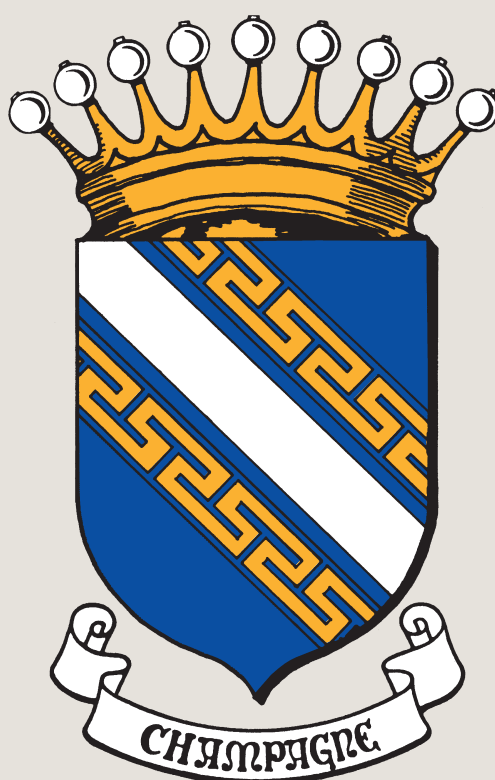


THE CHAMPAGNE ACADEMY



SESSION 2016

THE CHAMPAGNE ACADEMY

36, PLACE DU FORUM

REIMS

A WORD FROM THE PRESIDENTIAL HOUSE

POL ROGER

Mr. Chairman,
Academicians and Friends,
Ladies and Gentlemen,

In the name of the 16 Champagne Houses, part of the Champagne Academy, POL ROGER has been very proud to lead the 2016 session. It has been a privilege for POL ROGER to be this year's Presidential House, and for me to be for the second time President of such a relevant organisation

This year, on both sides of the Channel, the "Old Boys", the shippers and the Champagne Houses tried to find a way to renew the attendance of UK and Ireland dinners.

A very warm thank you to Philip Amps, our 2016 Champagne Academy Chairman but also Nick James and Valerie Simpson for their friendly and constructive presence in producing a new "candidates selection rules" and improving the communication to attract motivated candidates.

They also created an Honorary Champagne Academy member reward and the first member has been Simon Radley, Executive Chef of the Chester Grosvenor hotel who held our Northern dinner for many years now.

With the help of Elise Gallois and Sylviane Lemaire we did our best to have an informative and interactive session in Champagne for the 2016 promotion. Congratulations to Sophie Birkbeck who won the well-deserved prize of 16 magnums, but also to all the members of the 2016 session who impressed all Champagne Houses by their deep Champagne passion and knowledge.

We were delighted to be present for the 2016 wonderful events: in London at the Langham, in Edinburgh on the Royal Yacht Britannia, in Chester at the Grosvenor, in Birmingham at the Vox and in Dublin at the Intercontinental. The choice of the venues, the pairings were all great and we enjoyed those exceptional Champagnes, thanks to the two Vice Presidential Houses and to the Regional Organisers.

We are now handing-over the presidency to POMMERY and if we could just express a wish in the name of our colleagues in the 16 Houses, it would be that you, dear Academicians, continue to support the Champagne Academy, a unique organisation in the field of wine trade education, to carry on with its fundamental role in selecting the most deserving and promising students for the Course, who will in turn be future ambassadors for Grandes Marques in the United Kingdom and Ireland.

For our part, rest well assured that our Houses will continue to work relentlessly on the quality, authenticity and integrity of our wines.

Hubert de Billy
Champagne POL ROGER
Presidential House of the Champagne Academy 2016

2016 HARVEST REPORT

HARVEST 2016: A VERY DIFFICULT YEAR

As the saying goes: there's no telling what tomorrow will bring. Hence 2016 is particularly interesting insofar as it perfectly highlights the infinite variety of vintage profiles that Mother Nature can give in Champagne. And after a dream and very easy-to-deal-with vintage like 2015, 2016 is nothing but very challenging.

Even if November and December were particularly mild and dry, the champagne region witnessed one of the worst winters and springs of the century. And yet, the mild temperatures at the beginning of the year were suggesting another easy year. But the constant humidity from January to June along with a great deal of rainy days have been the hallmark of the period. And to cap it all, the last two weeks of April saw a succession of quite heavy frosts in the Aube region.

In short, the first semester of 2016 can be remembered as having been two to three times rainier than average in Champagne. The Champenois are lucky enough to have very chalky soils which are huge water tanks but just like too much of anything else, too much water is not good for the vines and favour the development of diseases.

The very difficult weather conditions explain a particularly late flower happening around June 24th and a lot of mildew being the logical consequence of the terrible humidity.

After this disastrous first part of the year, July and August felt like a relief with a way healthier start to be followed by a warm and particularly sunny month of August which dried up the soil, stopped the various diseases and left the grapes to fully ripen until the Harvest.

Picking started around September 10th with a mature and healthy crop which can be regarded as a miracle when one considers that it was only 80 days after the flower, closer to 90 to 100 days in general.

With an average yield of 9000 Kg/ha and a potential alcohol degree of 10.5% vol it will definitely be a very good base for any non-vintage blend. Time will now tell if the year will be declared as a vintage and to which extent.

CHAIRMAN'S REPORT 2016

It was with great excitement in February 2016 that I took on the Chairmanship of the Champagne Academy during the AGM at the Law Society. 2016 also saw the Champagne Academy celebrate its 60th Anniversary of the first academy course in France.

