



L2020 - THE RECONQUEST  
THE 10 KEY FACTS

# A g e n d a

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✦ OUR WINES, OUR EXPERTISE

✦ LA MAISON LANSON, MAJOR CHAMPAGNE BRAND



# Our wines, our expertise

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## KEY FACT 1: HIGH QUALITY SUPPLY



Maison Lanson, a **460 ha. supply**, 57 ha. that we own  
and 16 ha. in organic and biodynamic viticulture.

A **strong historical relationship with growers**, dating back through generations.

An access to more than 100 different Crus and over 50% of our wines in **Grands Crus** and **Premiers Crus**.





# Our wines, our expertise

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## KEY FACT 2: OUR HIGH-PROFILE INDUSTRIAL TOOLS



A **plot cuverie** (stainless steel) dedicated to the diversity of our Crus, a new « **Chai Bois** » to enhance our reserve wines, a **new press house** and new production tools...

€20 millions of investment over the last 8 years, dedicated to the elegance of our Champagnes.





# Our wines, our expertise

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KEY FACT 3: PASSION AND HUMILITY SERVING HIGH-QUALITY



Hervé Dantan, our talented winemaker, arrived in 2013.

A **new drive** and vision for our blends.

A viticultural and œnological team **committed to the quality** of our wines.



# Our wines, our expertise

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## KEY FACT 4: A LANSON STYLE



Vinification according to the **original principle of Champagne**, for the most part without malolactic fermentation.

Blending benefiting from: a large palette of **Crus**,  
a great diversity of **reserve wines** and a **longer ageing time**.

Key information about our blends are indicated on our back label as a sign of **transparency**.

Wines distinguished by their **elegance, freshness, fruitiness and vitality**.

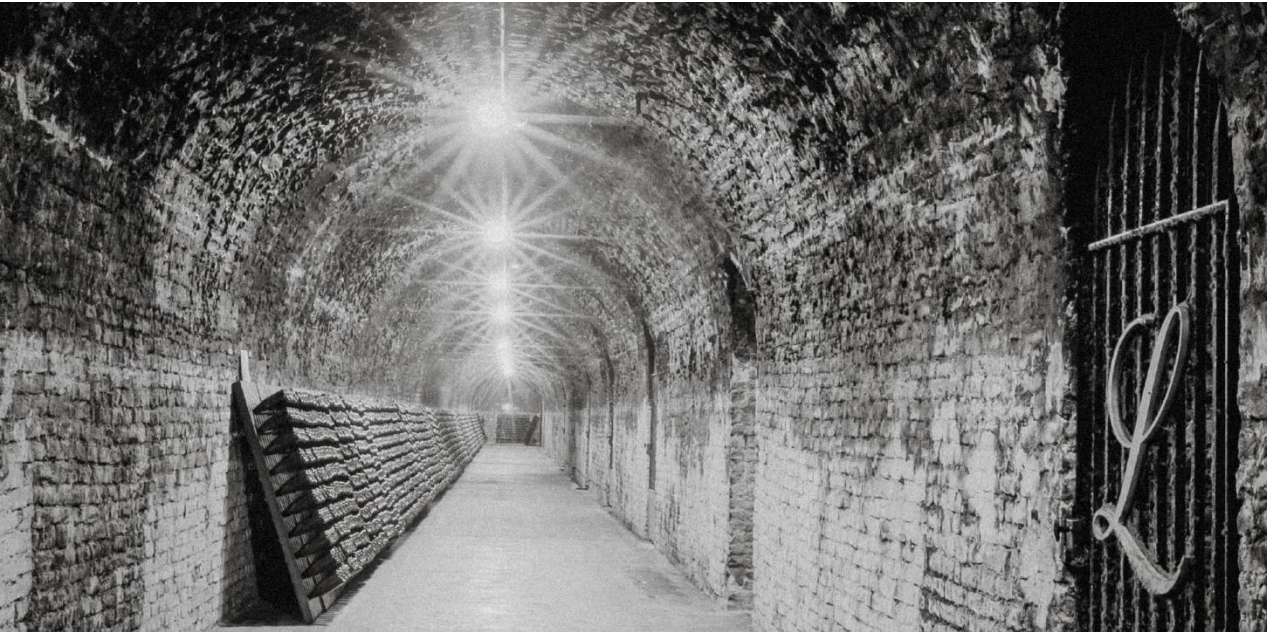




# Our wines, our expertise

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## KEY FACT 5: HIDDEN TREASURES WITHIN THE CELLARS



One of the finest Vintage Collections in Champagne, dating back to 1904.

Available for sale from the Vintage 1976, the majority in magnums.





# Our wines, our expertise

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## KEY FACT 6: SUSTAINABLE DEVELOPMENT



Maison Lanson is committed to a more **sustainable viticulture**:

- through our own Biodynamic & Organic vineyard, Domaine de la Malmaison,
- by proactively supporting our growers in a certified approach to viticulture.

Lanson is the first Major Champagne Maison to offer an Organic Cuvée in its permanent range.

