



House Styles
Champagne Master-Level Program



Presented by:
Essi Avellan MW



House Style

- ✦ 34,500 ha, 279,000 individual plots
- ✦ 16,000 growers -> own 90% of vineyards (average ownership 2,12ha)
- ✦ 349 champagne houses
- ✦ 10% of vineyards, 69% of sales in volume (74% in value)
- ✦ A branded product with emphasis on recognizable and consistent house style created by blending
- ✦ 'Brut NV' customarily 80-90% of a house's production

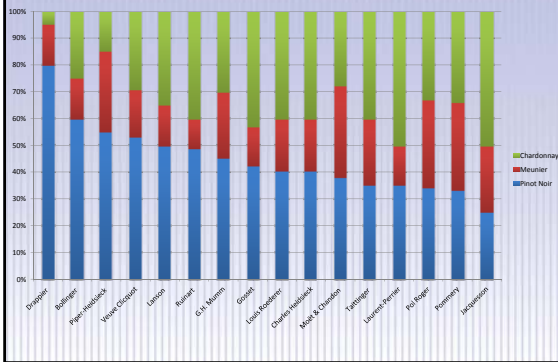
Blending the House Style

- ✦ Grapes varieties
- ✦ Origins of those grapes
- ✦ Amount and age of reserve wines
- ✦ Winemaking options

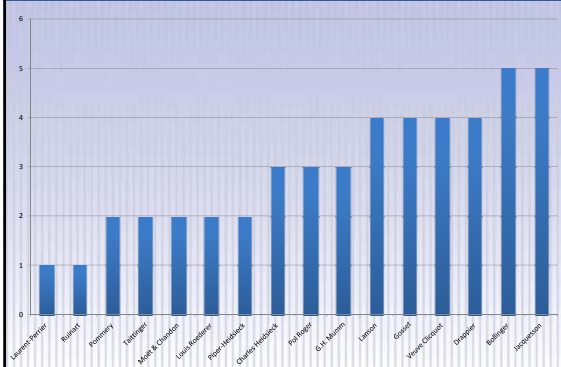
Key defining characteristics

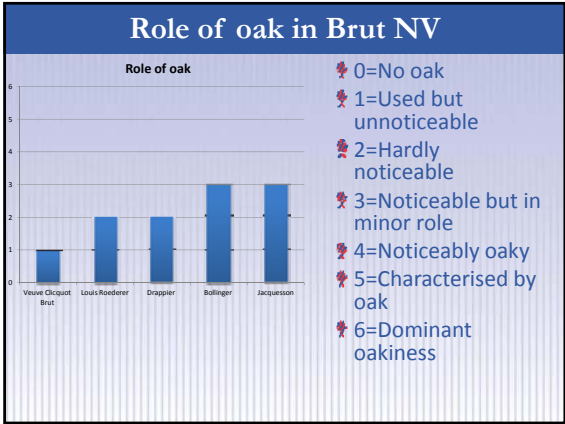
- 1) Reductive – Oxidative
- 2) Youthful – Mature
- 3) Role of reserve wine (proportion and age)
- 4) Unoaked – Oaked
- 5) Varietal composition
- 6) Malo – no malo
- 7) High dosage – low dosage