At the AGM I stated that my aims for the year were to raise the profile of the Champagne Academy, to take it from the best kept secret of the wine trade, to the aspirational course for all in the wine trade. I also wanted to make sure that, in our 60th year, the Academy remains vital to the industry.

The AGM was a fabulous event, attended by 175 people, with amazing vintage champagnes. The Law Society works as an excellent venue for the Academy, for both our committee meetings and for a great room for the vintage tasting afterwards.

At the AGM I announced my Chairman's Charity would be The Benevolent. I am pleased to say we raised £6055.00 during the year through our raffles at the events. This excellent Charity looks after everyone who works in our industry. It is not just for the old and infirm, but for anyone who needs help and works in the Wine and Spirits Industry. I encourage everyone in the Wine and Spirits Industry to support our Charity, you never know when you might require the help of The Benevolent.

At our first committee meeting we worked on how we would raise the profile of the Champagne Academy. We made the decision to employ a PR company, the obvious choice being Neil Phillips. With his great experience and knowledge of the Academy, Neil was able to put forward some ideas to us, which has resulted in some wonderful coverage in all the trade press. The PR continued all year resulting in many people contacting the CA administrator to discover how they could get on the course. Naturally this will need to continue for a number of years, but I am convinced it will ensure the continued success of the Academy going forward.

As the Champagne Academy is all about Champagne education, we have decided as a committee, and agreed with the Shippers, that the Autumn function will become an alternative Cuvee tasting. The majority of the Houses' now have a Rose, a Blanc de Blanc etc. and so the Autumn function will allow the Houses to showcase the Cuvee of their choice. The event will remain a less formal event with only a simple supper after the tasting. You will hear more about this event from Kevin Skeet the 2017 Chairman.

Working with the Presidential House Pol Roger and the great Hubert de Billy, and Nick James from the UK we selected the Lanesborough as the venue for the London Dinner. After a 77 million pound refit the hotel looked spectacular and the dinner that the Lanesborough team put on for us was exceptional. No wonder the Michelin guide awarded them their first star this year, the food was brilliant, working really well with the wines.

The 2016 candidates were an amazing mix of people and characters. When Nick James and I joined them out in France, both of us commented on what a great group they were. No individuals sitting on their own, and every time they sat down they did this next to a different person. No groups or cliques in this bunch. I am really pleased to say that Sophie Birbeck was the worthy winner of the Magnum Ice Bucket for the best results in the daily exams. It is great that everyone from the 2016 course has already attended a dinner in 2016, is that a record?

The Scottish Dinner aboard the Royal Yacht Britannia was a very special occasion on an amazing boat moored in Edinburgh. The food again was stunning, working really well with the wines. My wife and I did not want to leave the boat! David Ramsey put on an amazing

dinner, it was such a great evening that we unfortunately forgot the Royal Toast, not that anyone noticed until after the event. Possibly not the best venue to forget the toast to the Queen!!

The Northern dinner was again at the Chester Grosvenor, the 10th Champagne Academy dinner that Chef Simon Radley has prepared for us. Hubert de Billy was immensely proud at the dinner, to invite Simon to become an honorary member of the Academy. As usual Simon produced amazing dishes to go with the wines, the talking point of the evening being the candied tomato pudding matched with Piper's Cuvee Sublime. Loved by some and misunderstood by others, I thought it was brilliant and a great food and wine match. Thank you to David Garlick for organising his 30th CA dinner, that is some record!

The final dinner was the Midlands Dinner held at the Vox in Birmingham, my home regional dinner. Despite the unfortunate traffic chaos that surrounded Birmingham that particular evening, everyone managed to arrive eventually and we had a marvellous evening. Thank you to Kevin Skeet for staying calm and managing the evening so well, in extremely difficult circumstances.

During my year as Chairman I have had great support from my Committee, the very hard Working CA Administrator Val Simpson, Hubert de Billy, Nick James and Sara Hicks. Thank you to all of you for making my year as Chairman so very special. Good luck to Kevin in 2017, I hope you have as much fun and pleasure as I have had as the 2016 Chairman.

Philip Amps, Chairman of the Champagne Academy 2016



Philip Amps, Hubert de Billy, Béné Lemkercher and Nick James

BOLLINGER

Champagne Bollinger has been part of the history of the Champagne region for more than 180 years, founded in 1829 the House remains resolutely independent and family owned.

In many ways, the 2016 wine-growing year was similar to certain years of the 20th century. The only big difference was a historically mild winter, with the temperature in the month of December 2015 surpassing every record, whereas in the last century, the other winters had often been marked by intense cold spells.

Beneath ground, 2016 saw the opening of two historically important new cellars at Bollinger's home in the Grand Cru village of Aÿ. The unveiling was the culmination of a project that dates back to 2010, when during an inventory of the stocks stored in the tunnels and galleries beneath the House, an abandoned wine cellar containing old bottles and magnums of reserve wines was discovered. The discoveries initiated a massive restoration project under the guidance of cellar master Gilles Descôtes, restoring more than 4,000 wines. The team at Bollinger were able to use the inscriptions on the bottles to determine the origins and vintages of certain batches. The wine archives enabled the team to unveil the exact meaning of the inscription "CB 14" – a wine from 1830! The foundation of the House dating back to 1829. To showcase this amazing discovery two new cellars were created – one named La Réserve to house the single village reserve wines and the Galerie 1829 for the old vintages successfully restored.

In 2016 the Madame Bollinger Foundation continued to inspire those in the industry, the foundation created in 1988 is a tribute to Madame Bollinger. The continued partnership with the Institute of Masters of Wines aims to train eminent global wine specialists who display exceptional knowledge and skills. In 2016 there was no shortage of outstanding talent and the 2016 Madame Bollinger Foundation Winner was Mary Margaret McCamic.

