



BARONS
DE ROTHSCHILD
CHAMPAGNE

A legendary
winegrowing
family united in
an unprecedented
Champagne venture

PRESS KIT



The golden rule: the wines must be excellent. For the last 20 years, we have been working to establish ourselves as one of the grand Champagne Houses.

Every day is a new challenge and we are proud to be entering into a new era of ambitious growth with the inauguration of our two new production facilities.

Frédéric Mairesse,

Managing Director of Champagne Barons de Rothschild

Thanks to the commitment of the Rothschild family, and leveraging its rich history, we could afford not to compromise and to take the time necessary to develop our style and identity. 20 years later, we're proud of the work we've done. But each vintage is a new challenge for us to bring out the best in our terroirs and continue evolving. As a native of the Champagne region, this is something I am always passionate about!

Guillaume Lété,

Cellar Master of Champagne Barons de Rothschild

For more than two centuries, the Rothschild name has been capturing the imagination of wine lovers the world over, and inspiring all those with a passion for the art of living. Over the generations, the three branches of the family have built a tradition of excellence and distinction that today is embodied by Philippe Sereys de Rothschild (Château Mouton Rothschild), Ariane de Rothschild (Château Clarke - Edmond de Rothschild Group) and Eric and his daughter Saskia de Rothschild (Château Lafite Rothschild).

In 2005, they decided to join forces to pursue a common ambition: to create a Champagne House that would reflect the family's ethos of high standards and conviviality and a passion for the great terroirs that have always inspired them. **This is how Champagne Barons de Rothschild came into being, a new venture that, almost 20 years later, is entering a new era.**

Champagne Barons de Rothschild may be a young brand by the standards of Champagne's centuries-old history, but it has the foundations and makings of a great House: it inherits the Rothschild family's savoir-faire and love of tradition, but also fosters the ambition, innovation and daring that are the hallmarks of all the world's great winemaking visionaries.

Champagne Barons de Rothschild gives **pride of place to the Chardonnay grape**, which comes from the most prestigious terroirs of the Côte des Blancs and the Montagne de Reims, in the blending of its wines. It also cultivates the science of ageing - drawing from its triple Bordeaux heritage - which harnesses the benefits of extended ageing to bring out all the complexity possessed by the great sparkling wines, while emphasizing a **signature and a style that have already found a place on the world's finest tables.**

On the eve of its 20th anniversary, Champagne Barons de Rothschild is affirming its identity and place among the great champagne brands by embarking on **an ambitious development plan that includes the construction of two new production facilities.** This new stage of growth will ensure that the Rothschild name resonates even more loudly within the international fine wine world.



I.D. Card



Creation date
2005



Main terroirs

**Côte des Blancs
Montagne de Reims**



Barons de Rothschild vineyards
8 hectares



Total grapes sourcing
85 hectares



**Sustainable
viticulture**



The splendour of
Chardonnay



40%
Reserve wines in the blends



Long ageing of
4 to 10+ years



Dosage **Extra Brut**



Number of bottles
≈ 600 000



Distribution
85+ countries



Behind the scenes of excellence

The creation of a Grand Vin de Champagne is a sum of processes, technical choices, decisions and inspirations and is almost akin to haute couture in terms of its **uncompromising standards**. Champagne Barons de Rothschild fully ascribes to this ethos. The team - led by Managing Director Frédéric Mairesse and Cellar Master Guillaume Lété – strives to cultivate an unwavering commitment to excellence, from the selection of the terroirs to all the various stages involved in the crafting of its champagnes.