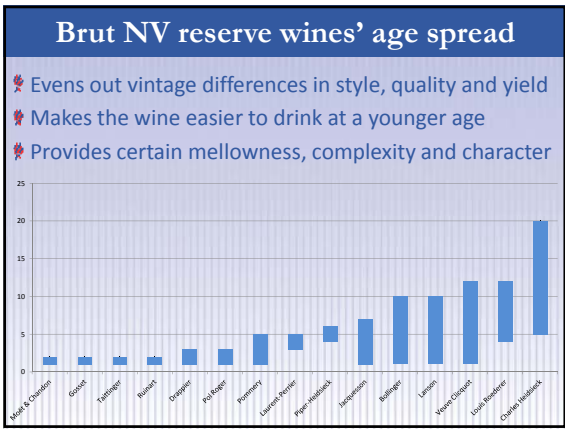
Varietal composition of Brut NVs

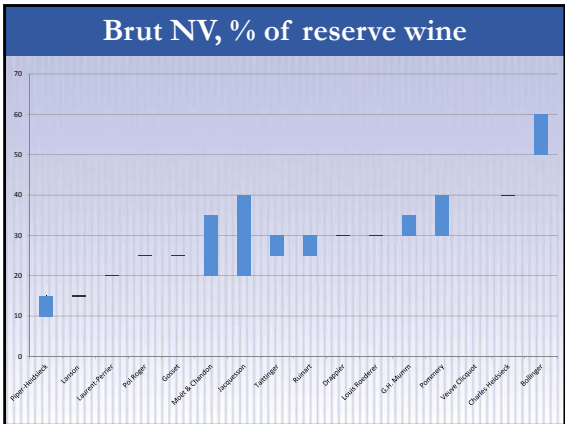


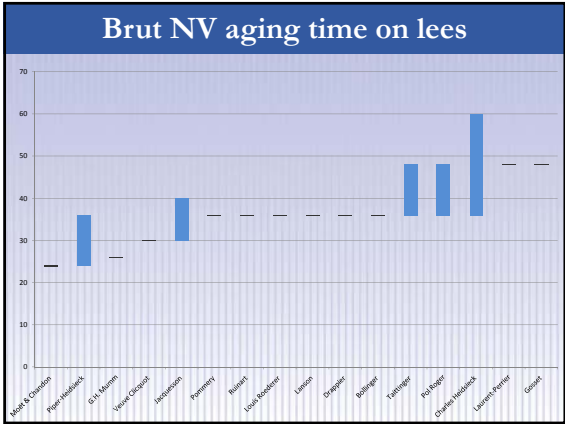
Oxidative/reductive style 0-6 (subjective)