The wine libraries were not the only unveiling for Bollinger in 2016 and to celebrate the start of the season and Royal Ascot in particular, for which Bollinger is the Official Champagne, Bollinger launched a dedicated advertising campaign created by leading British impressionist artist Sherree Valentine Daines. Renowned for her work of the British social season including Royal Ascot and commissions by the Royal Family to commemorate Her Majesty's 90th Birthday.

Throughout 2016 Bollinger continued to align with the most anticipated and revered British Sporting events including The Boat Race, Royal Ascot and England Rugby, all of which form a strong part of the Bollinger communication strategy. Arguably the most prestigious of all Bollinger's associations is that as the Official Champagne of James Bond, a family friendship that goes back to 1956 in Ian Fleming's novel, *Diamonds are Forever*. In 1973 Bollinger's Chairman, met Albert R. Broccoli it was the start of a strong friendship between the two families appearing together on screen since *Live and Let Die* and this relationship between the two families carries on today and we wait in anticipation for the next 007 release.

CHARLES HEIDSIECK

2016 was a very positive year for Charles Heidsieck, seeing the distribution network strengthen, an exciting new product launched, and an abundance of awards for the entire range.

The international presence of Charles Heidsieck has been growing steadily since 2012. The House is now present in more than 30 markets through independent distributors, appointed for their love of the brand and their ability to build selective distribution and to deliver the best service to Charles lovers worldwide. Charles is now poured in highly prestigious outlets across the world, such as The George V in Paris, The Hurlingham Club and the English National Opera in the United Kingdom, and Qualia Resort in Australia.

2016 also saw the launch of the Brut Réserve Jeroboam Cosmopolite. The Cosmopolite celebrates the spirit of conquest of the founder and his creativity with a limited-edition Jeroboam nestled in a giant book, bearing a label inspired by a creation of Charles Camille Heidsieck himself in 1866. Only 25 were released worldwide and just three were made available for the UK market. The Jeroboam Cosmopolite was released in collaboration with Steve Booker, an influential travel blogger, and Fortnum & Mason, where one of them is still displayed.

Charles Heidsieck also sponsored the coveted “Concours Arts & Elegance Richard Mile” in Chantilly Castle near Paris, where more than 10,000 visitors enjoyed the view of the beautiful classic cars while sipping our champagnes.

Charles Heidsieck was once again honoured with awards in 2016. With a total of 19 gold medals for the whole range, critics once more acclaimed the winemaking skills of the House. The Brut Réserve NV won gold medals at the IWC, IWSC and DWWA, and won ‘World Best Non-Vintage Blend’ at the Champagne & Sparkling Wine World Championships. The Rosé Réserve NV won gold medals at the Sommelier Wine Awards and CSWWC, and was awarded ‘Best Wine of 2016’ by Decanter with an outstanding 95pts/100. The Brut Millésime 2005 won gold medals at the IWC and Decanter Asia Wine Awards while the Rosé Millésime 2006 won gold at the DWWA and CSWWC. Finally, the Blanc des Millénaires 1995 won gold medals at the IWC, SWA, ISWC and won a platinum trophy at the DWWA with an extraordinary 97pts/100, which surely makes it one of the most awarded champagnes of all time.

We were also very proud to see Charles Heidsieck ranked as the 6th most admired Champagne House in the World by Drinks International.

VEUVE CLICQUOT

Since its creation in 1772, Veuve Clicquot has played an instrumental role in establishing and evolving the Champagne industry as we know it today. The House owes its extraordinary reputation to a remarkably modern woman: Madame Clicquot. Married in 1798 to François Clicquot, owner of a Champagne business, and widowed at 27, she took control of the business and became one of the first women to lead a company of men. Proud, stubborn and strong-willed, she overcame the climatic uncertainties of arid land and always demanded “only one quality, the finest.”

Known by her peers as “La Grande Dame de la Champagne,” Madame Clicquot demonstrated her innovative spirit in 1810 by producing the first vintage wine of the Champagne region. With her daring, avant-garde ideals, she invented the first “riddling table” in 1816, as a way to clarify champagne. Adopted across the Champagne region, this method is still used today by all Houses. Madame Clicquot also used the red wines from her Bouzy vineyards in 1818 to produce the very first Rosé blend in Champagne.

In 1972, the Veuve Clicquot Business Woman Award was created as a tribute to Madame Clicquot, championing the success of business women worldwide who share her same qualities: Her enterprising spirit, her courage and the determination necessary to accomplish her aims. Highly prized and sought after, it is the first international award created specifically to recognise the contribution that women have made to business life, and is now regarded as the “Oscars” for female entrepreneurs around the world.

On 8th May, 2016, the 43rd Veuve Clicquot Business Woman Award was presented to Co-founder and Co-CEO of Unruly, Sarah Wood. 2016’s Veuve Clicquot New Generation Award, which recognises the success and vision of up-and-coming entrepreneurial business women between the ages of 25 – 35 years old, was presented to Co-founder and CEO of Propercorn, Cassandra Stavrou.

During the summer months, as champagne of The Season, Veuve Clicquot partnered with several stylish events across the UK, including Cricket at Lord’s, Goodwood Festival of Speed and Goodwood Revival to name but a few!

The highlight of the year was the second instalment of Veuve Clicquot’s annual celebration and exhibition of creative and cultural excellence, The Veuve Clicquot Widow Series. Each year, the brand partners with a different creative curator to produce the ultimate Halloween experience. In 2016, Veuve Clicquot partnered with FKA twigs to produce “ROOMS”, an original new performance and installation, combining performance art, set design, theatre, costume and dance.

