



Brand World



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2. Graphics
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5. Storytelling
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[Link to Perrier-Jouët Brand World movie](#)

# 1/ Executive Summary



## 1/ Executive Summary

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- Brand Manifesto
- Brand Ethos
- Creative Principles
  - Inspired by Nature
  - Creative Freedom
  - Artisanal Savoir-Faire
- Creative Concept
- Brand World Equation
- Brand World Ingredients
- Visuals
- Brand Language

# Strategic Intent

Above and beyond a definition of brand identity, the Perrier-Jouët Brand World is the expression of an attitude. The attitude of a House founded on and fired by its love of nature and art.

It was these two shared passions that led our founders, Pierre-Nicolas Perrier and Rose-Adélaïde Jouët, to create the legacy we see today, and which will allow us to create a legacy for future generations.

The Perrier-Jouët Brand World aims to generate impact and inspiration, while remaining culturally relevant over time. It does not lay down rules, but sets out a framework for creativity and consistency.

First and foremost, the Perrier-Jouët Brand World is the visible manifestation of the House's creative freedom and its enduring commitment to nature.



Maison  
Perrier-Jouët,  
Fill Your World  
with Wonder

# Brand Manifesto

Maison Perrier-Jouët was born in 1811 from a couple's shared love of nature and passion for art. Ever since, we have evolved in symbiosis with nature, inspired by the free spirit of our founders and the exuberance of the Art Nouveau movement.

Now more than ever:

- Nature is an endless source of inspiration, guiding our every action
- The Earth is our common garden, for which we care as we elaborate our champagnes
- Fired by creative freedom, we cultivate a joyful, positive vision of the world

Inspired by nature, we are on a mission to create re-enchantment in order to shape a better future for us all.

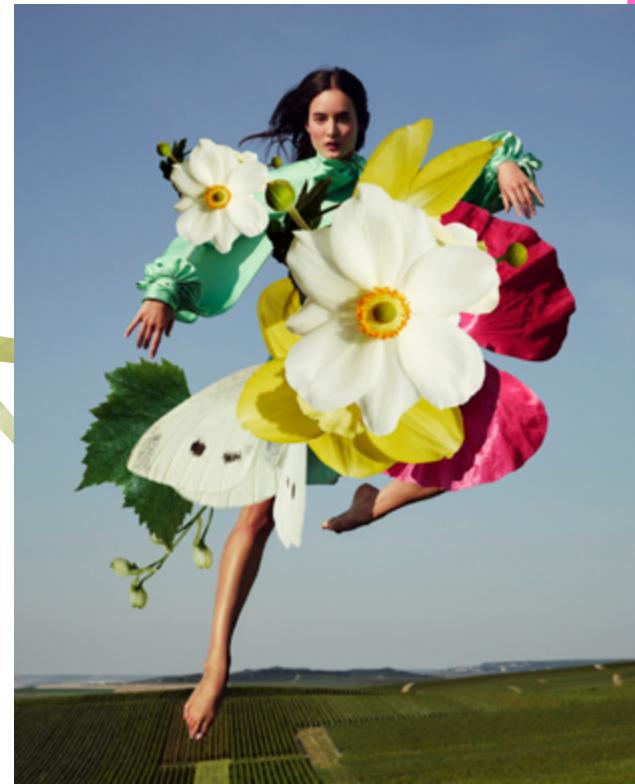
# Brand Ethos

At Maison Perrier-Jouët, we are on a mission to create re-enchantment, taking nature as an endless source of inspiration to liberate creativity in all its forms. Drawing on our relationship of symbiosis with nature, we cultivate a joyful, positive vision of the world.

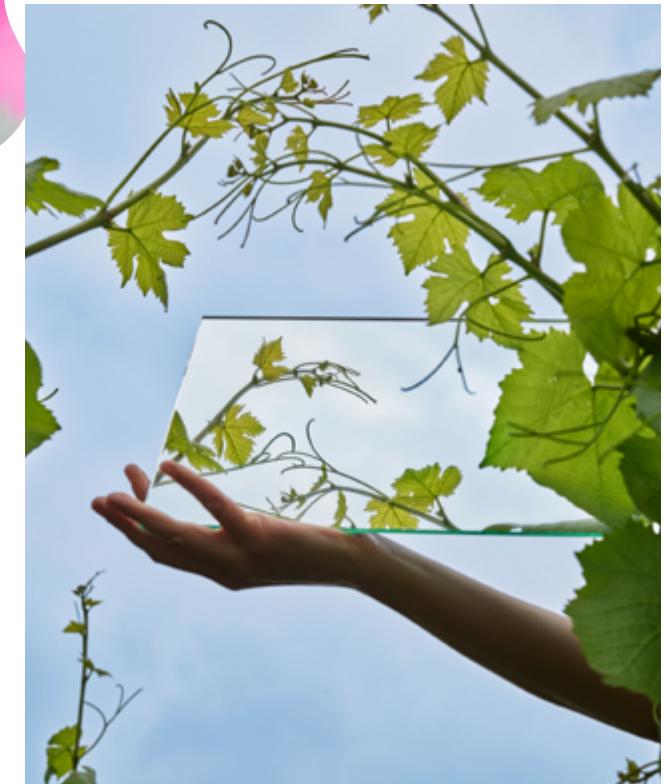
# Creative Principles



Inspired by Nature



Creative Freedom



Artisanal Savoir-Faire

# Inspired by Nature

Ever since it was founded in 1811, Maison Perrier-Jouët has evolved in symbiosis with nature. Today, nature inspires us in everything we do, from the way we craft our wines, from the grape to the glass, to the experiences we curate.