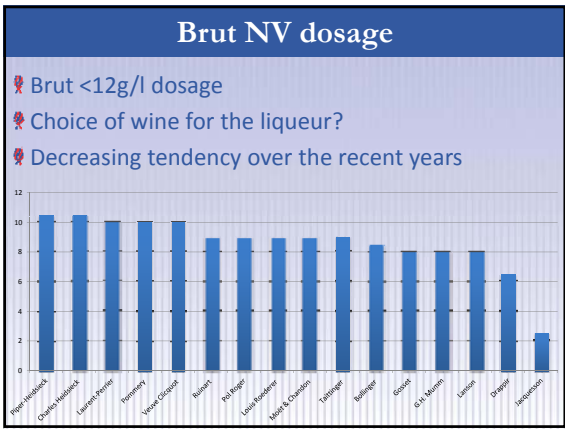






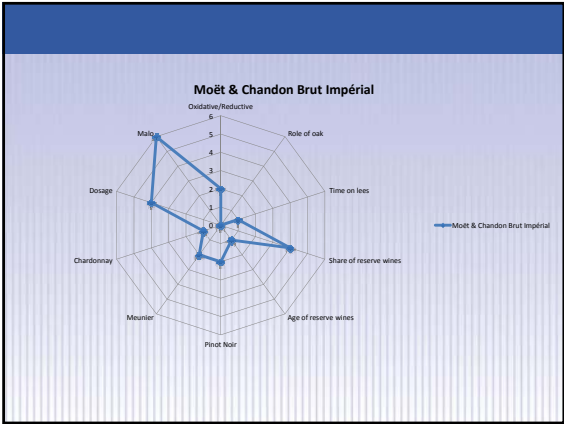




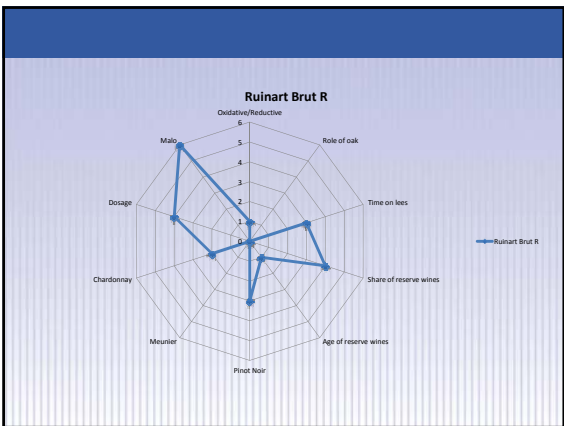


Moët & Chandon Brut Impérial NV

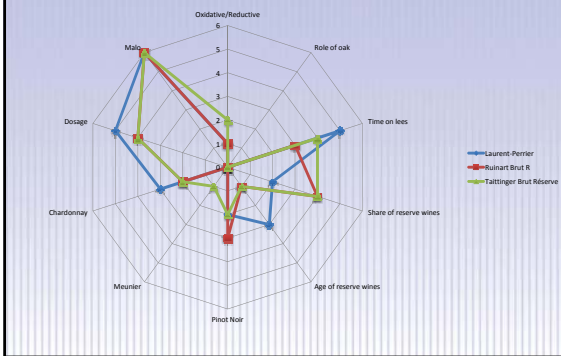
- 🍷 House style: Clean, fresh, supple, harmonious
- 🍷 Own 1,200ha+ but dependant on purchased fruit
- 🍷 800 base wines constructed into approximately 80 pre-blends
- 🍷 At Moët reserve wines are for consistency, max 1-2, max 3 years old
- 🍷 Full malo, 9g/l dosage, no oak, on the reductive side, Pinot dominant



- Ruinart Brut R**
- House style: elegant, fresh, supple, on the reductive side
 - 49% Pinot Noir, 40% Chardonnay, 11% Meunier
 - Wide sourcing with very little Aube fruit
 - 50-70 villages, 80-90 individual wines including reserve wines
 - Reserve wines 25-30%, 1-2 years old (2/3, 1/3)
 - Kept as preblends, one of the preblends used for dosage wine



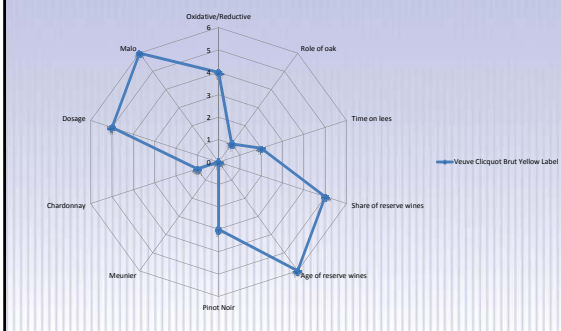
Ruinart/Laurent-Perrier/Taittinger

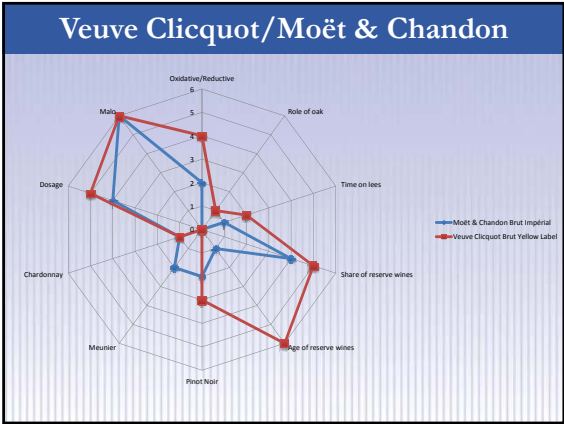


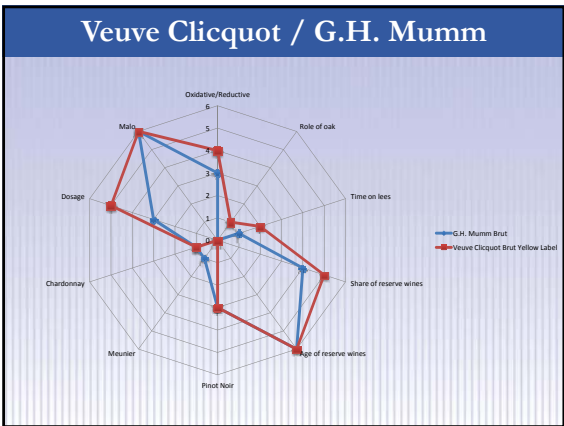
Veuve Clicquot

- 🍷 Style based on fruits and brioche on the nose with depth, structure and length on the palate. Pinot Noir dominant (>50%) with large role given to reserve wines
- 🍷 35% reserve wines on average
- 🍷 VCP has a collection of reserve wines down to 1988
- 🍷 The current YL is 2011 based with 39% reserve wines from 2010, 2009, 2008, 2007, 2006 and 2000.
- 🍷 Unnoticeable used of oak since 2008 based blend with wines fermented and aged for one year in foudres -> 1 to 2% in YL

