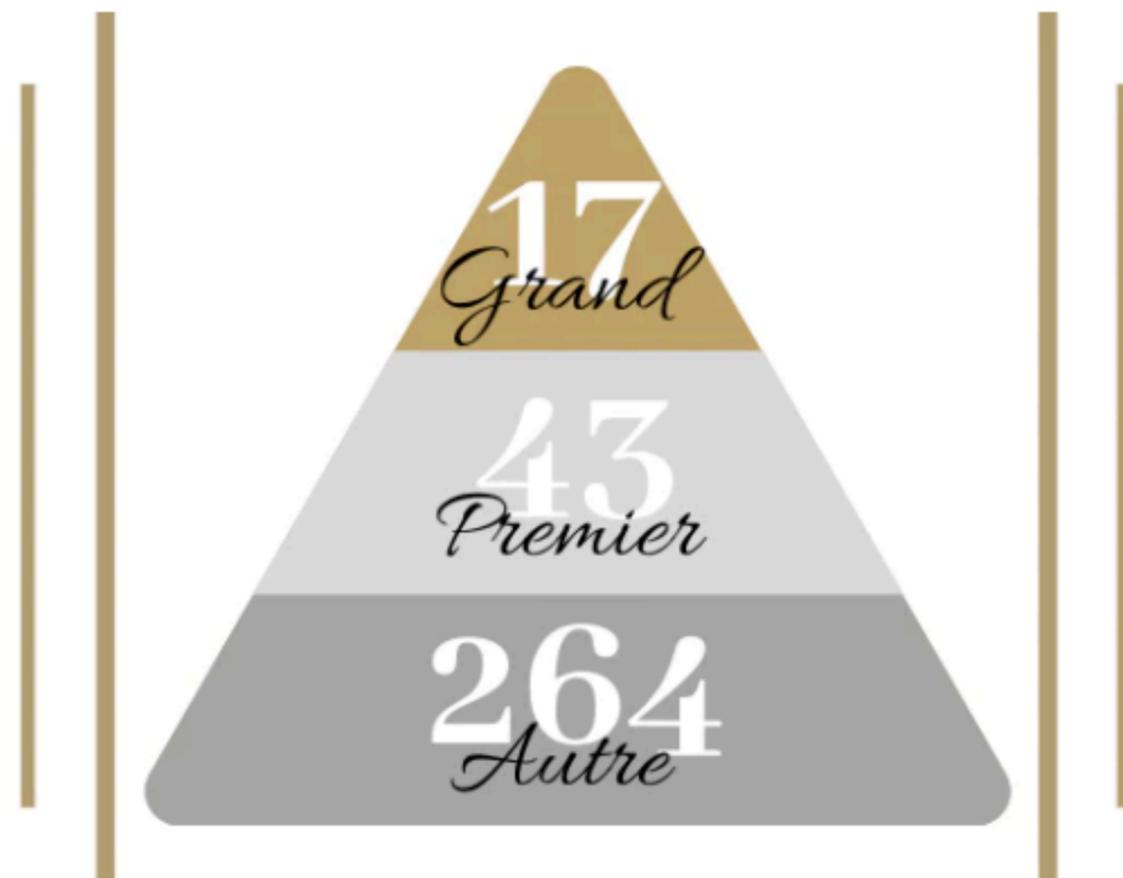
Champagne & Other French Sparklers



Champagne is the most northern area of vineyards in France and can be reached within an hour's journey east of Paris. The two major cities within Champagne are Reims and Épernay. Surrounding these cities is where the true magic happens in the 33,000 hectares (81,500 acres) of vineyards.



of Grand Cru, Premier Cru and Autre (Other) Cru is as follows.



only use the term 'Grand Cru' if 100% of the grapes used are from Grand Cru villages. A bottle labelled 'Premier Cru' must be 100% Premier Cru or a mix of both Grand and Premier.

The Permitted Grapes in Champagne

The top three grapes featured in Champagne — Chardonnay, Pinot Noir, or Pinot Meunier.

There are four other grape varieties allowed in Champagne and they are **Pinot Gris, Pinot Blanc, Petit Meslier and Arbane**, all white varieties that make up less than .3% of plantings.



