

THE CHAMPAGNE ACADEMY



SESSION 2015

THE CHAMPAGNE ACADEMY

36, PLACE DU FORUM

REIMS

A WORD FROM THE PRESIDENTIAL HOUSE PIPER-HEIDSIECK

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

It has been a great honour and pleasure to be the Presidential House of the Champagne Academy in 2015.

Our thanks go to the Vice Presidential Houses of PERRIER-JOUËT and POL ROGER for their help, presence and support, and the magnificent Champagnes served during the Annual and Regional dinners. Our thanks to the other thirteen member Houses for their generosity for the Champagnes provided in 2015 for the tasting receptions before each dinner.

A very warm thank you to Mr Tim Bartleet, our 2015 Champagne Academy Chairman, for his patience, his organisation and for his friendly presence all year long.

This year, with the fifteen Houses, we were proud to welcome an amazing, dynamic and enthusiastic team of 16 candidates to attend the Champagne Academy intensive week. We can congratulate them all for their knowledge and love for Champagne. The competition was hard, every day the leader board was changing until this last Saturday morning.

The Golden Magnum 2015 Winner is Mr Chris Rogers.

We will all keep happy memories of this 2015 promotion.

Particular thanks to Val Simpson and the Academy Committee for providing such great support to this unique Organisation.

We were delighted to be present for the 2015 wonderful events: in London at Searcys, in Edinburgh at The Grand Lodge, near Manchester at Alderley Edge Hotel, in Birmingham at the Botanical Gardens and in Dublin at Intercontinental Hotel. The choice of the venues, the pairings were all great quality and we particularly enjoyed those exceptional Champagnes. Thank you to the Regional Organisers for those memorable evenings.

We are now handing-over the Presidency to POL ROGER and of course we will still be involved as one of the Vice Presidential House for 2016.

We hope we will meet you all again around a Champagne Academy event in 2016

Catherine Curie
Champagne PIPER-HEIDSIECK
Presidential House of the Champagne Academy 2015

2015 HARVEST REPORT

Harvest 2015: A Great Vintage ?

2015 was a dream year! Sunny and dry!!
Just after Harvest, some said "2015: the vintage of the Century"

But what happened before ?

Winter temperatures were situated in the ten-year average. More rain in January and April and a clearly positive sunstroke in February and March and even more in April (the third hottest month after 2007 and 1961).

Globally, 2015 vineyards year started nicely without frost damage.

In April, spring started nicely, with a quick development of the vegetation.
Heat and sun are coming during the last days of May, favouring the fast evolution of the flowering which take place June 11th for Chardonnay, June 12th for Pinot Noir and June 15th for Meunier, classic situation even a little earlier among the last 10 years.

From end of May until second half of August, Champagne is marked by a heat and a drought never seen, this give a very quick maturation with very good climatic conditions.

The sanitary aspect of the grapes was perfect, the rain of end of August is coming exactly at the right moment to help the growing of the grapes.

Those climatic conditions gave us grapes with very different size and maturity in all the vineyards. According to this maturity, the harvest started independently to secure the optimal quality of the grapes.

The beginning of picking started from September 2nd till September 18th, with a summer weather. Exception for la Côte des Bars and Sézannais where they started on August 28th.

The sanitary aspect was excellent, average potential degree was 10.4% vol and the acidity is around 7.1g. The yield in 2015 was fixed at 10 600kg per hectares.

All those beautiful and qualitative bunches on excellent health sound like very promising for the exceptional quality of the still wines and we are all thinking about a Vintage 2015.

The magic of blending started in January 2016.

In terms of pure Vintage, we will probably have to wait for another 10 years to have the chance to taste the results in bottle.

hands to decide by the end of the year if a vintage will be produced.

CHAIRMAN'S REPORT 2014

My year as Chairman of the Champagne Academy seemed a long time coming but was over very quickly. It is really a year of 2 halves, starting with the organization of the London Dinner. We visited 3 venues that seemed suitable and I was inspired by the London Olympics opening ceremony to try and use an icon of London so we could really showcase the Academy and the champagnes. Along with Helen Mackenzie and Jonathan Simms we visited Lords Cricket Ground, The Gherkin and Searcys St Pancras. I felt all three were iconic in different ways, but the venue that most suited our needs was the Champagne Bar and Brasserie at St Pancras.

Matching the wines and food is a great skill and a real treat. With Chef Jack Norman we matched the Perrier Jouët Blason Rose with cured salmon, smoked mackerel, langoustine, and sweet pickled cucumber; Piper Heidsieck Vintage 06 the duck, goose and foie gras pate; the Piper Heidsieck Rare vintage 02 with seabass, scallops and sweetcorn and Pol Roger Rich NV with dark chocolate and salted caramel tart.

This made for a quite fantastic night with jazz band playing, tasting of 16 Grande marque Champagnes en magnum all under the atrium of St Pancras station and with the Eurostar trains coming to a stop. The announcements for dinner were interrupted by station announcements which all added to the atmosphere. A wonderful dinner and very well attended.