Yet another fantastic year painting the UK Yellow!

Join us online to stay up-to-date with all of the brand’s latest news, events and offers:

- Facebook: www.facebook.com/veuvecliquot
- Twitter: @VeuveClicquotUK
- Instagram: @VeuveClicquotUK
- Website: www.veuve-clicquot.com

HEIDSIECK & CO. MONOPOLE

In 2016 Heidsieck & Co. Monopole Blue Top NV was selected as the 20cl bottle of champagne available in the new M&S On Board offer, on all British Airways Euro traveller flights.

Heidsieck & Co. Monopole continued as the official champagne partner of Barclaycard presents British Summer Time, in Hyde Park, London. Throughout the ten days of the music festival, more than 350,000 fans, came to see Take That, Carole King and Stevie Wonder (to name but a few of the artists performing). Festival goers were able to enjoy a range of Heidsieck & Co. Monopole champagnes in branded pop-up bars in the main arena and in the exclusive VIP Monopole Tree House in the centre of the Royal Park.

In the UK, Heidsieck & Co. Monopole Gold Top - Vintage 2009 was launched receiving a gold medal in the Decanter World Wine Awards. Light yellow in colour, it boasts brilliant reflections which afford this wine its full lustre, which quite suitably matches this stunning vintage champagne. The first nose is smoky, evolving towards notes of roasted, dry fruits and a hint of hazelnut. The next aromas are more rounded. The first is reminiscent of honey with gingerbread dominance. The olfactory exploration with pastry and buttery aromas continues to enhance the senses. A powerful and complex wine. From the first mouthful, the character and power of this vintage cuvée is confirmed. A very ample, round palate. A creamy champagne. This wine has good length. The tasting ends with aromas of grilled almonds. The balance of this cuvée is maintained with a fine acidic presence which bestows freshness (Tasting note courtesy of The Champagne Company)

KRUG

Krug is a creator of excellence, with an uncompromising philosophy and obsession to detail which has made it the best rated champagne in the world.

Krug illustrates the amazing adventure of a visionary, Joseph Krug, who understood that the essence of Champagne is pleasure itself. He decided to go beyond the very notion of vintage, to transcend the conventional boundaries of blending to create the expression of ultimate pleasure: Krug Grande Cuvée, the most generous Champagne in the world, also of a rare elegance, impossible to create from what Nature can give in just a single year. He wanted the aromas and flavours of several years to perpetuate the Krug taste, a handcrafted taste that has become its unrivalled signature. Decades later, Krug Rosé was born of a secret experiment founded on these same principles. Krug Grande Cuvée and Krug Rosé together embody the vision of Joseph Krug. His vision and savoir-faire have been perpetuated and enriched by six generations of the Krug family since 1843.

In 2016, KRUG launched its 2002 Vintage. The last of the major houses to do so. It has been received exceptionally well by all quarters, and we are humbled to receive positive comments from all who have enjoyed it thus far.

"The Krug 2002 is in another league" 98/100

Michael Edwards, Decanter

However, probably the most significant change recently is seeing the front label changing on KRUG Grande Cuvée to include the Édition.

What ? A new front label

Every year since the foundation of the House, one creation, one blend, one bottling and thus one new ÉDITION of Krug Grande Cuvée, the fullest expression of Champagne, has come to life. Now the number of the ÉDITION can easily be identified on the front label.

Why ? A turning point

Revealing each ÉDITION of Krug Grande Cuvée is a turning point in the history of the House of Krug. The reference to each ÉDITION of Krug Grande Cuvée facilitates both communication and sales. It is a great tool to reveal the rarity, uniqueness, and collectability of Krug Grande Cuvée.

When ? End of 2016

By the end of 2016, bottles of Krug Grande Cuvée will be available in markets with the new labels indicating 163ème ÉDITION.

Where ? Learn more

Enter the Krug iD on Krug.com, Krug App, or #KrugID on Twitter to discover the story of your bottle, as well as its ÉDITION and much more.

LANSON

2016 was another successful [and busy] year for Champagne Lanson; achieving strong growth in a challenging market, activating a number of events and launching a new cuvée. As always, communications continued to centre on #ThePerfectStart taste message, which spanned all of its activities from advertising and events to packaging.

Its “summer season” began in earnest in June with the continued sponsorship of Chestertons Polo in the Park, one of the most hotly anticipated fixtures on London's sport and social calendars. Lanson built its largest ever Champagne Garden, which became a glamorous focal point for the event. Leading with Lanson Rose Label [the UK's No.1 NV Rosé by value and volume: Nielsen], saw Hurlingham Park become a sea of Lanson pink. Good weather helped drive strong sales with a bottle of Lanson being opened every 18 seconds of the event!

Lanson's next calendar event was The Championships, Wimbledon, which was supported by a holistic trade, consumer and media campaign. With 25,000 bottles of Lanson enjoyed during the tournament, The Championships again proved to be a key Champagne occasion of the summer. In 2016 Lanson launched another popular limited edition bottle inspired by tennis wear which proved to be a resounding success. They were honoured to be awarded 2016 Consumer Campaign of the Year by The Drinks Business for its Omni-channel activation of The Championship.

Other highlights from across the year included successful partnerships with Henley Festival, LAPADA Art and Antiques Fair, Telegraph Bespoke and The Times+ Club, as well as its on-going activations with The O2 and Time Out Magazine. In addition to events, 2016 saw the launch of a new, modern look and feel across its advertising and packaging. This culminated in the launch of an innovative new gift box which simply and concisely communicates the Lanson taste profile, aiding customer decision making at the point of purchase.

