



1522

PHILIPPONNAT

CHAMPAGNE

FOR SOME,
IT IS NOT A SECRET ANYMORE

La Champagne au Cœur

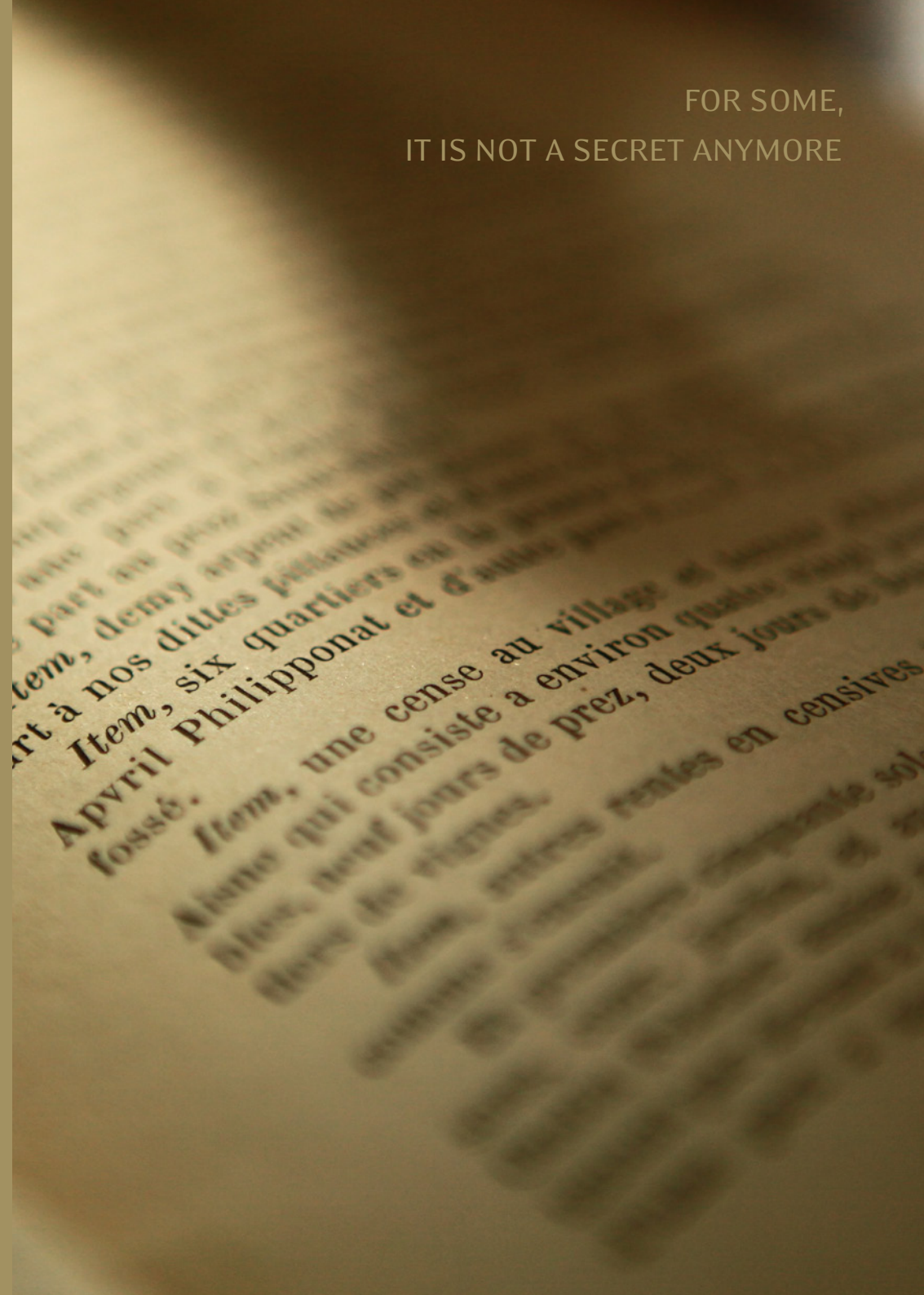
*(Champagne in our Hearts)
is our House's motto.*