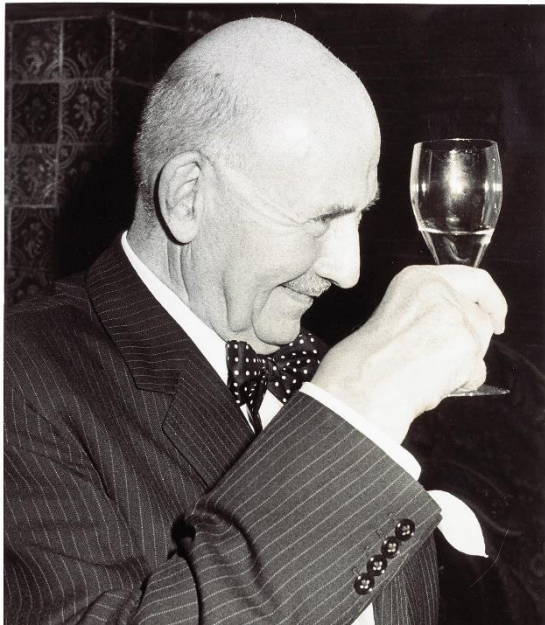




# La Maison Lanson, Major Champagne Brand

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## KEY FACT 7: A RICH HISTORY



Founded in 1760, our Maison is the 4<sup>th</sup> oldest Champagne House.

A family property, guaranteeing the lasting values of the brand.

Le Black Label, launched in 1937, owes its emblematic name to Victor Lanson.

A Maison located in the heart of Reims with a unique secret garden, Le Clos Lanson, facing the Cathedral.





# La Maison Lanson, Major Champagne Brand

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## KEY FACT 8: INTERNATIONAL OPENNESS



Since the very beginning, an **international openness** with 75% of today's volumes sold in export markets and a presence in more than 80 countries.

Commercial partnerships in France and internationally for over 30 years.

Accessible to **neophytes as well as connoisseurs**, thanks to a distribution on all channels including **image driven ones**: Fine dining, on premise, wine retailers and Duty Free.

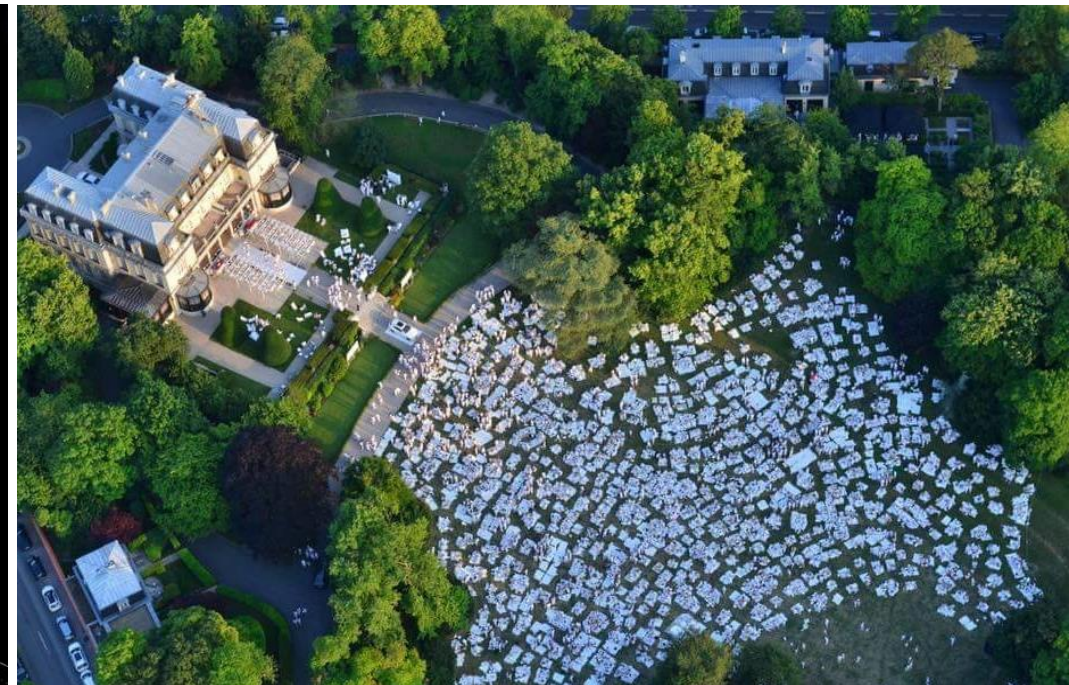




# La Maison Lanson, Major Champagne Brand

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## KEY FACT 9: ELEGANCE AT THE HEART OF OUR PARTNERSHIPS



A Maison committed to sincere and lasting relationships:

- The Royal Warrant for 120 years,
- The Wimbledon Tournament for over 40 years,
- The Soirée Blanche at Domaine Les Crayères in Reims, a symbol of elegance and sharing.



# La Maison Lanson, Major Champagne Brand

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## KEY FACT 10: KINDNESS IN OUR ROOTS



ORDER OF MALTA



THE LANSON CROSS

The son of the house's founder, was a member of the **Order of Malta**,  
the oldest charity worldwide, founded in 1048.

Since 1798, the **Maltese Cross**, now redesigned as the **Lanson Cross**,  
has been adopted as the **emblem of the Maison**.

Today it is still the symbol of the **openness, kindness and hospitality** of Maison Lanson.