2016 was also a very special year as Lanson launched its prestige cuvée, Clos Lanson 2006. After 10 years of maturation, Lanson winemaker Hervé Dantan took the decision to release the 7,870 individually numbered bottles. This elegant Blanc de Blancs is made with grapes from the clos at Maison Lanson – the last remaining vineyard within the walled city of Reims. The release received plaudits from numerous key opinion formers. Due to popular demand, Lanson also made magnums of its on trade exclusive Cuvée Père et Fils available.

Founded in 1760, Lanson is the fourth oldest Champagne House. It also remains one of the few Houses which choose to predominately avoid malolactic fermentation, ensuring its Champagnes are fresh and elegant and show a purity of fruit. Lanson received numerous awards in 2016 from gold for the market leading Lanson Rose Label in the Global Rosé Masters to IWSC gold for its newly released Noble Cuvée Blanc de Blancs 2002, affirming its status as producers of quality Champagnes.

LAURENT-PERRIER

Laurent-Perrier enjoyed a 2016 that carried on the House's fine tradition as one that prides itself on strong relationships.

The partnership with **Taste Festivals** successfully grew again this year as Laurent-Perrier joined Taste of Hong Kong in addition to those in Paris and London. Partnering in the UK with The Grill at The Dorchester, the Entertaining at Home masterclasses focussed on sharing tips from Laurent-Perrier's Daniel Brennan and top recipes from Head Chef Christophe Marleix that could be easily recreated in any home.

This also marked the first year that Laurent-Perrier worked with Evening Standard magazine to find the **Laurent-Perrier London Restaurant of the Year**. Selected by public vote from an expertly selected shortlist, The Woodford received the esteemed award on the inaugural night of Taste of London.

Joining in with the Queen's 90th birthday celebrations, Laurent-Perrier was delighted to assist in raising a glass to Her Majesty at **Royal Windsor Horse Show** this year. Global CEO Stéphane Dalyac was pleased to present the award for the British Driving Societies' Concours d'Elegance.

Wilderness Festival enjoyed another year of fantastic weather, food and fine champagne. Laurent-Perrier teamed up again with The Corinthia Hotel, this time for a hidden high tea in the walled garden. From 18:12 to 20:16 guests enjoyed rosé tinted treats from picnic hampers along with an afternoon of sunny skies and superb cabaret.

Laurent-Perrier was delighted to round off the year with the LP Advent Calendar across social media and continues to grow its dedicated base of engaged fans. **#LoveLaurentPerrier**

MOËT & CHANDON

Moët & Chandon has been associated with the sparkle of success and glamour ever since the House was founded in 1743. These are the values that we share and the values that inspired the founder's grandson Jean-Remy Moët to share our Champagne with the world. The quality of the wines gives full expression to the richness and diversity of the fabulous vineyards, the largest and most prestigious estate in the whole of Champagne, made up almost exclusively of Premiers Crus and Grands Crus. The Moët & Chandon name guarantees excellence and consistent quality through every bottle of Moët Imperial, and Grand Vintage champagnes, Joyous wines, with a generous and seductive personality, distinguished by their bright fruitiness, seductive palate and elegant maturity.

2015 ended on a high note for the House with the launch of its brand new campaign and platform, the NOW, which is about celebrating the thrill of living. With a bottle of its Champagne opened every second around the globe, Moët & Chandon knows that every second is an experience, and every experience is a #MoëtMoment to live now - #open.thenow. What started as an advertising campaign has become, in 2016, a true part of the brand's DNA and a way of enjoying Moët & Chandon champagnes: it's all about creating spontaneous champagne moments. On JUNE 11th 2016, for the first time in its history, Moët & Chandon celebrated the NOW all around the world. We launched the 'Moët Party Day' with a series of spontaneous Party & BTL activations, supported with advertising, digital and PR promotion. Originally, on that day, in 1967 the celebratory champagne spray was born at the 24-hour Le Mans race in France. Nearly 50 years later this liberating spirit of spontaneity and splendor, has been marked by Moët, as it put on a spring of global parties in cities including London. This successful event, hosted at Victoria House was attended by 600 guests from consumer, trade, and press backgrounds.

2016 saw Moët & Chandon write an entirely new chapter for the global Champagne category with the launch of Moët Ice Impérial Rosé NV- the first ever Rosé Champagne to be served 'on the rocks', created as the pink partner to the Blanc Ice Impérial NV. The launch of Ice Impérial Rosé kicked off the Summer, with Ice Imperial being recognised as champagne of the season, having visibility at all social events, from traditional sporting events including the Aegon Championships (Queens) to destination parties like Isle of Wight Festival, Henley Regatta and Summer Brunch parties.

May 2016 saw Moët & Chandon launch the second edition of the Moët Academy, stating once again how craftsmanship and savoir faire are at the very heart of its values. The Moët Academy delivered a true immersive experience via a 360 screen showcasing the spirit of the NOW campaign: a 90 minute journey through the champagne making process and Moët & Chandon range. To coincide, Moët took education into the digital sphere and targeted millennials, through a new social campaign called 'not all bubbles are equals'; a series of short films/gifs that explain the unique steps in Methode Champenoise, translating them in a unique way that demystified the champagne lingo and engaged a new key audience.