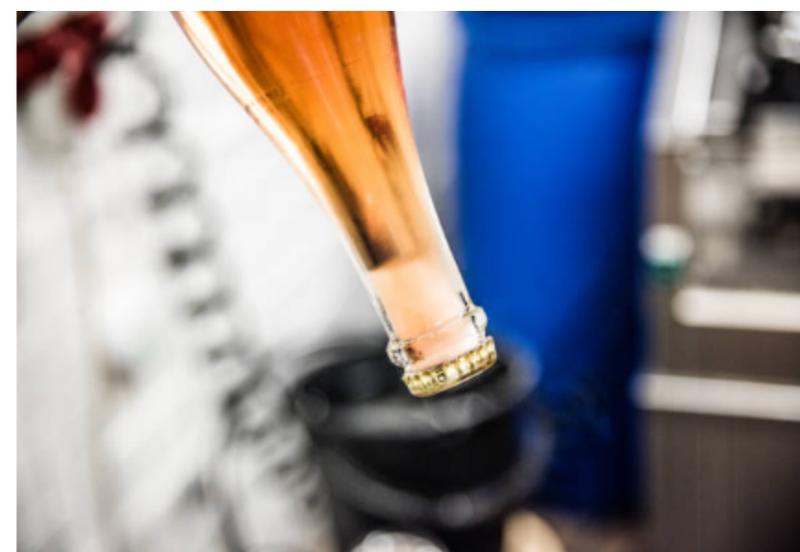
Blanc de Blancs - White of Whites
Chardonnay

Blanc de Noirs - White of Black
Only Pinot Noir
or Blend of Pinot Noir and Meunier

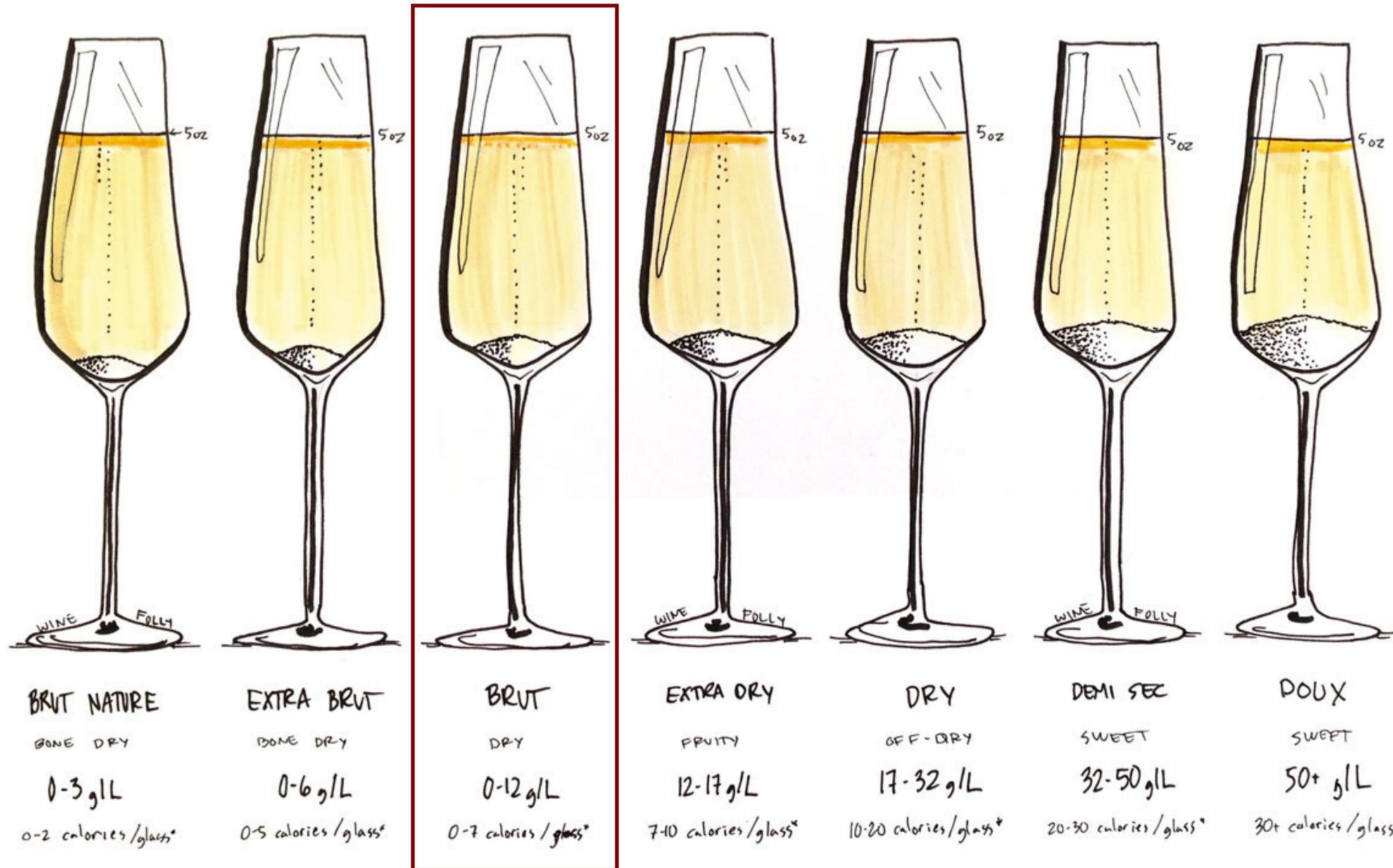
A wine of only Pinot Meunier will usually have the word “Meunier” in the branding

