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FEATURES

9 Things You Didn't Know About Champagne Barons de Rothschild

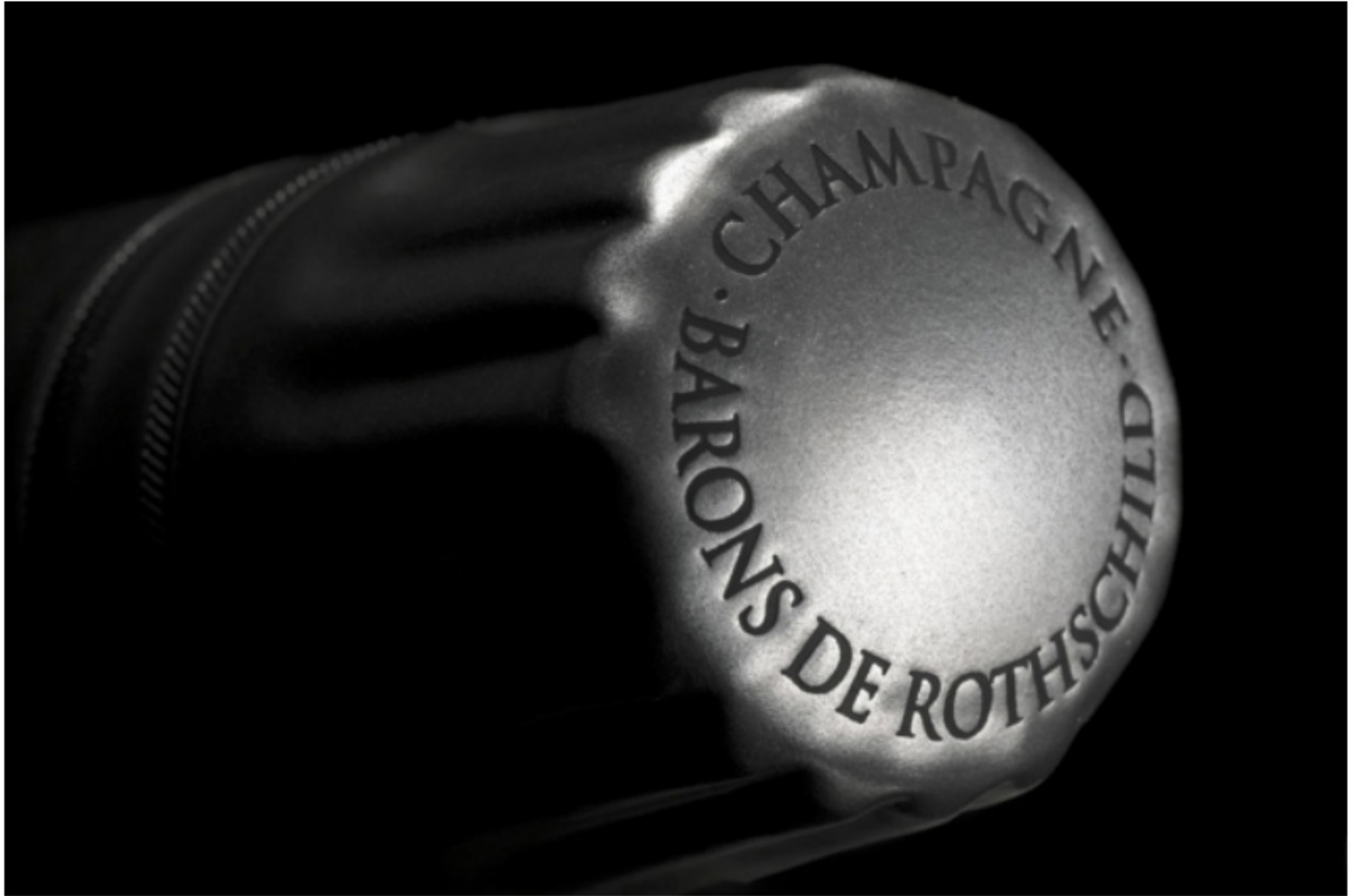


We at *Hong Kong Tatler* are certainly no stranger to champagne – one couldn't imagine a party, dinner, or even brunch without it! Regardless of the brand, we're known to enjoy a glass or two. So it's not hard to believe that when we were invited to speak with Frederic Mairesse, the brainchild behind Champagne Barons de Rothschild (yes – *that* Rothschild) we naturally jumped at the opportunity.