We look forward to another year of excitement and success in 2017, join us online to stay up-to-date with all of the brand's latest news and events:

- Facebook: @Moët&ChandonUK
- Twitter: @Moët&Chandon
- Instagram: @Moët&Chandon
- Website: www.moët&chandon.com

G.H. MUMM & CIE

When Champagne Mumm was inherited by Georges Hermann Mumm, the business which had been started by his Father and Uncles in 1827 was bestowed with his initials and put into a higher gear. Georges Hermann started to acquire vineyards in “fine locations” which a hundred years later would be renamed “Grandes Crus”, built the Reims winery and offices seen today, had press houses constructed in each of his vineyard holdings and above all managed his business with a single goal to quality - “Only the best”.

2016 sped by for Champagne Mumm.

The global sponsorship of FIA Formula E took its second loop around the globe with 12 races in 11 countries and at each one, a brand-new champagne from Mumm was launched both over the race days but also, in jeroboam, from the winner’s podium where the drivers sprayed Mumm Grand Cordon over each other and the watching crowd.

Grand Cordon is the new N.V. wine from Maison Mumm and whilst the wine itself pays homage to the all-important varietal at Mumm, Pinot Noir, allowing Chef du Caves Didier Mariotti to create a perfect balance between freshness and intensity, the bottle itself is something new – a complete revelation in the champagne world.

Designed by Welshman Ross Lovegrove, the ground-breaking bottle is slightly elongated with a long slender neck which accentuates the development of the Pinot Noir during aging and in a feat of never before seen technology, the designer has sculpturally transformed Mumm’s famous Cordon Rouge from a simple paper label so that now our signature red sash now appears in vermillion red lacquer, 3-Dimensionally scooped into the glass.

Embracing modern and contemporary design, for the 2016 gift box we commissioned Porsche Design Studio who created a fantastic and glamorous box for both our white and rosé NV wines.

At the close of the year, a very special announcement was made;

Maison Mumm is proud to announce the special appointment of Usain Bolt, one of the world’s most daring and decorated athletes, as the newest CEO – chief entertainment officer.

Throughout Mumm’s history, the House has partnered with trailblazers who dare to break with convention. The appointment of Bolt is a daring first step in a series of planned exciting engagements between him and Maison Mumm. Those who dare to experience what Bolt and Mumm conceive are encouraged to stay tuned to forthcoming announcements that are certain to entertain, excite and inspire.

We look forward to seeing you at the Academy events over the 2017 season.

@GHMUMM

#DareWinCelebrate

PERRIER-JOUËT

In the 'Comet Year' of 1811 and just 12 months after their nuptials, newlywed Pierre-Nicolas Perrier and Adèle Jouët created a Champagne House through which their love story would continue through time. Today, from the same address and using the same buildings & cellars that the couple created, Perrier-Jouët continues to create enchanting, seductive and delicate Champagnes in the style dreamt up by the founding couple.

As 2016 unfurled, it turned out to be a beautiful and busy year for Perrier-Jouët. Perrier-Jouët and The Ritz Hotel created a bespoke opportunity at the iconic property with the Perrier-Jouët commis sommelier role burst into bloom to give a novice sommelier the opportunity to join and train and learn from and with the teams of one of the world's greatest hotels.

For the 1st time, Perrier-Jouët entwined herself into the world of tennis and became the champagne partner to The Boodles at Stoke Park Hotel. Whist Nadal was out (injured) and it was the wettest week in memory, a splendid time was had by all out on the court and in the P-J Pavilion over the 5 days particularly for those who saw Novak Djokovic play.

Only a week later, another new residence for Perrier-Jouët saw the house blossom at Masterpiece London at a splendid location on the South Grounds at The Royal Hospital, Chelsea. Masterpiece London is the "most imaginative and glamorous art and antiques fair in the world" and with the spiritual home of Perrier-Jouët being Maison Belle Epoque in Épernay which contains Europe's largest private collection of Art Nouveau treasures – a glamorous, game changing avant-garde movement of its time -we felt much at home.

Late summer saw the launch of a very limited edition 'Belle Epoque Edition Automne Rosé 2005' which was crafted with the classic Belle Epoque rosé blend but a significantly different red wine addition and dosage which is a tribute to autumn's ephemeral and beautiful season and in early autumn, L'Eden by Perrier-Jouët opened its doors on London's Wardour Street.

L'Eden by Perrier-Jouët is a global experience where the house, in key cities at key times around the world, installs and hosts an unmissable, immersive experience around a completely new vision of nature, providing an unexpected contrast in the city, celebrating the creative effervescence of the biggest cultural weeks in the city's calendar.

L'Eden London was held in Soho and the two-story venue's lounge installation was enchanted by the leading Parisian designer Noé Duchaufour-Lawrence who created a link between nature and the city with vertically-hanged 3D-printed branches where visitors could extract their own Anemone flutes as a new tasting ritual. Held in the basement, guests were transported into the world's first bio-responsive garden created by Bompas & Parr, where nothing was as it seemed and the plants within mimicked the visitor's every move.

As winter become spring and the seasons move forward once again, we look forward to spending some beguiling times tasting some of the delightful wines of Perrier-Jouët with the Academy members old and new throughout 2017.

@PerrierJouet

PIPER-HEIDSIECK

Mr Chairman, Academicians, Members, Friends, Ladies and Gentlemen

It has been our great pleasure to have been Vice-Presidential house during 2016 and we now step away from that role. We welcome Pommery as Presidential House in 2017, as well as Pol Roger and Louis Roederer as Vice-Presidential houses. We'd also like to extend our gratitude to Philip Amps for all his work as chairman last year and we're sure incoming chairman, Kevin Skeet will take up the mantle with aplomb.

Congratulations to all those who have been selected to attend the 2017 Champagne Academy week - a life changing experience and the start of what we hope will be a long love affair with the region and its wines.