*La Champagne au Cœur,
because we have been rooted here for five centuries,
over sixteen generations.*

*La Champagne au Cœur,
because we hail from the very heart of the Champagne region,
the birthplace of Champagne,
between Ay and Mareuil-sur-Ay.*

*La Champagne au Cœur,
because it is our lifelong passion.*

Charles Philipponnat, Chairman



HERITAGE

A FAMILY - PEOPLE - IN THE HEART OF CHAMPAGNE

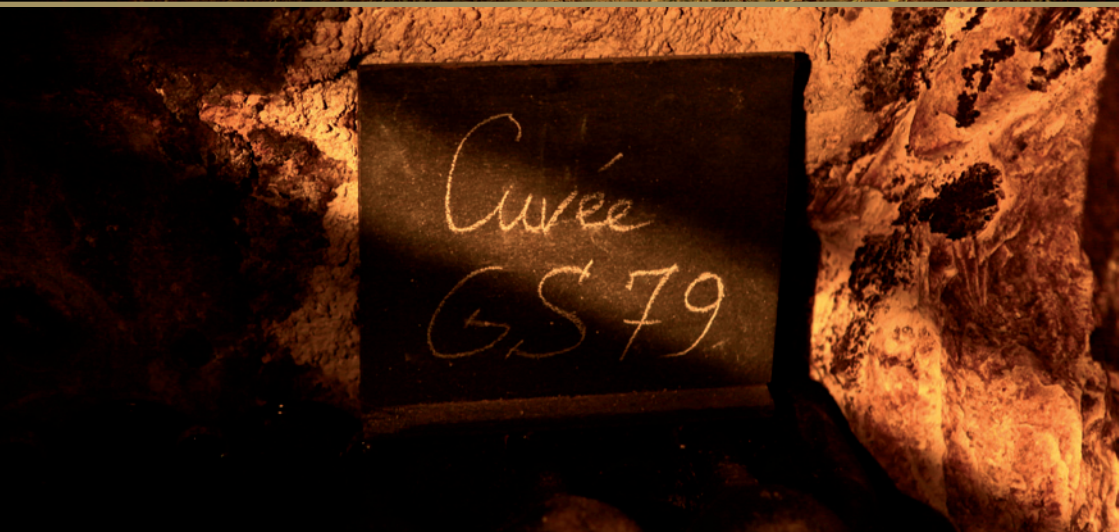
For almost five hundred years, the Philipponnat family has left its mark on the soil of the Champagne region. Generations of men and women have cultivated the land at Ay, the family's home since the time of April le Philipponnat who owned vines at *Le Léon*, between Ay and Dizy, in 1522. In the 16th century the family's ancestors were winegrowers and merchants, suppliers to the court of Louis XIV, magistrates and Royal Mayors of Ay - a town which was directly dependent on the Crown since the era of the Counts of Champagne. Today it is the sixteenth generation, in the form of Charles Philipponnat, which presides over the House.

Philipponnat's legacy has been passed down through the ages, producing a long line of men and women who are still today the custodians of a centuries-old philosophy. Each one of them

takes great care to pass on the expertise that they themselves inherited from their predecessors. There is an enduring family spirit and the team work hard to craft wines in keeping with the House's values: individuality, excellence, generosity and humility.

Established in the heart of the Champagne wine-growing area, Philipponnat possesses a unique heritage. Its magnificent, historic 18th century cellars were part of the Château de Mareuil. Philipponnat has owned an exceptional walled vineyard, unparalleled in the Champagne wine-growing area, for nearly a century: Clos des Goisses. The name of this 5.5 hectare plot with a 45° slope reflects its nature: in the old Champagne dialect, *Gois* or *Goisse* means a very steep slope. It is also the region's warmest terroir: facing due south, this pure chalk slope receives no shade from sunrise to sunset.





EXPERTISE

IN THE VINEYARD - IN THE CELLAR - ALL THE WAY TO THE BOTTLE

Philipponnat works to preserve these precious and fragile, centuries-old terroirs, by using natural methods to work the soil, hoeing by hand and ploughing with horses. The House has found the best possible way to renew its traditions while perpetuating the best they have to offer. Emphasis is put on conservation and meeting challenges to unceasingly improve the quality of its wines.

