



The Champagne of Champagnes

For more than 250 years, the Rothschild name has been a synonym for excellence and individuality. In 2003, the three branches of the Rothschild family decided to combine their wine-growing expertise to initiate a unique project – the birth of an exceptional Champagne. Having built its business and its reputation over seven generations, patience is one of the family’s foremost virtues. More than ten years after starting the project, Champagne Barons de Rothschild launched its first vintage cuvée millésime from grapes harvested in 2006. It marks the second phase in the company’s quest to create the Champagne of Champagnes.



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Only 7,000 bottles of the first Cuvée Millésime Rothschild have been produced

“We are not like everyone else,” says CEO Frédéric Mairesse. “The Rothschilds have always done things their own way, and as late-comers to a mature market, we wanted to be different from the start.” Amongst other things, this means a focus on premier cru and grand cru Chardonnay grapes. These are expensive and not easy to come by but allow the wine to be aged longer. Different also

means exclusive. Champagne Barons de Rothschild is produced only in limited quantities. Only 7,000 bottles of its first Cuvée Millésime have been produced, and sales of its Brut, Rosé and Blanc de Blancs Champagnes are just 300,000 bottles per year. This is expected to rise to around 500,000 bottles in the medium term. Rothschild has also confounded expectations with its marketing strategy. Instead of

starting in the traditional markets of France, the UK and the US, it launched its first Champagnes in the Asian market. “We started in Southern Europe in 2010 and worked our way north to arrive in France at the end of 2011.” The launch of the special cuvée marked the end of phase two in Rothschild’s Champagne adventure. Looking ahead, the company plans to add vineyards in a grand

cru terroir to its holdings in premier cru to allow it to bring a truly great Champagne to the market in ten years’ time. “It has taken ten years for us to reach this point. When we do things, we do them properly, even if that takes time,” says Mr. Mairesse. “That is what sets Rothschild apart from the rest.”