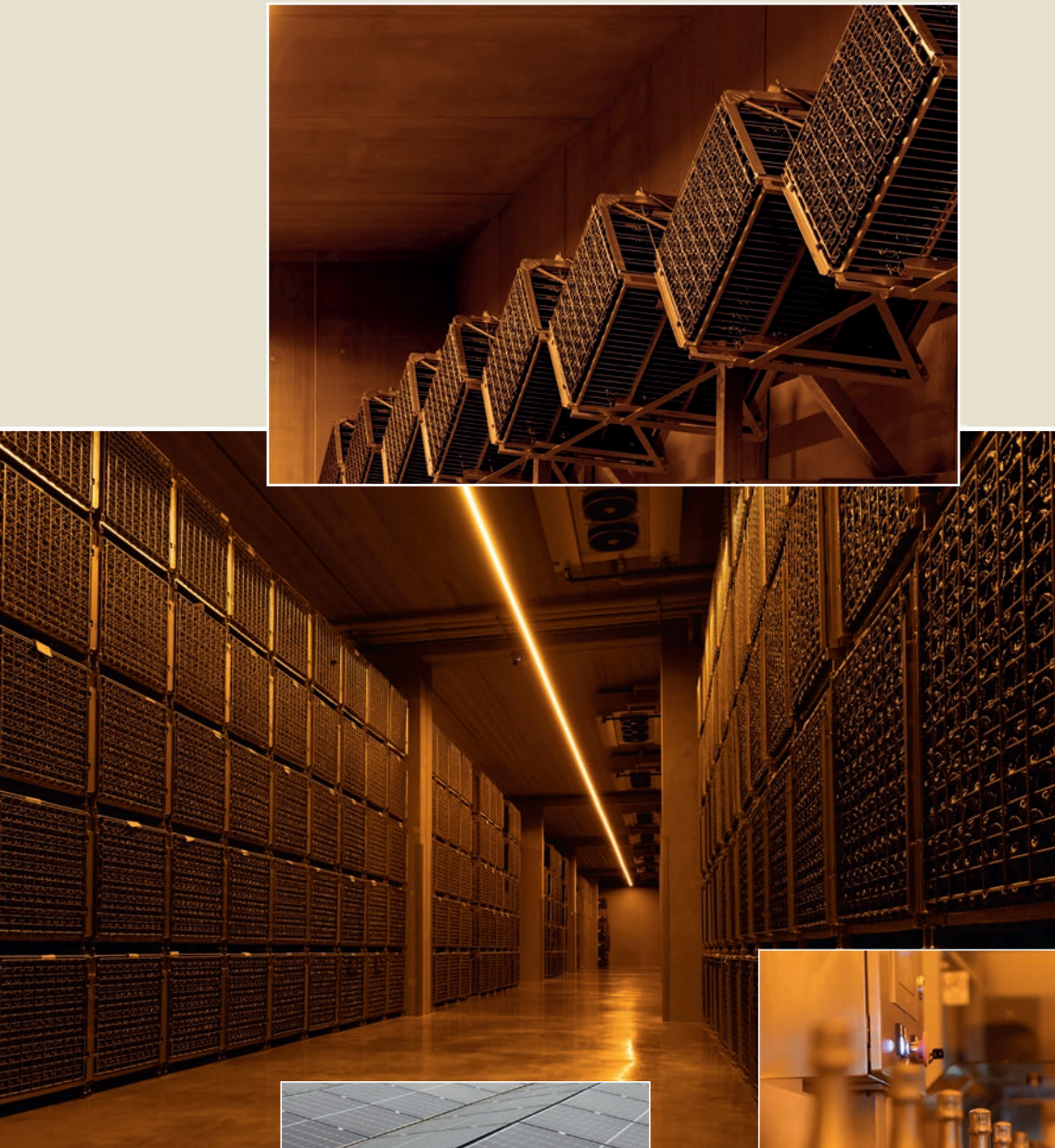


Grands and Premiers Crus

Everything starts with the sourcing of grapes from the finest Champagne terroirs: **Champagne Barons de Rothschild owns 8 hectares of vineyards** - including 7 hectares in the Côte des Blancs - and sources the remainder of its grapes from some **20 partner growers, representing a total of 85 hectares** of carefully cultivated vines.

The vineyards extend over a wide variety of plots, **almost all of which are Grands Crus and Premiers Crus** located in the **Côte des Blancs** (Avize, Chouilly, Cramant, Grauves, Mesnil-sur-Oger, Oger, Vertus), the **Montagne de Reims** (Ambonnay, Louvois, Mailly, Verzenay, Verzy, Vrigny), and the **Vallée de la Marne** (Aÿ, Cumières). Like the shades on an artist's mixing palette, the careful selection of these different terroirs contributes to the complexity of the Barons de Rothschild champagnes.