Philipponnat's expertise is particularly apparent in its use of the solera process. This technique is a very long-standing House tradition; it consists of keeping reserve wines in oak barrels and including them in non-vintage

blends (in a proportion of one quarter to one third) and using this blend as a reserve wine for the following blend. This progressive dilution allows every bottle to retain a trace of previous years' wines blended since the very beginning. Successive Cellar Masters have attached great importance to handing down this expertise.

Philipponnat was the first Champagne House to indicate the main year used in its non-vintage blends, the dosage and the date of disgorgement on back labels, informing consumers and wine experts of the characteristics of each cuvée.

THE WINES

THE QUALITY - THE STYLE - THE COLLECTION

Philipponnat crafts its wines using exclusively first press juice from the finest grapes, mainly from Premier and Grand Cru plots, and is committed to harvesting grapes when they reach greater maturity than the average in the Champagne wine-growing region. A portion of the wines is fermented or matured in casks, which is exceptional for Champagne; aging in wood gives them greater complexity without in any way coarsening them. Wines are aged in the bottle on lees for three to eleven years. With a distinctive style that does not yield to trends, the House produces a range of Champagnes which are, first and foremost, wines: flavourful, powerful and well-balanced.

Their aromatic intensity (a particular characteristic of Pinot Noir) provides a common thread; freshness and minerality gives them their structure. This perfect balance between intensity and freshness is maintained with a low dosage. Philipponnat stores the older vintages "neck down" in the Caveau du Trésor, to be disgorged on request after a long aging period. The Philipponnat collection offers a full range of wines to be enjoyed on all occasions: each cuvée is well-suited to accompany haute cuisine. The range of three non-vintage and three vintage cuvées is rounded off by the prestige cuvées: Cuvée 1522 and Cuvée 1522 Rosé, Clos des Goisses and Clos des Goisses Juste Rosé.





FRIENDS OF THE HOUSE

SHARING - WINE EXPERTS - CONNOISSEURS & AMATEURS



The House's representatives, and in particular Charles Philipponnat, are its primary ambassadors. As such, they are passionate about passing on the House spirit and safeguarding its brand image with customers and partners both in France and abroad.

Philipponnat has always practised highly specialised and selective distribution, as well as transparent communication to build a relationship of trust with all those who have now become the House's friends. This is reciprocated by its partners who are steadfastly loyal to the wines.

The House's wines are enjoyed in the best hotels and restaurants throughout the world, testifying to universal recognition of their consistent quality.

A taste for high standards, a strong identity and enjoyment of quality and conviviality: these are the values which Philipponnat shares with every single loyal customer, whether they be connoisseurs or amateurs of fine wines, private individuals or professionals, wine-merchants or collectors, sommeliers in a Michelin-starred restaurant or a luxury hotel.



TIME



ROYALE RÉSERVE - BRUT

Royale Réserve Brut is the purest expression of the House's style. Offering a superb balance between structure, persistence and vinosity, this cuvée reveals the essential character of the Mareuil-sur-Ay terroir (where mainly Pinot Noir grapes are grown, which is predominant in the blend). After three years aging on lees, Royale Réserve Brut is pleasantly mature while losing nothing of its freshness, making it an ideal aperitif wine. Its vinosity enhances white meat, charcuterie and fish.



ROYALE RÉSERVE - NON DOSÉ

Royale Réserve Non Dosé expresses the quality of the House's non-vintage blends without artifice. The total absence of sugar in this cuvée reveals all the qualities which are characteristic of this wine and offers a subtle combination of aromatic precision (citrus notes, orange zest), minerality and vinosity. This is a wonderfully fresh aperitif wine which is also a perfect match for raw fish and seafood and enhances Japanese cuisine.



ROYALE RÉSERVE - ROSÉ BRUT

Light in colour and packed with intense flavour, this is a fresh and elegant wine. In keeping with the House style, Royale Réserve Rosé is distinctive for its delicate bouquet of complex, fruit-filled aromas. In the mouth, the attack is precise, with hints of spice enhanced by notes of fruit. This elegant Rosé is perfect as an aperitif and goes wonderfully well with smoked meats and fish, charcuterie and desserts made with red summer berries.