This was followed by meeting some of the Academicians at St Pancras on their way to France for their week in Champagne in late June. I went to join them all on the Friday and by then they had formed a real bond and were amazed by their week. With candidates from Cambridge to Cliveden, Chewton Glen to Chester Grosvenor, Dublin to St Andrews this year's group really covered the length and breadth of the United Kingdom. The experience of tasting over 70 different Prestige Cuvee wines and the need to sit an exam each morning really made the group focus and enjoy the experience. We had a wonderful dinner on the Friday evening in the heart of Reims with Taittinger as our hosts with three of the five course accompanied by Comtes de Champagne Blanc de Blanc. The Saturday was the final exam and tasting, followed by some rapid marking and the winner of the Golden Magnum was announced as Chris Rogers. With photos taken and prizes given we had a final amazing lunch at Les Crayeres before academicians said their goodbyes and headed back home to reality.

The second half of the year started with the Chairman's Lunch in mid August which was held at H. Forman & Son, London's last original salmon smokery in East London. This started with a tour and explanation of the smokery followed by some amazing canapes including dill cured salmon with vapourised vodka and lunch overlooking the Olympic park and stadium and the iconic Anish Kapoor sculpture.

October was all about joining the regional Academy Dinners, starting with the Scottish Dinner at the Grand Lodge in Edinburgh superbly organised by David Ramsey. The rump of Scottish Lamb paired with the Perrier Jouët Blason Rose was amazing. This was followed by the Northern Dinner at Alderley Edge Hotel with David Garlick at the helm. The Alderley Edge knows the academy well and produced an amazing truffle crusted sirloin of veal matching with the Piper Heidsieck Rare. For the Midlands Dinner we returned to the Botanical Gardens for the second year, following a faultless tasting by Gary Devereaux of Ampersand, the dinner was a great treat. Kevin Skeet was meticulous in his organisation and we are all delighted that he has agreed to become Chairman in 2017. Finally, over to Dublin for the dinner organised by Mal Deverney and his committee. A superb evening with a wonderful welcome though I returned to Gatwick on the 7am flight due to work commitments so sadly a fleeting visit. The Autumn tasting was held at 28 Portland Place for the second year with very knowledgeable guests and buffet supper to follow.

My year can be summed up as a great opportunity to meet lots of people within the trade and for once be on the client not the Event Manager side which I thoroughly enjoyed. I follow in my father, Giles Bartleet's footsteps as being the Chairman. He is sadly unable to attend the dinners and events anymore, though has loved seeing all the pictures, photos and menus. Whenever I phone or see him he always asks "How is the Champagne Academy?"

It was with sadness that we learnt the passing of Sir David Mitchell (class of 1961) and Giles Townsend (class of 1988).

It was also with great sadness that we heard the news that Jean Marc Heidsieck had passed away. He was a very great friend and supporter of the Champagne Academy and we send our best wishes to Nadine and the family.

My Charity for the year was Alzheimer's Research UK and we raised just over the £6100. As we held the raffles and talked about this disease it made me realise just how many of us have family members affected by this terrible disease and I would like to thank you all for supporting the events and buying tickets for the raffle to support this cause.

So thank you to my Committee who put up with meetings and menial tasks throughout the year, I could not have done this without the guidance of Mark Fagan, Martin Dibben and Steve Winchcombe as Past Chairmen. The support of Melissa, Marcus and Andrew for bringing so many trade guests along throughout the year. To Philip who has taken over the Chairmanship and I know is already very organised and moving along several action points such as public relations for the Academy and lastly to Val who is always there to steer and remind me of the Chairman's tasks in hand - a huge thank you to you all.

This year could not have been possible without the teamwork and support both professionally and personally of two ladies from the presidential house, Helen Mackenzie of Piper Heidsieck and Catherine Curie of Piper Heidsieck.

We all had such fun at the dinners and the raffles became a real act with the introductions of the wines, speeches and pulling the raffle prizes. Behind this was the enormous amount of time, travel and hard work involved in making 2015 such a wonderful year.

Thank you all for a wonderful year and supporting the events we held. It was definitely a year to remember.

Tim Bartleet, Chairman of the Champagne Academy 2015.

BOLLINGER

Bollinger has been part of the history of the Champagne region for more than 180 years. As it has gradually expanded throughout the world, it has become a major global brand name and to this day the House remains resolutely independent and family owned.

The 2015 wine year was a promising year for Champagne Bollinger, the potential for an exceptional vintage from a great year. The year 2015 was the driest and warmest on record since weather records begun. The harvest was of a very high-quality and promises to be an exceptional 2015 vintage:

- One of the highest levels of maturity in recent years, at an average of 10.5%.
- Good acidity levels
- Excellent grape health, with almost no botrytis in the Pinot Noir and Chardonnay.

2015 saw the successful releases of the 2005 vintages of Bollinger La Grande Année and La Grande Année Rosé. La Grande Année is Bollinger's prestige blend, produced only when a harvest reaches a perfect balance. It is Bollinger's interpretation of an exceptional year, whose virtues deserve to be brought to the fore, and whose quality ensures the continued production of the house's outstanding prestige vintages. During an exceptional year's harvest, grapes solely from Grands and Premiers Crus are vinified to reveal a harmonious blend which portrays the characteristics of a remarkable viticultural year. La Grande Année develops a majestic vinosity, and intense, rich complex aromas, whose tonality varies according to the nature of each vintage.

To celebrate the release of the 24th James Bond adventure SPECTRE, Bollinger Champagne launched two new limited editions inspired by the style and sophistication of the world of Bond. The two limited editions each contained a unique Bollinger cuvee; a 2009 vintage exclusively released to celebrate the partnership and a luxurious Crystal Set developed with Saint Louis containing a magnum of Bollinger R.D. 1988. The release of the limited editions mark a continuation of a long lasting partnership between EON Productions, the producers of the Bond franchise and the House of Bollinger.