Veuve Clicquot Brut Yellow Label







Charles Heidsieck & Piper-Heidsieck

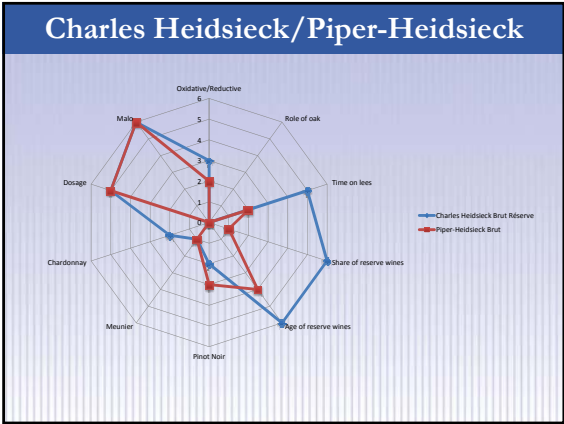
- 🍷 Rich wines with longest ageing capacity go to Charles, fresher, lively wines to Piper

Charles Heidsieck:

- 🍷 Gourmand, long-aged (50-60 months), full-bodied, mellow style with reserve wine richness
- 🍷 Large share of reserve wines (40%) that are unusually mature (5-20 years)

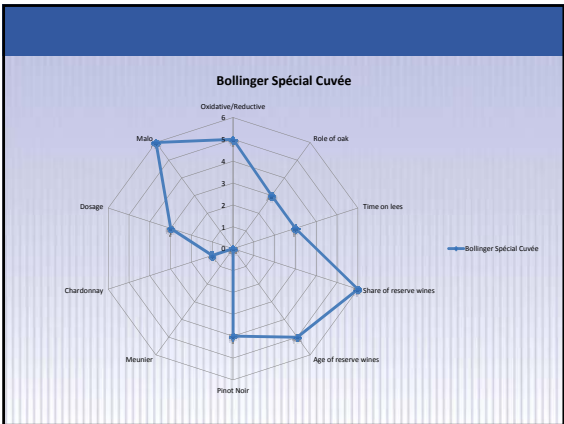
Piper-Heidsieck

- 🍷 Pinot Noir 55%, Meunier 30%, Chardonnay 15%
- 🍷 10-15% Reserve wines that are 4-6 years old
- 🍷 Cuvée Brut is a classic, structured, full-bodied champagne bursting with fruit
- 🍷 High 10,5g/l dosage for both

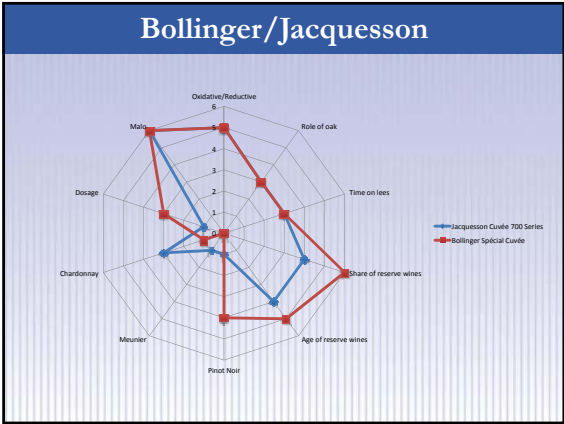


Bollinger Spécial Cuvée

- 🍷 164ha, 60% of grape need, 85% gc & pc, 60%PN
- 🍷 On the average 30y oak (5-110y)
- 🍷 6-7m in old oak barrels (mostly 228l) roughly 20% of the blend
- 🍷 Reserve wine: 50-60%
- 🍷 1-3 years for still wines stored in vats, 8 to 10 years for the wines coming from the magnums de reserve (5-10%). (Until 2011 mostly from one year + the magnums)
- 🍷 80.000 magnums used per year, 700.000 in stock of 8-9 vintages