As we enter spring, life continues apace at Champagne Piper-Heidsieck. The 2016 harvest brought challenges and volumes are down, though careful selection of fruit means base wines are looking great and our winemaking team are hard at work blending as I write this. A stunning new visitor centre will open later this year - we do hope some of you will come and visit (by appointment – please contact me simon.stockton@wgrant.com). Other exciting projects are in the pipeline, though these are under strict embargo!

I've met many of you already but for those I haven't, I look forward to seeing you at some Academy dinners this year. These events wouldn't take place without the joint efforts of many parties, not least of all Val Simpson, who works tirelessly to make them as successful as they are.

Until we meet again,

Simon Stockton
UK Champagne Ambassador, Piper-Heidsieck

POL ROGER

Pol Roger were both proud and delighted to be the Presidential House during 2016. Hubert de Billy's father was one of the original founders of the Champagne Academy all those years ago and had been President himself several times. He is still going strong.

As ever there was much activity on the important UK market. The Oxford v Cambridge Blind Wine tasting was extended to a trilogy with Edinburgh v St Andrews and Bath v Bristol. The company also hosted the Business School Alumni tasting match between Harvard, Wharton, London Business School and Insead. This was extended further on an international basis with a sister competition in California.

The association with Three Day Eventing continued both at Gatcombe Park, with the Festival of British Eventing and at Burghley with the Landrover Horse Trials.

The Pol Roger Duff Cooper literary prize was supported as part of Pol Roger's wider support of the Arts and Music in Country Churches follows this charity in its 28th year under the Patronage of the Prince of Wales.

Pol Roger supported a number of charity events including the Red Cross and Cancer Research. Support was also given to the environmental charity Tusk at its campaign launch at the Shard under the Patronage of Prince William.

Pol Roger continued its association with the Photographers Gallery, both for private views and for the Deutsche Borse award for new talent in the industry.

Following the Winston Churchill Design Competition in 2015 a limited release of 1,500 magnums of Brut Vintage 2006 were placed on the market. These carried the design of Sara Griffin, the winner of the competition.

The association with The Spectator saw Pol Roger being enjoyed at a number of events including Parliamentarian of the Year and at two Spectator Wine School master classes.

Pol Roger was the official Champagne at the Real Tennis World Challenge and at other amateur and professional tournaments, including Varsity Rackets and Real Tennis Bath Rugby have formed an association with Pol Roger for the 2016/7 season with a magnum being presented to the Man of The Match.

POMMERY

Pommery launched Pommery Royal Blue Sky NV in 2016. Its first sweeter style cuvée created to be served over ice. The launch event took place in June on the London Eye. Guests were able to enjoy Pommery Royal Blue Sky 'sur glace' (5 ice cubes) in specially designed glasses, whilst enjoying fabulous views over the City of London.

Pommery also launched two new prestige vintage wines. Cuvée Louise 'Nature' 2004 and Cuvée Louise 2004. Set as a challenge, for Chef de Cave Thierry Gasco, to create a new expression of Louise, Thierry decided to follow in the tradition of Madame Pommery's original blend 'Pommery Brut Nature 1874' and crafted a champagne without adding sugar. Using grapes only from the grand cru villages of Avize, Cramant and Aÿ, the assemblage is predominantly chardonnay. Louise Nature has zero dosage and Cuvée Louise 2004 just 5g/ltr.

September 2016 saw the opening of two new art exhibitions. 'Pommery Experience #13 Gigantesque' curated by Fabrice Bousteau and the Henry Vasnier collection curated by Catherine Delhot. These exhibitions brought together works collected by Madame Pommery and new pieces commissioned by Paul-François & Nathalie Vranken for the Pommery Estate. Over-sized installations were displayed in the underground gallery space of Pommery's magnificent Gallo-Roman chalk cellars, the old barrel hall and within the home (Villa Demoiselle) of Pommery's first General Manager.

Pommery enjoyed some summer fun with its continued sponsorship of the award winning Pommery Dorset Seafood Festival, held in the picturesque old harbour in Weymouth. Visitors were able to enjoy a range of Pommery champagnes with locally sourced fish and shellfish, locally grown produce and artisan products, alongside a full programme of cooking demonstrations and tastings. This free to attend Festival (with more than 50,000 visitors) supports the work of the Fisherman's Mission, raising much needed funds and awareness of their work. A favourite food match at the Festival is Pommery Brut Royal NV with oysters, this year supplied by Dorset Oysters. Luckily there were some large format bottles of Pommery on hand to pair with Pete Miles' world record breaking Dorset oyster weighing 2.2kg!

Pommery Les Clos Pompadour Mise en Cave 2003 was awarded Gold, for the second year running, at the Champagne & Sparking Wine World Championships. This cuvée is made entirely from grapes grown within the walled vineyard of the Pommery Estate in 2002. In 2016 it was also awarded 'Best in Class' for a 'Single Vineyard Wine'. The blend is based on the same % ratio of vines planted within the vineyard walls. It is the largest 'clos' in Europe in private ownership. Only 3000 magnums were produced of this very special limited edition champagne. It was therefore fitting to be served to our very special visitors to Pommery - the Champagne Academy Class of 2016.

LOUIS ROEDERER

2016 marked Champagne Louis Roederer's second year as the official Champagne Partner at Cowdray Park Polo Club. Louis Roederer was delighted to support Cowdray and the Polo community throughout the season, which opened in June and ran for just over a month, culminating with a nail-biting Final on the 17th July.