Throughout 2015, Champagne Bollinger also continued to be the Official Champagne of some amazing sporting events in the UK including England Rugby, The Boat Race and Royal Ascot.

CHARLES HEIDSIECK

We are extremely proud of the success of the Charles Heidsieck wines in 2015. We were honoured to receive the Len Evans Trophy for consistency over five years at the International Wine Challenge, in addition to the many accolades picked up by each of our wines. Special mention must go to the Rosé Réserve, which picked up the IWC Trophy for the second year in a row, as well as a Sommelier Wine Award Gold and reaching the Wine Merchant Magazine's Top 100, again for the second year running. A wonderful achievement for our non-vintage rosé. Suffice to say the full number of awards is too numerous to list here, and we remain extremely proud of the consistent and excellent quality of the Charles Heidsieck Champagnes.

We were saddened in August to hear the news that Jean Marc Heidsieck had passed away. Jean Marc spent many years travelling the world with his wife, Nadine, to establish distributors and promote Charles Heidsieck Champagnes. He adored learning and understanding the very different customs and creeds of so many different cultures. In all these travels and business dealings he was unfailingly fair, charming and courteous, embodying the true spirit of Charles.

2015 was a year of evolution for the Charles Heidsieck Maison. Following the sudden passing of our Chef de Caves Thierry Roset in 2014, his successor Cyril Brun was announced in May. A native of Champagne, Cyril has admired Charles Heidsieck since his childhood, when his father used to use a bottle of Champagne Charlie as the stakes in any bet! His goal is simple: to maintain the high quality and consistency of the house style and we are very excited to welcome Cyril on board.

Activity in the UK saw a great array of events for both our trade customers and consumers. We welcomed Cyril Brun for his first visit in June to launch our Rosé Millésime 2006 with an event at River Café, which included tasting library vintages of rosé going back to 1983. Another highlight was a line up of old NV and library vintages supplied by enthusiastic Charles lovers, including vintages going back to 1966. We were also proud to sponsor the National Restaurant Awards in June and the Chap Olympiad in London in July.

We look forward to another year of excitement and success in 2016, and seeing you for a glass of Charles soon!

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 11h May, 2015, the 43rd Veuve Clicquot Business Woman Award was presented to then- CEO of Alliance Trust, Katherine Garrett-Cox. 2015’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 entrepreneur Emily Brooke, who founded Blaze, a company pioneering products to enhance bicycle safety.

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 reveal of Veuve Clicquot’s new annual celebration and exhibition of creative and cultural excellence, The Veuve Clicquot Widow Series. Each year, the brand will partner with a different creative luminary to produce the ultimate Halloween experience. This year SHOWstudio founder and fashion photographer Nick Knight was the illustrious first curator, producing newly commissioned, never-before-seen work encapsulating the theme ‘A Beautiful Darkness’. A glamorous alternative to traditional Halloween, guests were immersed in a series of specially-curated rooms bringing to life some of the myths connected to All Hallows Eve through a variety of mediums including performance art, sculpture, visual art and film.

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-cliquot.com

HEIDSIECK & CO. MONOPOLE

Heidsieck & Co. Monopole retains its position as one of the most visible and recognisable champagne marques in the UK Off trade. Heidsieck & Co. Monopole Gold Top is the No. 1 vintage brand (AC Nielsen), commanding more than a quarter of the UK market and along with Blue Top NV, Heidsieck & Co. Monopole is the 5th largest brand in the UK, by volume. The quality of Heidsieck & Co. Monopole champagnes continues to be endorsed by Heidsieck & Co. Monopole Cuvée Impératrice NV winning IWSC gold and Heidsieck & Co. Monopole Gold Top 2007 winning a Decanter World Wine gold medal.

Growing Heidsieck & Co. Monopole's distribution in the On trade has played a vital part in further building brand equity. Whilst Heidsieck & Co. Monopole 'Blue Top' NV remains the preferred choice as a 'pouring brand', the brand is growing its presence in the mainstream bar and restaurant sectors with its On trade only 'Silver Top' NV.

Heidsieck & Co. Monopole continued its support of British cycling with its on-going sponsorship of the Tour of Britain. This tough, staged race, culminated with an exuberant Mark Cavendish celebrating his 2015 win on the podium with Heidsieck & Co. Monopole Blue Top NV.

For the first time, Heidsieck & Co. Monopole signed as the official champagne partner of British Summer Time, Hyde Park in London. Throughout the ten days of this music festival, more than 350,000 fans, who came to see The Who, Taylor Swift, Blur, Ellie Goulding (to name but a few of the artists performing), were able to enjoy Heidsieck & Co. Monopole champagnes in the pop-up bars and in the exclusive Monopole Tree House in the Royal Park.

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.

Krug World Festival

Krug partnered with acclaimed pianist and vocalist Jacky Terrason as well as double Michelin starred chef, Tim Raue, for a unique event in Berlin, and a subsequent even in London, which involved Krug Ambsaade Andrew Fairlie.

Music speaks a language all can understand, allowing people to connect to their emotions, just the way one connects to Krug Champagnes...

For the second consecutive year, Krug will put its communication territory at the very heart of its annual international PR event.