Like “**Blanc de Meunier**”

The 8 Steps To Making Traditional Method Sparkling Wine



Sweetness Levels of Sparkling Wine





The back label can be a wealth of information

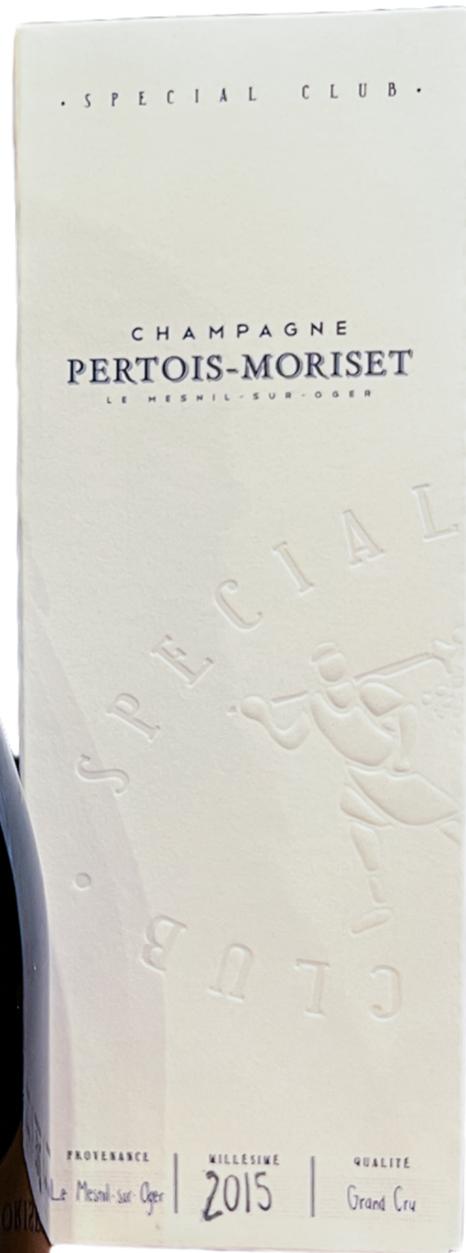
Why do you want to know the disgorgement date?

The date tells you when the bottle was opened after the second fermentation.

Thus when oxygen was introduced into the bottle for dosage and corking.

The bottle can be held with proper storage (temperature and humidity) for up to 6-8 years from the disgorgement date.





Vintage versus Non-Vintage

- Vintage Champagnes is produced from grapes from a single vintage year

Vintage Champagnes must be aged for a minimum of three years in the bottle.

