



**BARONS
DE ROTHSCHILD**
CHAMPAGNE

Press release

September 2023

Champagne Barons de Rothschild launches major renovations in its Vertus' Clos and in Oger

As part of its commitment to sustainable development and continuous improvement in wine quality, Champagne Barons de Rothschild has launched a major two years investment program in the heart of the vineyard.

"We're very proud of how far we've come since the creation of our House in 2005. Today, more than ever, we are looking to the future. These investments perpetuate the strong commitment of the three branches of our family to the vision of excellence we share for our Fine Wines of Champagne", explains Philippe Sereys de Rothschild.

Following a competition between architects, the Rothschild family has entrusted this mission to Giovanni Pace, a renowned architect from Champagne, who will be accompanied by the engineering firm Cical, in charge of the construction.

"Integration into the local landscape, preservation of the environment and low energy consumption were key elements in both projects, for the quality and excellence of our wines", adds Frédéric Mairesse, Champagne Barons de Rothschild's Managing Director.

The program includes two distinct components:

The first one in Vertus concerns the renovation of the building adjoining the Clos acquired in 2013. The Rothschild family was won over by the architect's ability to rehabilitate the premises while preserving the existing heritage. Maintaining and renovating the historic vaulted cellars under the foundations of the future winery is a real architectural feat in itself.



The restoration of the Champagne heritage dating back to 1870, the use of environmentally-friendly materials, and the valorization of local resources and energies were the guidelines of the project, which will enable the production of wines in ideal conditions.

" This site will concentrate all of the House's winemaking activities, from must reception to bottling. We have designed a winery tailor-made for the parcel-by-parcel dimension of our winemaking and a selection of different containers in stainless steel, wood and concrete to enhance each cru. The aim is to support the future development of the company and maintain our high standards of quality", said Guillaume Lété, Cellar Master of Champagne Barons de Rothschild.

It will also be a place to welcome our private guests, who will be able to enjoy a variety of exclusive experiences depending on the season. **Inauguration is scheduled for 2025.**

The second one at Oger, in a more contemporary style, will see the construction of a new production site. This eco-responsible building, semi-buried in the chalk, will enable to work in natural daylight while ensuring that the cellars remain dark. Solar energy will cover the site's energy needs.



This site will be dedicated to the stages of bottle ageing on laths, riddling, disgorging, packaging and, finally, shipping. It will host the first bottles early 2024.

About Champagne Barons de Rothschild

Founded in 2005, Champagne Barons de Rothschild was born from a unique and unprecedented alliance between the three branches of the Rothschild Family - today represented by Baron Philippe Sereys de Rothschild (Château Mouton Rothschild), Baron Benjamin and his wife Ariane (Château Clarke - Groupe Edmond de Rothschild), Baron Eric and his daughter Saskia (Château Lafite Rothschild). For the first time in their history, the Barons have joined forces, to create a Champagne House and craft their unique interpretation of a 'Grand Vin de Champagne' together, combining the elegance of the Chardonnay with long ageing and the purity of a minimalist dosage.

PRESS CONTACT

Marie Dumas

mdumas@champagne-bdr.com

+33 (0)7 70 22 12 81

www.champagne-bdr.com

Instagram : [@champagnebaronsderothschild](https://www.instagram.com/champagnebaronsderothschild) / Facebook : [Champagne Barons de Rothschild](https://www.facebook.com/ChampagneBaronsdeRothschild)