Krug Celebration not only focused on the annual recreation of Krug Grande Cuvée, but also on music which will run for the first time like a golden thread through the core projects of the House in 2015.

Jacky Terrasson expresses the inspirations and emotions felt as he tastes various Krug Champagnes:

"Many emotions came to me when tasting Krug Champagne. What struck me most is the immediate sense of pure and intense pleasure. As an hedonist this is what I constantly seek and this is what also jazz allows..."

The new Krug application, both on mobile and tablet is a fast and easy way to get all Krug information.

KRUG & CHIPS

KRUG COLLABORATES WITH MICHELIN STARRED CHEF TOM SELLERS TO CREATE
KRUG & CHIPS, A TOM SELLERS STORY

Following the fantastic success of Krug Kreperie and Krug Krustacean, Krug transformed the traditional British favourite, the "chippy", and elevated it to an unforgettable rough luxury culinary experience for consumers to enjoy.

LANSON

2015 proved to be another successful year for Lanson International. With a clear focus on quality and taste and the strengthening of new and existing partnerships with both customers and consumers, Lanson continues to achieve strong growth in what remains a challenging marketplace.

Our #PerfectStart campaign began in earnest in June with our inaugural sponsorship of Chestertons Polo in the Park, one of the most hotly anticipated fixtures on London's sport and social calendars. Champagne Lanson built its largest Champagne Garden ever, which became a glamorous focal point for the event. Leading with Lanson Rose Label (the UK's No.1 Rose by value and volume - Nielsen), saw Hurlingham Park become a sea of Lanson pink which helped to drive record Champagne sales with one bottle being opened every 20 seconds!

Following closely is The Championships, Wimbledon, by far our largest global partnership, which was supported by a holistic trade, consumer and media campaign driving brand awareness and loyalty. With 20,000 bottles of Champagne Lanson enjoyed over the 13 days, The Championships is definitely a key Champagne occasion of the year. In 2015 we released another popular limited edition neoprene bottle and worked with the AELTC to create a special Wimbledon foil for Lanson White Label. Inspired by the game itself, this special edition combined Lanson's stand-out White Label with the Championships logo and colours to create a real show stopper!

Other notable highlights from our events calendar included successful partnerships with Henley Festival, Garsington Opera, BNP Paribas Tennis Classic at Hurlingham, LAPADA Art and Antiques Fair and an inaugural consumer tasting held at The View from The Shard with the Times+ wine club.

The launch of the fourth Lanson Champagne Category Report again provided a fantastic market insight and overview for the trade as a point of reference, clearly showing Lanson's commitment to trade and category education.

Founded in 1760, Champagne Lanson is the fourth oldest Champagne House. It also remains one of the few Houses which chooses to avoid malolactic fermentation, ensuring our champagnes show purity of fruit, freshness and elegance: absolutely central to Lanson's taste message. Champagne Lanson received over 50 excellent awards in 2015 from our flagship Lanson Black Label Brut NV to our prestige cuvée, Noble Cuvée Brut Blanc de Blancs 2000, which was awarded Gold Outstanding at the IWSC, helping reaffirm our quality status.

Showing our commitment to the on trade, we released Lanson Père et Fils, an extraordinary new champagne experience. Named after the first bottle that Lanson ever produced, this beautifully structured and elegant Champagne pays homage to the rich family history and unique House style. Created exclusively for hotels, restaurants and bars, this special cuvée is hand crafted from a unique selection of grapes, more than 40% coming from premier and grand cru vineyards, and a blend of at least five different vintages, which is aged for a longer period of time – at least 4 years in the cellars. All this results in an elegantly structured champagne with honey tones, rounded finesse, and layers of complexity.

LAURENT-PERRIER

Champagne Laurent-Perrier continued to work along the themes of gastronomy and nature in 2015 with successful partnerships and sponsorships of some of the UK's most prestigious events.

Again Laurent-Perrier enjoyed great success at **Chelsea Flower Show** with the Laurent-Perrier Chatsworth Garden, winning a Gold Award and Best in Show. Dan Pearson's masterpiece garden now resides for all to see at the Chatsworth House Trout Stream, the initial inspiration for it.

Laurent-Perrier's relationship with **Taste Festival** continued in 2015 with the introduction of the Laurent-Perrier Bar at Taste of Paris. 2015 also saw a partnership with BOB's Lobster of London's Borough Market, pairing cuvées with Lobster Rolls and Tuna Tacos for a contemporary update to the Taste of London masterclass.

London Restaurant Festival was another success of 2015. Using specially commissioned London buses, Laurent-Perrier took patrons on three central London gourmet tours through some of the capital's latest and greatest restaurants and hotels.

Wilderness Festival saw the revival of the Laurent-Perrier Pink Party at Cornbury Park. Hosted by Laurent-Perrier and in partnership with Tatler Magazine, The Corinthia Hotel provided scrumptious pink canapés that paired perfectly with the house's iconic Cuvée Rosé. Guests partied from 18:12 to 20:15 and beyond with an unexpected after-party at the Laurent-Perrier Orangery with Ronnie Scott's jazz club providing the soundtrack.

On social media, the house continues to grow united across Facebook, Instagram and Twitter by **#LoveLaurentPerrier**

MOËT & CHANDON

Founded in 1743, Moët & Chandon is the House that introduced champagne to the world by offering a range of unique wines for every occasion. From the iconic Moët Impérial to the Grand Vintage Collection, the extroverted Moët Rosé Impérial to the innovative Moët Ice Impérial, each champagne dazzles and delights with bright fruitiness, a seductive palate and an elegant maturity. Their quality expresses the richness and diversity of Moët & Chandon's vineyards, the largest and most prestigious estate in Champagne, principally in the Premiers and Grands Crus.