Representing less than 5 percent of all production, they are typically produced only three or four times in a decade - Revealing the highest expression of the house.
- Non-vintage Champagne is produced with grapes from multiple harvests - In some cases, this can be a span of up to 20 different harvest years. More often, it is an assembly of three to five vintages.
- Non-vintages are valued for familiarity, often highlighting a label's flagship tastes and aromas.

Non-Vintage Champagnes must be aged for a minimum of 15 months.

A common misconception is that vintage Champagnes are of higher quality than their non-vintage counterparts. They are a more specific expression but not necessarily higher quality.



Two Champagnes One Region:

House Champagne

The big Champagne houses (Maisons de Champagne) that dominate the market and capture our bubbly imaginations. Per the Comité Champagne, a Champagne trade organization, “Their special talent lies in the crafting of cuvées with a timeless style that is *unique to the House in question.*”

And altogether, this style and process dominates the Champagne export market to the tune of over 90%.

The beauty of the big Champagne houses is the precision with which they blend their cuvées from such a dizzying patchwork of vineyards. Sometimes from hundreds of different crus and different vineyards.

FRANCE'S 10 LARGEST CHAMPAGNE HOUSES				
COMPARING THE GREAT CHAMPAGNE HOUSES				
House	Founded/ Location/ Owner	YINEPAIR		Cases Sold (2014)/ Average U.S. Price Wine-Searcher Rank
		Leading Label/ Prestige Cuvée	Typical Blend	
 Moët & Chandon	1743 Épigny LVMH	Impérial Brut Dom Pérignon	40% Pinot Noir 40% Pinot Meunier 20% Chardonnay	(1) 2,450,000 \$48 52nd
 Veuve Clicquot	1772 Reims LVMH	Yellow Label Brut La Grande Dame	50% Pinot Noir 20% Pinot Meunier 30% Chardonnay	(2) 1,550,000 \$57 86th
 Nicolas Feuillatte	1972 Chouilly Co-Op	Brut Réserve Palmes d'Or	40% Pinot Noir 35% Pinot Meunier 25% Chardonnay	(3) 875,000 \$35 614th
 G. H. Mumm	1827 Reims Pernod Ricard	Cordon Rouge Mumm de Cremant	45% Pinot Noir 25% Pinot Meunier 30% Chardonnay	(4) 638,000 \$42 616th
 Laurent-Perrier	1812 Tours-sur-Marne Groupe Laurent-Perrier	Brut Grand Siècle	35% Pinot Noir 15% Pinot Meunier 50% Chardonnay	(5) 545,000 \$41 304th
 Taittinger	1734 Reims Taittinger C.C.V.C.	Brut Réserve Comtes de Champagne	30% Pinot Noir 30% Pinot Meunier 40% Chardonnay	(6) 458,000 \$51 339th
 Lanson	1760 Reims Lanson-BCC	Black Label Brut Noble Cuvée	50% Pinot Noir 15% Pinot Meunier 35% Chardonnay	(7) 375,000 \$45 828th
 Pommery	1858 Reims Vranken	Brut Royal Cuvée Louise	33% Pinot Noir 33% Pinot Meunier 33% Chardonnay	(8) 365,000 \$50 650th
 Piper-Heidsieck	1785 Reims EPI	Cuvée Brut Rare	55% Pinot Noir 30% Pinot Meunier 15% Chardonnay	(9) 360,000 \$42 440th
 Canard-Duchêne	1868 Ludes Thiénot Group	Authentic Brut Grande Cuvée Charles VII	45% Pinot Noir 35% Pinot Meunier 20% Chardonnay	(10) 316,600 \$33 2215th

Two Champagnes One Region: Grower Champagne

Do you like the unique character of farm fresh eggs or single origin coffee and chocolate? Well, Grower Champagne is similar in that it rarely tastes the same every year and each producer is different. Of course, this is part of what makes it so compelling.

The beauty of grower Champagne is that it comes from cru, and thus carries with it one of the most marketable intangibles in all of wine: *terroir*.

Grower Champagnes are Champagnes produced by the estate that owns the vineyards where the grapes are grown.