Two new production facilities

For almost 20 years, the team at Champagne Barons de Rothschild has cultivated its savoir-faire with passion and discretion, constantly striving to evolve, innovate and refine its work. It is in this spirit that the House has embarked on an ambitious programme of building work, resulting in **two new production facilities, both designed by architect Giovanni Pace, based in the Champagne region:**

- The first, in **Oger, operational since early 2024**, is used for the bottles' ageing sur lattes, riddling, disgorgement, labelling and for the dispatch of the finished champagnes. Designed in a contemporary style and **semi-buried in the chalk, this eco-friendly building** allows staff to work in natural light while keeping the cellars cool and dark. Solar energy is used to power the facility.

- The second, in **Vertus**, is a winery that will be located in a renovated building adjacent to the Clos vineyard, acquired in 2013. It will preserve the existing heritage (dating from 1870) as well as the old vaulted cellars beneath the foundations. **From 2025**, this facility will be home to **all the Champagne House's vinification activities**, from the reception of the musts to the bottling of the wine. It will house a **high-precision vat room**, facilitating **plot-based vinification work** and boasting an array of stainless steel, wood and concrete containers to bring out the best of each cru.

These two new facilities usher in a new era at Champagne Barons de Rothschild, consolidating the progress it has made over the last 20 years and setting it on course for a promising future.



questions to Guillaume Lété



*Cellar Master of Champagne
Barons de Rothschild*

What is your background?

I'm 35 years old, come from a family of winegrowers, and am a child of the Champagne region. I took a scientific path: a BTS qualification in viticulture and oenology in Avize, training as an agricultural engineer in Lille and then Toulouse, with internships in Bordeaux and California, and R&D in the Champagne region, before joining the team at Champagne Barons de Rothschild in 2011 for my final internship. At the end of those six months, and when I had already been accepted on the National Diploma in Oenology course in Reims, Champagne Barons de Rothschild offered me a job as an assistant in the technical department. I was lucky enough to be able to do both at the same time, for two years.

In 2016, you were appointed Cellar Master at Champagne Barons de Rothschild...

Things moved quickly, and it was a fantastic opportunity for a young engineer. From 2011 to 2015, a lot of work was carried out to secure our supplies, find the right partners and diversify the crus. We then started buying our first vineyard plots (we now own 8 hectares or about 15% of what we bottle), and focused on the reserve wines. Since then, we've made steady progress, both in terms of defining our wines and in terms of the number of bottles we release each year.

As Cellar Master, what is your vision for Champagne Barons de Rothschild?

I'm fortunate to have joined this entrepreneurial adventure in its early years, shortly after Frédéric Mairesse's arrival. Frédéric and I have had the unique experience of supporting the development of a House virtually from scratch. None of this would have been possible without the commitment of the Rothschild family, who constantly reminds us of its top priority: excellence. We could afford not to compromise and to take the time necessary to develop our style and identity. We have grown together, leveraging the rich Rothschilds history and with the bold ambition to challenge the hierarchy of the great Champagne Houses. Now, 20 years later, we are firmly established in the landscape, and our wines are recognised and served on the world's finest tables. But we want to continue to evolve, to make the most of each terroir, and to treat each vintage as a new challenge. As a native of the Champagne region, this is something I am always passionate about.





Somewhat of a rarity in the Champagne region, the majority of the reserve wines are stored in a «perpetual reserve», created from the first harvest in 2005. Some of our reserve wines are also stored in the form of «pure terroirs», i.e., cru by cru, plot by plot, right down to the individual *lieux-dits* when possible.

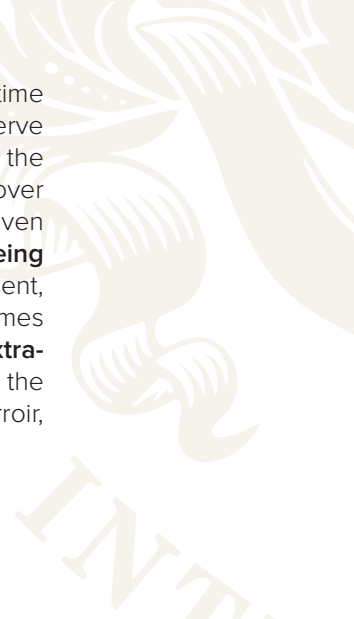
A Grand Vin de Champagne

Champagne Barons de Rothschild's constant quest for excellence is reflected in the balance it seeks in its wine blends. **Chardonnay**, the most prized grape in the Champagne region, predominates and forms the backbone of all Barons de Rothschild champagnes.