Moët & Chandon's winemaking philosophy is a constant search to evolve the champagne tradition: a deep rooted know-how communicated by generations of Chefs de Cave, constantly reinvented and enriched to produce wines that continually seduce and delight. A philosophy built on respect and the highest standards of quality and progress.

The mission of Moët & Chandon's winemakers is to "offer the pleasure of sharing, with simplicity and spontaneity", according to the current Chef de Cave Benoit Gouëz. Moët & Chandon is the symbol of fabulous celebrations, turning the ordinary into the extraordinary with the pop of a cork. Moët & Chandon's mission is to share its magic with the world, and bring people together to celebrate spontaneous occasions.

The House has been loved by iconic personalities throughout its esteemed history: from Marquise de Pompadour to Napoleon - a great friend of the House and to whom the Moët Imperial range owes its name - as well as Cary Grant, Audrey Hepburn and, more recently, Roger Federer, the brand's Ambassador for the last few years.

Moët & Chandon is rooted in sports heritage in a mutual appreciation for shared celebratory moments, the pursuit of success and quality, and a taste for challenge. Whether celebrating personal athletic accomplishments or sponsoring the World's most glamorous sports competitions, Moët & Chandon has become an icon of victorious achievement in sports.

The brand partnered once again with the Aegon Championships (Queens) and ATP World Tour Finals in 2015. Moët & Chandon was also, for the first time, the Official Champagne of the Americas Cup in Portsmouth and has been very popular at renowned racecourses across the UK such as Epsom, Aintree, Cheltenham, Newmarket and York.

In 2015, Moët & Chandon took a bold step to support Champagne category education by launching the Moët Academy, an immersive "pop-up school" created to showcase the difference between champagne and sparkling wines - not only how they are produced, but also how they taste - as well as to deliver an in-depth tasting of the Moët & Chandon range. The initiative was hugely successful and was attended by over 750 visitors, with a mix of trade, press and consumers (consumer sessions sold out). The PR coverage delivered was outstanding and the programme even received the Drinks Business Award for "Best 2015 Trade campaign".

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 - #openthenow. What started as an advertising campaign has become a true part of the brand's DNA and a way of enjoying Moët & Chandon champagnes: it's all about creating spontaneous champagne moments and enjoying the present moment.

G.H. MUMM

Since G.H.MUMM & Cie was founded in Reims in 1827 by the von Mumm family, from the outset quality was the key and it has remained so for all of their successors. This approach would be encapsulated in the motto penned by Georges Hermann Mumm: "Only the best".

Another busy and award winning year for Maison Mumm in 2015, our 188th year.

At the beginning of the year, the 'Collection du Chef de Caves' was launched – a very limited release of celebrated Cordon Rouge vintage magnums from some of the best vintages over the last 30 years – 1985, 1990 & 1996. Maison Mumm also used this opportunity to launch the new vintage of our prestige wine, Cuvée R. Lalou 2002, the wine that Tom Stevenson describes as 'a wine for those who believe that Champagne has a place at the table'.

The CSWWC awarded Cordon Rouge NV (magnum), Blanc de Blancs NV & R. Lalou 2002 gold medals whilst the SWA awarded a gold medal to G.H.MUMM 2006.

Continuing the tradition starting with Captain Charcot's 1903 expedition to the South Pole, 2015 saw Maison Mumm support various daring adventures including the record breaking Artic Rugby Challenge where a game was played at the North Pole, continuing sponsorship of the F1 championships and British explorer, adventurer and Cordon Rouge Club member Neil Laughton's highest ever dinner party attempt on Everest in aid of Community Action Nepal.

The Cordon Rouge Club, an Extraordinary Club for Exceptional People, joined forces with Land Rover and Canada Goose clothing to create a unique and inspiring mentorship competition to support the next generation of adventurers and chose Justine Gosling of London as the 2015 winner.

2015 saw a new global partnership announced between Maison Mumm and the innovative FIA Formula E World Championships. FIA Formula E is the world's first global single-seater championship for electric powered cars. With team owners including Sir Richard Branson, Leonardo DiCaprio and Jaguar Racing announcing their intention to return motorsport for the 1st time in 12 years the cutting-edge competition consists of 10 rounds of races taking place in city centres across the globe and we are particularly looking forward to being in Battersea Park on 2nd/3rd July 2016 when the London rounds take place and finish the 2015/16 season.

As the House Champagne for Royal Events at the Palaces, Mumm Cordon Rouge was seen at many Royal Warrant Holders Association events throughout the year including the highlight of their season, The RWH Annual Banquet held this year in the breath-taking Natural History Museum.

2015 saw some terrific gains in the UK On-trade highlights of which included partnering with Searcys at The Roman Baths for National Champagne Week and becoming the House Champagne at all 46 Novus Leisure venues.

We look forward to seeing you at the Academy events over the 2016 season.

PERRIER-JOUËT

In 1811, newlyweds Pierre-Nicolas Perrier and Adèle Jouët created a Champagne House which would celebrate their love for eternity. Today, using the same buildings & cellars that the couple created, Perrier-Jouët continues to create enchanting, seductive and delicate Champagnes through which their love story continues.

