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Emmanuel Deroude,
CEO of Tati

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Exquisite. Inimitable. Exceptional.

Champagne is generally known as a sparkling wine produced from grapes grown in the French Champagne region. The primary grapes used are Pinot noir, Pinot Meunier and white Chardonnay. According to appellation rules, these have to be grown in specifically designated plots. SCBA SAS Champagne Barons de Rothschild from Reims, France, specializes in the production of champagne and manufactures more than 300,000 bottles annually to serve connoisseurs from all over the world.



CHAMPAGNE
BARONS DE ROTHSCHILD
PRODUCE OF FRANCE

The history of the well-known Rothschild family dates back more than 250 years. "In the past, the Rothschild family has been known for its activities in the banking and wine sector," explains Frédéric Mairesse, CEO of Champagne Barons de Rothschild. "In 2003, Benjamin de Rothschild became interested in the production of champagne and planned to establish a business." For the first time in the family's eventful history, all three branches decided to realize the project conjointly and divide its shares equally. "A few

years later, in 2009, the first bottles were introduced to the market and initially launched in Japan, Germany and Australia," states the CEO. "It took until July 2011 to include the domestic market in our distribution strategy. By then, our brand already had a very good reputation on global markets and was readily accepted in France as well."

At present, Champagne Barons de Rothschild is active in 60 countries around the world and distributes production volumes of 300,000 bottles per annum. "Although we

maintain our 450 m² headquarters in Reims, the actual winery is located in Vertus on the Côte de Blanc," says Mr. Mairesse. "More than two million bottles are stored in its two cellars. In November 2013, we also bought a mansion in Vertus that is currently being renovated and will soon host several rooms for receptions and tastings." Champagne Barons de Rothschild is eager to promote its exclusive image by means of its various champagnes. "We are a small enterprise that seeks to distinguish itself from the competition by offering an exclusive product," explains the CEO. "Our portfolio consists of four champagnes: Brut with 60% Chardonnay and 40% Pinot noir grapes, Blanc de Blanc with 100% Chardonnay grapes, Rose with 85% Chardonnay grapes and Extra Brut, a champagne with almost no added sugar."

This range of products is highly popular in exclusive hotels and restaurants. "The Rothschild family is one of our largest customers," states Mr. Mairesse. "They serve the



champagne in the banking business and at receptions." In the future, the French company strives to enhance its foreign activities. "After Japan and France, the USA, Brazil and Nigeria are markets with great potential," summarizes the CEO. "All around the world, the Rothschild family serves as the best ambassador for this champagne."



The company offers a portfolio of exclusive champagnes which are available in 60 countries around the world

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