Also celebrating their second year of partnership with Cowdray Park Polo as headline sponsor was luxury watchmaker Jaeger-leCoultre, one of Louis Roederer's primary partners. As an understated and elegant champagne House, the like-minded creators of the Reverso watch discretely boast quiet refinement and a focus on the importance of craftsmanship, tying in perfectly with the Louis Roederer ethos.

The House continued its support of the international wine journalistic community with the annual Louis Roederer International Wine Writers Awards at The Royal Academy of Arts, making the most of their relationship with this world-renowned art institution as the Official Champagne Partner of the RA Schools Annual Dinner and Auction. The Awards brought the international wine community together, celebrating an eclectic mix of creative contributions to wine journalism ranging from photography to editorials, satirical blogs to books. The event was co-hosted by Charles Samuarez-Smith, Chief Executive of the Royal Academy of Arts the head of the RA; Michel Janneau, Global Marketing Director and Vice Executive President of Champagne Louis Roederer and Charles Metcalfe, Chair of the judging panel.

The House's interest with the art world was strengthened still further through support of the first ever Art Night, a contemporary arts festival open until the small hours, held at ten iconic venues in central London with the aim of transforming London into an art gallery trail spanning the capital city.

This year, Roederer was delighted to celebrate the release of the 2009 vintage with a launch at The Shangri-La In The Shard, in conjunction with the opening of the hotel's newly erected "Wine Wall", filled with a dazzling selection of Louis Roederer Champagnes and notably back vintages of Cristal. The event was enhanced by the unveiling of a bespoke piece of art created by London-based artist Aphra Shemza, designed to celebrate the personality, winemaking and viticulture behind the House's flagship wine, Cristal. The launch was supported by the release of a visually stunning marketing campaign called "La Différence Cristal", showcasing the House's devotion to biodynamic viticulture and winemaking.

Work with our automotive partner, Aston Martin, continued as Louis Roederer supported numerous events across the country, including the launch of much-anticipated the DB11. Louis Roederer also supported luxury pen and timepiece brand Montblanc's "Black & White Week" – an annual celebration of culture and design, held in 2016 in Somerset House.

Louis Roederer has continued its partnership with the Spirit of Summer and Spirit of Christmas Fairs. A total of nearly 70,000 visitors across both fairs celebrated a successful day's shopping with a glass of Louis Roederer Brut Premier, Vintage Rosé or Cristal. Guests were also able to enjoy a Louis Roederer Masterclass, led by Master of Wine, Mark Bingley, who regaled participants with the House's history, accompanied by a tasting of three wines from the range.

RUINART

Ruinart is the world's first established Champagne House, founded in 1729. It is recognised as a Chardonnay specialist, with this grape harvested from vineyards in the Côte des Blancs and Montagne de Reims, at the heart of all the cuvées. Today, elegance, purity and light define the universe of Ruinart, together with a strength derived from three centuries of history.

Long-time patron of contemporary art, Ruinart currently supports more than 30 art fairs worldwide, and since 2016 is the exclusive Champagne sponsor for Frieze London, Frieze Masters and Frieze New York, annual exhibitions of works from over a thousand of today's most important artists.

Education has always been a pillar into Ruinart DNA, the most talented sommeliers around the world have been encouraged to enter 'The Ruinart Challenge', an international training and mentoring programme. The Ruinart Challenge invites young sommeliers to participate in an annual training day hosted in each market by cellar master Frédéric Panaïotis. In the UK, the event jury was also made up of Gerard Basset OBE MS MW MBA and Ronan Sayburn MS, with the winner attending a four-day educational trip to Champagne.

TAITTINGER

2016 continued in the same busy vein as 2015 and marked another historic year for the family, this time with the golden anniversary of Le Prix Culinaire. Celebrating 50 years of young talented chefs this culinary prize, referred to as the Everest of culinary competitions, is the longest running European culinary prize. Michel Roux led the prestigious UK judges once again in the national competition and the international final was held in Paris in November, marked by a glittering prize giving at the Opera Garnier in the heart of Paris. The prize was judged by top chefs from around the world who held 28 Michelin stars between them, and the various prizes awarded by all the family who were in attendance, along with Michel Comby, the first ever winner .

In addition we continued our high profile associations in the world of arts and culture with a focus on film, with BAFTA, RADA and for the first year BIFA (British Independent Film Awards), alongside our work with The Old Vic, The Really Useful Theatre Company and the Barbican.

2016 saw our third year as supporter of the prestigious RIBA Stirling Prize and our continued support of The Pink Lady Food Photography awards which showcases stunning food photography and is rapidly making its mark as the leading food photography prize. Our corporate supporter status for the wonderful work Action Against Hunger undertakes continued, as did our support for the –The Condé Nast Johansen Taittinger Wine List Award which continues to draw record entries giving the judges a hard job in picking a winner as the standards get higher and higher each year.

The year fittingly closed at The London Christmas Horse Show at Olympia where we celebrated our twenty fourth year as official Champagne and appeared on national television with our impressive new jump.

2017 looks to be yet another memorable and historic year for Taittinger as we plant our first vines at Domaine Evremond in Kent. Launched in December 2015 we spent 2016 preparing the land and are looking forward to the May plantings of Chardonnay, Pinot Noir and Pinot Meunier - so look out for more news on this later this year. This unique collaboration between Champagne Taittinger, UK agents Hatch Mansfield and friends reflects the independent, family focused philosophies of both companies. Our ultimate aim is to produce top quality English Sparkling Wine reflecting its own terroir – rather like we do with Domaine Carneros in California. All in all exciting times.



Class of 2016
Silver Ice Bucket winner Sophie Birbeck

*For all enquiries please contact the Administrator
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