204 years later, 2015 was another captivating year for the House of Perrier-Jouët.

In March to celebrate the 1st day of spring, Perrier-Jouët launched two new vintages of Belle Epoque at The Ritz, London. Belle Epoque Blanc 2007 & Belle Epoque Rosé 2006 were opened and tasted in the glorious setting of William Kent House at The Ritz followed by a consumer dinner hosted by only the 7th Chef du Caves in Perrier-Jouët's history, Hervé Deschamps.

At the launch we were privileged to be joined by Serena Sutcliffe MW who had this to say about the Belle Epoque Blanc 2007;

"This is a gem of a Belle Epoque, with its gentle mousse and lovely aromas of fresh mint tisane and lemon balm. A magical combination of vinosity and vivacious brightness, with great elegance and harmony, plus underlying structure. A taste of almond paste on the finish. Just a superb Champagne"

The Perrier-Jouët Arts Salon, a panel of 20 leaders in the fields of applied arts and crafts met for the 3rd year and debated the 2015 prize candidates using the criteria to find an artist 'to evoke a contemporary interpretation of the ethos of the Champagne House Perrier-Jouët, reflecting its Art Nouveau heritage, with work inspired by natural forms and organic structures' and subsequently awarded the 2015 prize and grant to artist Marcin Rusak and organised his 1st exhibition at London's Contemporary Applied Arts gallery.

2015 saw Perrier-Jouët launch 2 sets of limited edition releases.

The Art of Vintage Collection was a rare collection of 3 exceptional vintages of Belle Epoque Blanc - 1982, 1985 & 1996 each stored in perfect conditions in the Chef de Cave's private cellars at Perrier-Jouët and only available in 4 countries around the world.

Later in the year the 2015 artistic residency between Perrier-Jouët & Austrian design duo Mischer*Traxler named 'Small Discoveries' pupated into a stunning isotherm gift tin for Grand Brut NV, a unique interpretation of the iconic 1902 Émile Gallé Belle Epoque bottle and a spectacular installation named 'Curiosity Cloud' installed at London's V&A museum as part of Perrier-Jouët's sponsorship of the London Design Festival.

In the closing weeks of 2015, The Perrier-Jouët Winter Garden at The Sanderson Hotel, London opened and will remain a haven of calm, tranquillity and Champagne until March 2016.

Finally, 2015 saw Perrier-Jouët's last involvement at the dining tables of the Champagne Academy dinners until 2029. We hope that you enjoyed the Perrier-Jouët Blason Rosé NV served across the country throughout the year and you will of course see some of our wines at the various tastings organised by the Academy in 2016.

PIPER-HEIDSIECK

Created in 1785 by Florens-Louis Heidsieck who aimed to create a wine worthy of a Queen, PIPER-HEIDSIECK is one of France's oldest Champagne houses. With a grand history, the House has been synonymous with excellence, boldness, and grandeur for 230 years.

One of the world's most awarded Champagnes, PIPER-HEIDSIECK benefits from the expertise of celebrated winemaker, Régis Camus, who has been named "IWC Sparkling Winemaker of the Year" an unprecedented eight times since 2004.

PIPER-HEIDSIECK loves the Cinema and the Cinema loves it back. From the early 1930s, the house has long supported cinema. In 1964, PIPER-HEIDSIECK created a tailor-made 48-litre bottle to celebrate Rex Harrison's Oscar for his role in MY FAIR LADY, has been the Official Champagne of the Cannes Film Festival since 1993 and the favourite of film star Marilyn Monroe.

February 2015 saw the first of a three year association for PIPER-HEIDSIECK as exclusive Champagne of the Oscars. Guests at the glittering ceremony in LA plus a live VIP screening in London were served Brut NV and Rosé Sauvage. Winners of the coveted Oscars were served Cuvée Rare 1998 backstage whilst their trophies were engraved.

In April PIPER-HEIDSIECK was proud to secure Champagne of the month at The Ritz Hotel London, the first time the Maison has enjoyed a residency at this world famous hotel with the full range available by the glass.

It was another award winning year for PIPER-HEIDSIECK at the IWC Awards. Known as the world's finest and most meticulously judged wine competition. The International Wine Challenge assembles hundreds of judges from the four corners of the earth. Throughout the rigorous judging processes, each medal-winning wine is tasted on three separate occasions by at least 10 different judges.

On the 16th July 2015 in London, Rare 1998 (magnum) received the new prestigious accolade from the IWC. Already ornamented with its golden-lace delicately whittled tiara, PIPER-HEIDSIECK's Cuvée is crowned "Champion of Champions". The award is a new category open to wines that have previously received Champion status in an IWC competition. PIPER-HEIDSIECK's 2006 Vintage Brut and Cuvée Sublime both received a "Gold Medal" at the International Wine Challenge 2015.

As the Rugby World Cup 2015 concluded in spectacular nail-biting fashion to an estimated audience of 120 million, the Official Spirits & Champagne Tournament Provider, William Grant & Sons celebrated serving its 3,242nd bottle of PIPER-HEIDSIECK Champagne, including 39 Jeroboams, 16 bottles of Cuvée Rare 2002!

2015 was a busy and exciting year for PIPER-HEIDSIECK, its Presidential year of the Champagne Academy!