Careful consideration is also given to the **different types of containers** (stainless steel, concrete, wood) used to create the multifaceted blends that give the wines their unparalleled depth and complexity. Last but not least, **the Rothschild family's unique expertise in the science of wine ageing** and their experience of Bordeaux winemaking are put to good use in the creation of their champagnes.



Champagne Barons de Rothschild's hallmark is a love for letting time take its course made possible by the large proportion of reserve wines used - 40% of the non-vintage blends - and by affording the various cuvées the time they need to smooth out and refine over the years, revealing all the grandeur of a champagne when given the luxury of long ageing. **The bottles spend 4 to 10 years ageing in the cellars**, depending on the champagne. After disgorgement, the champagnes are left to rest for about 6 months, and sometimes for over a year. All the Barons de Rothschild champagnes are **extra-brut**, i.e., «without make-up», reflecting the integrity sought by the family, who wish to respect the purest expression of each terroir, without compromising the balance of the wines.



The Collection

Blend and terroirs

CONCORDIA BRUT



60% Chardonnay - 40% Pinot Noir

40% reserve wines, a majority of which are kept in our 'Perpetual reserve'

Over 85% Grands and Premiers crus mainly from Avize, Le Mesnil-sur-Oger, Oger, Vertus and Trépail for Chardonnay; Aÿ, Verzenay, Ambonnay and Avenay for Pinot Noir

Price : 55 € TTC

BRUT NATURE



60% Chardonnay - 40% Pinot Noir

40% reserve wines, a majority of which are kept in our 'Perpetual reserve'

Over 85% Grands and Premiers crus mainly Avize, Le Mesnil-sur-Oger, Vertus and Trépail for Chardonnay (a small proportion of which are vinified in barrels); Aÿ, Verzenay and Ambonnay for Pinot Noir

Price : 60 € TTC

BLANC DE BLANCS



100% Chardonnay

100% Grands and Premiers crus mainly Avize, Le Mesnil-sur-Oger and Oger

40% reserve wines, a majority of which are kept in our 'Perpetual reserve'

Price : 75 € TTC

ROSÉ



94% Chardonnay - 6% Pinot Noir red wine

100% Grands and Premiers crus mainly Avize, Oger and Le Mesnil-sur-Oger for Chardonnay. Verzenay and Vertus for Pinot Noir

40% reserve wines, a majority of which are kept in our 'Perpetual Reserve'

Price : 73 € TTC

RARE COLLECTION

Outstanding vintage "Grands Vins" produced in small quantities.

Exceptional quality and vinification by vineyard plot. The quintessence of the Barons de Rothschild style.

RARE COLLECTION BLANC DE BLANCS



100% Chardonnay

4 grands crus exclusively from the Côte des Blancs : Avize, Cramant, Oger and Le Mesnil-sur-Oger.

Aged on the lees in the cellars for a minimum of 8 years

Price : 310 € TTC

RARE COLLECTION ROSÉ



92% Chardonnay - 8% Pinot Noir red wine

100% Grands and Premiers crus : Avize, Oger and Le Mesnil-sur-Oger for the Chardonnay; Verzenay and Vertus for Pinot Noir

Aged on the lees in the cellars for a minimum of 8 years

Price : 390 € TTC



Sharing excellence

T rue to the family's identity, the taste for excellence is expressed in every experience created by Champagne Barons de Rothschild. Today present in over 85 countries, the Barons de Rothschild champagnes are exclusively available in the finest restaurants, hotels and wine shops.

55%
on trade

40%
off trade

5%
corporate

Through its CLUB AMBASSADEURS, the House brings together a community of professionals. Today there are more than 400 «Barons de Rothschild Ambassadors» around the world, each representing excellence in their field and championing the Barons de Rothschild champagnes in their daily work. This club has been so successful that, in 2023, demand was 15% higher than the Champagne House could meet, forcing it to introduce allocations.



Since 2016, the Champagne House has also produced the BARONS DE ROTHSCHILD RÉSERVE RITZ champagnes, the fruit of an exclusive and long-standing partnership with the Ritz Hotels in Paris, London and around the world, symbolizing the elegance, refinement and French art of living so dear to the Rothschild Family.

As a partner of the Comédie Française and the Château de Versailles, Champagne Barons de Rothschild is deeply committed to preserving culture, respecting its values and its history, thereby helping to promote French culture at its best.



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