Grower Champagnes are more terroir-focused, sourced from a single vineyard or closely located vineyards around a village, and made with grapes which vary with each vintage. Today there are over 19,000 independent growers in the Champagne region, accounting for nearly 88% of vineyard land in the region.

Approx. 5,000 of these growers produce wine from their own grapes.



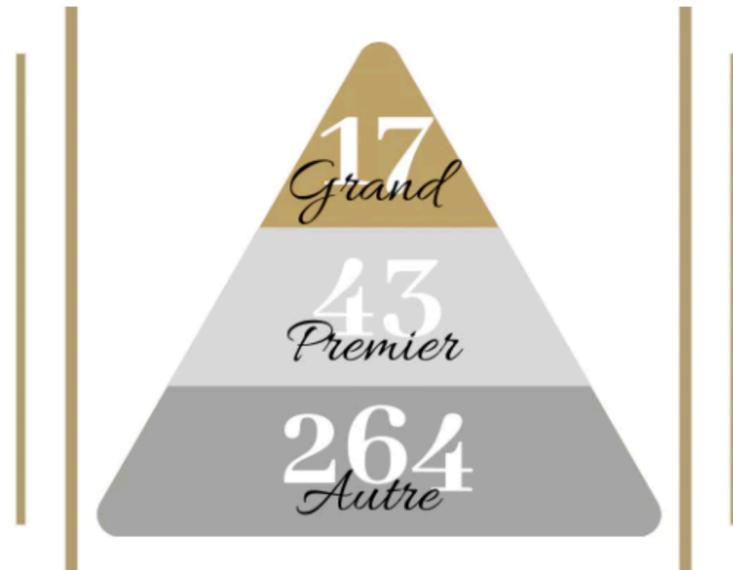
**7,400 acres
Grand Cru Villages**

**18,500 acres
Premier Cru Villages**

**55,600 hectares
Autre Villages**



The make-up of Grand Cru, Premier Cru and Autre (Other) Cru is as follows.



A bottle may only use the term 'Grand Cru' if 100% of the grapes used are from Grand Cru villages. A bottle labelled 'Premier Cru' must be 100% Premier Cru or a mix of both Grand and Premier.

So where are the Grand Cru Villages?

Montagne de Reims

9 Grand Crus

Mailly, Verzenay, Verzy, Ambonnay, Bouzy, Louvois, Puisieulx,
Sillery and Beaumont-sur-Vesle

Vallée de la Marne

2 Grand Crus

Aÿ and Tours-sur-Marne

Côte des Blancs

6 Grand Crus

Avize, Chouilly, Cramant, Le-Mesnil-sur-Oger, Oger and Oiry

Côte des Sezanne and Côte des Bar have no Grand or Premier Cru villages.

Both added in 1985. The last time there were any changes in cru status

Club Trésors de Champagne

“Special Club”

Created in 1971 the Club Trésors was the first association of wine makers in Champagne to advocate an approach to viticulture based on the utmost standards of quality.

The Club Trésors comprises 28 artisan wine makers, selected from the finest areas of the Champagne region, each one recognised for the quality of their work. The Club Trésors is the only organisation in Champagne to select its members according to a set of unrelenting quality standards.

Each wine maker must make their champagnes entirely in his, or her, own premises and cellars. Furthermore the champagne must be made exclusively from grapes harvested in his, or her, own vineyards.

Each wine maker is devoted to his work and passionately protects the quality and the unique character of his own terroir.

The jury of oenologists and wine professionals who select the champagnes, demand irreproachable quality as regards both the work in the vineyard and the wines.

Each champagne is subject to two blind tastings (once at the still wine stage before bottling and again after 3 years ageing in bottle) by a panel of passionate and distinguished oenologists and wine makers.

A Special Club champagne may only be made in outstanding vintage years.

Only wine makers who have successfully passed these two tests are deemed worthy not be used by anyone except the members of the Club Trésors.

Obtaining this 'Holy Grail' is a true accolade and one that requires daily dedication and application by the wine maker. Only in this way can our select group guarantee to champagne lovers everywhere the exceptional quality and unique artisan character of our champagnes.