POL ROGER

2014 was indeed a successful year for Pol Roger. The upgraded new cellars were fully operational and, whilst the new technology brought with it obvious benefits, the family continue to remain faithful to hand remuage, with 100% of the production still being undertaken in this time-honoured way.

With the cellars now completed attention has turned to the chateau itself and the mammoth task of restoration was commenced. A balance of contemporary style has blended with the original fabric of the building and this should be completed at some stage during the Summer.

There was plenty of activity on new vintage launches with the Blanc de Blancs 2004 launched at the Badminton Horse Trials, the Brut Rose 2006 at SITT, and with the climax being the much awaited Cuvée Sir Winston Churchill 2002 on home ground in Epernay. With Randolph Churchill reading one of the "Great Man's" famous speeches and a tasting of wonderful old Pol Roger Vintage Champagne from 1892, 1914- allegedly picked to the sound of gunfire - and 1921, the scene was set for much demand, forcing a traditional Pol Roger allocation of this long-lived wine.

In terms of activities we continued with various University Blind Wine Tasting competitions. The Varsity competition was the 61st held, whilst the Edinburgh v St Andrews match, now the 9th, was joined by the 2nd Bath v Bristol. The 15th Inter Business School Alumni was also closely fought and brought many people together again from all facets of commerce.

Pol Roger maintained its involvement with a number of Varsity sports, including Real Tennis, Racquets and Cricket and Rugby.

The world of Three Day Eventing was notched up a gear and we have worked closely with our two new Ambassadors in the form of Harry Meade and Laura Collett.

The annual Game Fair saw some activity in the form of a light hearted clay shoot with City Slickers competing against their more rural cousins and the annual House of Lords v House of Commons was hotly contested.

2015 will see the arrival of the new purpose built customised Pol Roger Landrover, and it will be featured alongside many of our outside sponsorships, as well as inside at various Wine and Spirit exhibitions.

Pol Roger are eager followers of eccentric activities and we engaged with the annual Tweed Run. Described as "a metropolitan bicycle ride with a bit of style" our specially commissioned bespoke Pashley bicycles certainly looked the part as the well-pressed and well dressed best sped past iconic landmarks in the Capital on two wheels.

From two wheels to four the Concours of Elegance at Hampton Court saw some of the worlds most splendid and valuable classic cars gather in the magnificent backdrop of the Palace itself.

2015 sees the retirement of Nick James (Academician 1976 and Past Chairman). However with Pol Roger being the incoming Vice-Presidential House for the year and the Presidential House in 2016, the family have "insisted" that he stays on to see this wonderful honour through!

POMMERY

Madame Pommery tasked her Cellar Master, Olivier Damas, to create a new Pommery cuvée; which was lighter and less sweet, specifically for the discerning palates of the English market. By embracing exciting new technological changes, delaying harvest dates, thus ensuring the grapes were fully ripe, and lengthening the maturing time in the cellar, Damas came up with a cuvée which Madame Pommery described as 'joyful lightness'. This style established the fame of the Pommery House with the launch of Pommery 'Brut Nature' 1874.

September 2015 saw the opening of 'Pommery Experience #14, which brought together works collected by Madame Pommery and newer pieces commissioned by Paul-François & Nathalie Vranken for the Pommery Estate. These were displayed in the underground gallery space of Pommery's magnificent Gallo-Roman chalk cellars and within Pommery's first General Managers home, Villa Demoiselle.

Pommery's association with contemporary art is reinforced in the UK, Europe and the USA, as the champagne partner of the Saatchi Gallery and official champagne sponsor of Frieze Art Fair, Frieze Masters and Frieze New York. The Pommery Stand Prize, now in its seventh year, is awarded to the most innovative Gallery, selected by an international panel of art curators and critics. This year at Frieze London, Nathalie Vranken was delighted to award Stuart Shave of Modern Art win the 2015 Stand Prize works by Mark Flood and Yngve Holen.

Pommery enjoyed some summer fun with its continued sponsorship of the Pommery Dorset Seafood Festival, which is held around the picturesque harbour in Weymouth. More than 50,000 visitors are able to sample Pommery champagnes with locally sourced shellfish and fish, locally grown produce and artisan products, alongside a full programme of cooking demonstrations and tastings. This free Festival supports the work of the Fisherman's Mission raising much needed funds. In 2015, the Festival team's hard work was recognised at the Dorset Tourism Awards by winning two awards and were delighted to receive the Gold Award for Tourism Event of the Year and the Award for Outstanding Contribution to Dorset Tourism. Congratulations to all involved.

Award success continued to highlight the quality of Pommery champagnes and the skill and experience of Thierry Gasco, Pommery's Chef de Cave for over 23 years.

Pommery Brut Royal NV was awarded top honours in the 2015 Champagne Masters competition in a blind tasting judged by industry experts, co-ordinated by the Drinks Business magazine. This win follows the success in the 2015 Champagne & Sparkling Wine World Championships in which Pommery Brut Royal NV and Pommery Les Clos Pompadour both received "Best in Class", both on them offered in magnum format.

2015 saw the launch of vintage Pommery Les Clos Pompadour, 2003. This is only the second release of this cuvée, in magnum format. Presented by Thierry Gasco, Pommery Chef de Cave, the cuvée is made entirely from grapes grown within the walled vineyard of the Pommery Estate in Reims. A worthy partner for exceptional moments - perfect for celebrating the success of the Champagne Academy class of 2015.