Mairesse speaks to us of the arduous journey it took to creating the Champagne Barons de Rothschild, from working with the best grapes in the region to Mairesse's quarterly meetings with the respective Barons and Baronesses de Rothschild who perhaps exercise the most rigorous of all quality controls. Gone are the days where we simply sipped champagne as Mairesse has taught us how to really appreciate and enjoy each glass – or bottle:

What Makes A Great Champagne:

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When it comes to making a great wine the most important thing is the sourcing of grapes. In champagne, it is the same issue, to elaborate a premium champagne you need the best grapes from the best crus. That's the bottleneck for great champagne because the grand crus are very rare.

DINING

The Challenges When Making Champagne:

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Starting a new champagne from scratch is quite a daunting task. The biggest barrier to the champagne business is in the inventory – hence why a lot of investors prefer to go into wines, moreover even if you have the cash resources to build up the stock without a turnover, the other issue is the lack of grapes available for a new champagne brand, especially in the grand crus. Time and relationships are crucial to the best sourcing and timing in terms of future sales, starting a new champagne brand is no small feat. Not to mention you need a winery and huge caves, it's very expensive, and even once the champagne is done and ready for market you need a solid global distribution network and sales channel.

What Makes It Special:

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A lot of people don't realise that since 1744 when the dynasty was born, the Champagne Barons de Rothschild is the first project where the three Rothschild branches (Château Lafite Rothschild, Chateau Mouton Rothschild, Chateau Clarke - Edmond Rothschild's group) collaborated on a project. My experience is quite unique because I have the chance to report and discuss with all the Baroness and Barons de Rothschild three or four times year about all champagne subjects. Each time it proves to be very constructive because of the Rothschild's experience in the wine business and luxury business.

What the Next Decade Looks Like:

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The next ten years prove to be quite challenging as we would like to be part of the vineyards in the champagne grand cru. Also we would like to be recognised as one of the best Chardonnay ranges oriented in champagne. We would like to launch an iconic cuvee in the next decade too.

Pairing the Barons de Rothschild Brut Champagne:

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Barons de Rothschild Brut champagne is a complex wine for all moments. It pairs with light dishes, lightly seared scallops, shellfish and rockfish. Then savor the cuvee with a risotto, a chicken dish or another white meat. End your meal with cheese, a farm-fresh Brie de Meraux or Chaource.

Pairing the Barons de Rothschild Blanc de Blancs:

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Werkstatt - l'atelier interactif



The Blanc de Blancs is appropriate before dinner at any time of year, but it pairs especially well with seafood platters in the summer. The Blanc de Blancs is the perfect accompaniment for a lobster soufflé, a Carpaccio of scallops or shellfish with a light citrus dressing enjoy the cuvee with your main course, pairing it with grilled sea bass dressed with dill, then with a lemon tart for dessert.

Pairing the Barons de Rothschild Rosé:

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It's ideal as an aperitif, or as an accompaniment to feats of culinary daring. It pairs extremely well with sushi, sashimi or red tuna tartar. Then serve it with truffles, veal or lightly cooked lamb with a cranberry sauce. Then for dessert, a red berry soup or fresh strawberries will bring out this champagne's tasty aromas.

Why Barons de Rothschild is One of a Kind:

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The main draw is the very high Rothschild family quality expectations on the range, we do for our vintage what some do for their vintages or special cuvee. And we can afford that, because we look forward for a long time and we produce only 0.15% of the Total Champagne Appellation

Where You Can Find Barons de Rothschild:

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We're stocked at the **Grand Hyatt**, the Conrad, the Hong Kong Club, newly opened **Tartine**, and we are also the champagne partner for the Longines Hong Kong Masters 2016.