

FOOD & DRINK

[Home](#) [CHINA](#) [HONG KONG](#) [ASIA](#) [BUSINESS](#) [TECH](#) [LIFESTYLE](#) [COMMENT](#) [SPORTS](#)

LIFESTYLE • FOOD & DRINK • WINE OPINION JANE ANSON

Rothschild one of two newcomers in the elite world of champagne

Jane Anson
life@scmp.com

PUBLISHED : Friday, 12 June, 2015, 6:09am

UPDATED : Friday, 12 June, 2015, 6:09am



A vineyard in Champagne. Photo: AFP

Of all the regions in France to be a fledgling winemaker, getting started in Champagne must be the toughest challenge of all.

Grape contracts are fiercely protected. The big champagne houses control 65 per cent of the output and 90 per cent of the export market for the region and have huge marketing budgets. And the same traditional houses (Moët Hennessy, Laurent-Perrier and the rest) snap up any sliver of land that might come up for sale - usually way before it even gets to market.

If that's not enough, wines are tied up for years sitting on their lees and getting the bubble-creating secondary fermentation in bottle before being released to market, making production and storage costs toe-curlingly expensive.