LOUIS ROEDERER

Louis Roederer was delighted to celebrate its inaugural year as Champagne Partner at Cowdray Park Polo in 2015. The season opened in April and ran until September, with polo-world's focus on the Semi-Finals and Final on 19th July.

Louis Roederer was thrilled to maintain their relationship with fine-watch producers Jaeger-leCoultre, who also celebrated their first year as headline sponsors at The Cowdray Gold Cup. With not only the launch of their take-over from Veuve Clicquot at Cowdray, Jaeger-leCoultre also launched their new Bond Street flagship store – celebrating in style with Louis Roederer poured en magnum.

The house continued its support of the international wine journalistic community with the annual Louis Roederer International Wine Writers Awards in the Burlington Gardens hall at The Royal Academy of Arts, underlining the involvement between the House and the internationally renowned institution as the Official Champagne Partner of the RA Schools Annual Dinner and Auction. The event, which brought together the great and the good of the wine trade was co-hosted by Charles Samuarez-Smith, secretary of the RA, Michel Janneau of Champagne Louis Roederer and Charles Metcalfe, Chair of the judging panel.

The House's association with the art world was further strengthened through support of the celebrity-studded Tate Young Patrons' Party held in a private residence in Mayfair in November last year at the end of Frieze Week.

Work with our automotive partner, Aston Martin, continued apace with support of the Aston Martin DB focus in Harrods which saw the classic DB5, the DB9 and the limited-production DB 10, made exclusively for the latest 007 film, Spectre.

The house also extended its partnership at the Spirit of Christmas fair, supporting its aestival counterpart, Spirit of Summer. A total of nearly 70,000 visitors across both fairs could celebrate a successful day's shopping with a glass of Louis Roederer Brut Premiere, Vintage Rosé or Cristal.

RUINART

Ruinart is the world's oldest Champagne House, established 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 the House of Ruinart, together with a strength derived from three centuries of history.

The House of Ruinart was founded during the Age of Enlightenment, an intellectual movement that made an immense contribution to the French 'art de vivre'. The first artist collaboration took place in 1896, when André Ruinart commissioned the Czech artist, Alfons Mucha, to create an advertising poster. Since then, Ruinart has worked with a number of artists and designers including Maarten Baas, India Mahdavi, Gideon Rubin and Hervé Van der Straeten. As a patron of contemporary art and design all over the world, Ruinart is supporting more than 30 art fairs, including Art Basel, Fiac, Arco and Pavilion of Art & Design.

In 2015, Ruinart continued to reinforce its position in the contemporary art world by partnering once again with renowned art fair Masterpiece London. Winemaker Amélie Chatain hosted a series of masterclasses at the fair, giving guests the opportunity to taste a number of Ruinart Champagnes and learn about its rich winemaking history and commitment to the arts.

Also at Masterpiece London, artist Hubert Le Gall exhibited three glass sculptures inspired by a visit to Ruinart's Sillery vineyard in Montagne de Reims. The pieces were part of a larger body of work of 12 sculptures, each representing a month of the year at the vineyards, which was shown at a number of art fairs in 2015. To celebrate this partnership between Ruinart and Hubert le Gall, the artist also created a limited edition Ruinart Blanc de Blancs coffret, again inspired by the radiance of the Chardonnay grape and designed to reflect the luminosity of the Blanc de Blancs Champagne.

Following the 250th anniversary of its first Rosé Champagne in 2014, this year Ruinart has introduced a unique pairing to showcase its 'Cuvée Gourmande'. Ruinart collaborated with selected restaurants and bars across the UK to offer Mother's Day customers an exclusive gift box of 'calissons à la rose' when they bought a glass of Ruinart Rosé. The calissons - a French delicacy of rose-flavoured iced nougats - pair perfectly with the floral and spicy aromas and red berry flavours found in Ruinart Rosé.

TAITTINGER

2015 was historic for Taittinger, and in fact for the English Sparkling Wine industry with the launch of Domaine Evremond at Westminster Abbey. Domaine Evremond is a unique collaboration between Champagne Taittinger, UK agents Hatch Mansfield and friends. It reflects the independent, family focused philosophies of both companies. The team has purchased 69ha of farmland in Kent, 40 ha of which will be planted with Chardonnay, Pinot Noir and Pinot Meunier. The ultimate aim is to make an English Sparkling wine of excellence and not to compare with Champagne or any other sparkling wine, it will be a top quality wine in its own right reflecting its terroir - not dissimilar to what has already been achieved with Domaine Carneros in California.

In addition we continued our high profile associations with BAFTA and the Aston Martin Owners Club and the prestigious RIBA Stirling Prize. Our corporate supporter status for the wonderful work Action Against Hunger undertakes continued, as did our support for the – The Pink Lady Food Photography awards which showcases stunning food photography and is making its mark as major photography prize. The Condé Nast Johansen Taittinger Wine List Award 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 third year as official Champagne.

And so to 2016, the market still remains a challenge with general market price increases and the growing competition across all bubbles. However we remain as ever, optimistic. Le Prix Taittinger culinary prize will celebrate its 50th year, making it the longest European culinary prize. With a highly successful 2015 prize with record entries to UK national competition, Michel Roux will head up the prestigious UK judges once again and who knows, the UK may steal the show to be crowned the International winner to mark for this momentous year for the prize .



Class of 2015
Golden Magnum winner Chris Rogers

*For all enquiries please contact the Administrator
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