CHARACTER

BLANC DE NOIRS - VINTAGE BRUT

The Blanc de Noirs Brut cuvée, an ambitious blend from the great Pinot Noir terroirs of Ay and Mareuil-sur-Ay, is crafted only in very fine years and is the result of a careful selection of the year's best wines. Full-bodied and powerful, this cuvée is nonetheless overflowing with elegance and freshness. It can be enjoyed equally on its own or as an accompaniment to an entire meal.

This cuvée, which formerly contained a portion of Chardonnay in the blend, was called Réserve Millésimée until the 2005 vintage.

GRAND BLANC - VINTAGE BRUT

Blended using wines from the finest chalk Chardonnay terroirs in the Champagne region, Grand Blanc stands out as a unique cuvée in Philipponnat's range of wines, of which Pinot Noir is the signature grape. Although it has intense flavour and a creamy texture, this wine also displays the delicacy and finesse of a great Blanc de Blancs. Moderately dosed Grand Blanc is always a vintage cuvée and makes a superb aperitif Champagne for special occasions. It is an excellent choice to accompany shellfish.

SUBLIME RÉSERVE - VINTAGE SEC

A perfect complement to the House's trilogy of vintage wines, Sublime Réserve is a dry (30 g/l) Blanc de Blancs specifically developed to accompany haute cuisine. This pure Chardonnay, blended from the finest vintage years, is distinctive for its slight acidity which gives it a certain freshness and highlights its aromas of white fruit, butter and honey. Sublime Réserve Sec is the ideal Champagne to bring out the full potential of creamy dishes and foie gras, and to enhance Asian cuisine and light pastries.

LEGACY



CUVÉE 1522

The village of Ay, home to the Philipponnat family for 16 generations, is clearly recognisable in the antique engraving featured on the label of Cuvée 1522. This exceptional cuvée is blended exclusively from the House's most outstanding vineyards and grapes, in particular the historic plots at *Le Léon* in Ay, which give it its body, minerality and distinctive notes of pepper and spices. This is an extra brut Champagne. With meals, it is an excellent match for salt-water fish, such as turbot, and white meat.



CUVÉE 1522 ROSÉ

Complex and well-balanced, the pleasant liveliness of this rosé version of Cuvée 1522 makes it a very great rosé Champagne, at once direct and mineral, fruity and spicy. Its character is partly due to vinification in casks but above all to the slight tannins provided by Pinot Noir (vinified as a red wine) from the House's vineyard at Mareuil-sur-Ay. It is an equally good match with lamb, red mullet or seafood thanks to its balance of minerality and fruit.

ABSOLUTE



CLOS DES GOISSES

Clos des Goisses is the most powerful of all Champagnes. It is produced using grapes grown on a unique, pure chalk hillside with a 45° slope facing due south, in Mareuil-sur-Ay. Its name certainly reveals its true nature; in the old Champagne dialect, *Gois* or *Gois* means a very steep slope. This is always a vintage wine with a very low dosage. Vinified mainly in wooden casks with no malolactic fermentation, it is distinctively full-bodied with an exceptionally long finish. A very great wine as well as being a very great Champagne, Clos des Goisses is specifically intended as an accompaniment to haute cuisine. Mineral and intense, it makes an unforgettable match for dishes with strong flavours: game, truffles, caviar and cheese.



CLOS DES GOISSES JUSTE ROSÉ

A legendary wine much appreciated by collectors, Clos des Goisses Juste Rosé is unanimously applauded by the most distinguished wine-critics. This rosé Champagne expresses the intensity of an exceptional terroir and owes its name of Juste Rosé to its light colour, evidence of long and careful aging process. Its texture is precise and generous on the palate, combining freshness and fruitiness. Clos des Goisses Juste Rosé is amazingly complex and is particularly enjoyable with pink meat, veal and lamb, as well as large shellfish.



THE SUN

Cone with reflective mirror finish located deep in the Philipponnat cellars in Mareuil-sur-Ay





PHILIPPONNAT

CHAMPAGNE

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