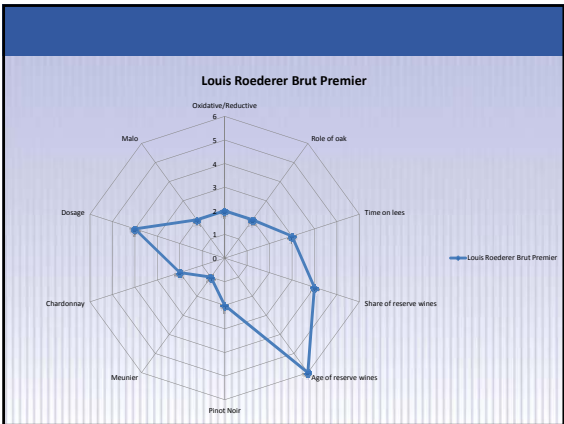
Bollinger/Jacquesson



Louis Roederer Brut Premier

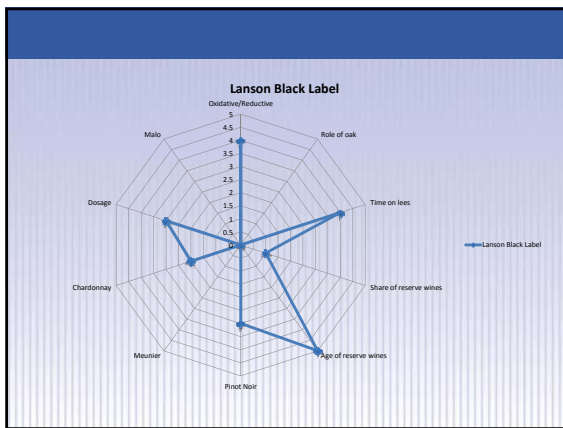
- House style: Elegant, pure and racy with refined complexity from skillful use of oak and reserve wines, "flirting with oxidation"
- 240 hectares in Grands and Premiers Crus. By 1850 they already possessed an estate of 100 hectares
- Individual 'estates' for each cuvée, only Brut Premier contains purchased fruit.
- 450 wines to blend each year
- Wines fermented in inox or 6000-liter oak casks.
- MLF partially done for Brut Premier, roughly 30%
- Reserve wines in large oak casks
- Brut Premier NV: typically 30% reserve wines from 6-7 different years (2014 base will have 2010 and several vintages down to 2002)

Louis Roederer Brut Premier



Lanson

- 🍷 House style: Based on a particular and rare method: a vinification without malolactic fermentation -> vinosity and the strength meet freshness and the elegance.
- 🍷 Pinot Noir dominant blend (50%), with small proportion of reserve wines (15%) but up to 10 years old. aged for an extended period (36-48 months)
- 🍷 For the vintage 2014 based blend, reserve wines from 2004 to 2013 were used
- 🍷 No malo



Champagne in Formula 1

- 🍷 F1 World Championships were launched in 1950. The 6th race was held in Champagne at Reims-Gueux track
- 🍷 Teams were received by Champagne Houses and given champagne as gifts. Soon Moët & Chandon started hosting the Sunday night celebrations.
- 🍷 F1 raced in Champagne until 1966
- 🍷 Official F1 Champagne 1984-1997 Moët & Chandon, 2000-> G.H. Mumm
- 🍷 Spraying champagne: Originally the wine was not sprayed. The 24 Hours of Le Mans in 1967 changed the practice. Dan Gurney and A. J. Foyt had won and Henry Ford II had come to witness it. On the podium, Gurney took the muselet off. The heat had done its tricks and the cork popped open. Gurney tried to stop the gushing with his finger. This, of course, maximised the gushing and got Mr Ford wet. A legend was born.