Art Nouveau:  
nature as a source  
of inspiration

Essential  
Optimistic



Vitality  
Sincerity/ Clarity

Nature  
Symbiosis  
Focus



# Creative Freedom

The founders of Maison Perrier-Jouët were renowned for their free spirit and their passion for art. Today, their legacy lives on in our mission to re-enchant the everyday with positive energy and creative freedom.

Energy  
Freedom  
Movement



Joy/ Celebration



Re-enchantment  
Creativity



# Artisanal Savoir-Faire

The savoir-faire of Maison Perrier-Jouët brings together a variety of specialist craft techniques linked to the terroir and elaboration of champagne. We call the men and women whose hands master these unique skills the Artisans of Nature.

## Art Nouveau: appreciation of craft techniques

Tradition  
Innovation  
Precision



Materials  
Attention to detail



Authenticity  
Craft



# Creative Concept/ Creative Collage

The new visual identity of Perrier-Jouët offers a joyful and dynamic interpretation of the symbiosis with nature which the House has cultivated since the beginning. The new creative concept – at once powerful and sophisticated – is based on four key ingredients.

## Presence of nature

A nature that is real and authentic, and appears in a way that is both sensitive and dynamic. Perrier-Jouët has a poetic vision of nature, but one that is infused with energy and vitality. Plays on light create shadows that simultaneously generate emotion and movement. They capture an image of nature that is far more artistic than it is literal.



## Creative gesture

Perrier-Jouët has created an array of meaningful and proprietary collages from different elements (landscape, nature, bottles, a human presence) that are cut out and superposed to form an elegant, joyful and light-hearted composition. These collages help to create the re-enchantment sought by Perrier-Jouët. Alternatively, the artistic touch can come from a brush stroke or line drawing superposed on a visual.



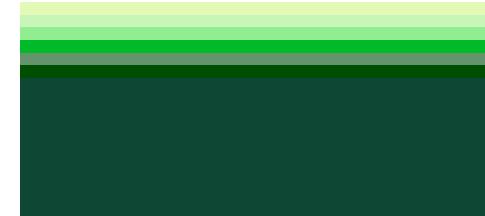
## Plays on scale

The collages incorporate nature in an artful and surrealistic way by playing with scale and graphic visual effects. Oversized shots of key elements reveal graphic shapes, while extreme close-ups put man on the same level and scale as nature to convey a sense of equality and even unity.



## Colour palette

The palette keeps green as its main shade, complementing it with yellow and blue, which are illuminated by touches of brighter colour. The inspiration comes from the colours of the Perrier-Jouët vineyard, and more generally the landscapes of Champagne.



# Brand World

= Timeless Visual Identity + Brand Attitude

## Brand Attitude



Colourful

Joyful

Artistic

Rich

Committed

Vibrant

## Timeless Visual Identity



Perrier-Jouët  
bottles



Petal  
White



Woodland  
Green



Nectar  
Gold



The  
Anemone



Maison  
Belle Epoque

# Brand World Ingredients

The Perrier-Jouët Brand World is composed of the following key ingredients which constitute the brand's identity. Each ingredient is presented in a dedicated chapter providing all the details on its use.

## Brand logo

The brand block combines the names of the founders of the House (Pierre-Nicolas Perrier and Rose-Adélaïde Jouët) with the Japanese anemone, the flower which became its emblem in the early 20th century. This is the timeless identity of Maison Perrier-Jouët.



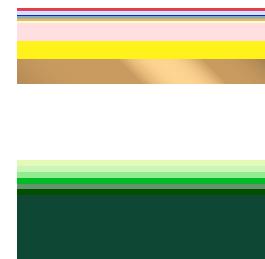
## Patterns

New patterns have been created which convey the House's joyful, positive vision of nature. The iconic Perrier-Jouët anemone is the central element of these compositions.



## Colours

The new colour palette defining Maison Perrier-Jouët's visual identity is drawn from the terroir. It was inspired by the colours of its vineyard and the landscapes of the Champagne region.



## Anemone

The Japanese anemone motif created in 1902 by Emile Gallé, one of the pioneers of the Art Nouveau movement, which decorates the bottles of Perrier-Jouët Belle Epoque champagnes, is recognised throughout the world. This iconic motif embodies the twin foundations of Maison Perrier-Jouët: art and nature.



## Typefaces

The two fonts used by Maison Perrier-Jouët reflect the richness of the brand: one has a more traditional, craft spirit evoking savoir-faire; the other, which is more contemporary and organically rounded, evokes the brand's founding pillars of art and nature.

Abcdefg  
hijklmno  
pqrsuvwxyz  
xz

## Gold

Gold is a refined material which conveys Perrier-Jouët's luxury positioning. It reflects the elegance of the House and of its wines.



## Wood

Wood is an authentic material which evokes the artisanal savoir-faire of Maison Perrier-Jouët in the elaboration of its wines. It also creates a link with nature and the vines.



# Visuals



CHAMPAGNE  
**PERRIER-JOUËT**

Fill your world with wonder

ENJOY RESPONSIBLY



# Brand Language

The language and tone of voice used by Maison Perrier-Jouët define how the House presents itself and conveys its ethos and luxury positioning. The exceptionally rich identity of Maison Perrier-Jouët offers great potential for storytelling, which is always based on its two key pillars: symbiosis with nature and creative freedom. Depending on the context, these may be associated, according to the “creative collage” principle, with themes including history, savoir-faire, terroir and artistic collaborations, to infuse meaning, substance and relevance.

## Tone of voice and wording

The Perrier-Jouët tone of voice is measured and elegant. It is elevated, but not pretentious. It presumes an educated, but not necessarily an expert audience. The language used should be accessible, with unfamiliar terms and processes explained clearly and concisely, while the tone should be inviting and inspiring, to convey the free spirit of the House and the celebratory aspect of champagne.

## Joyful, but not “fairy-tale”

In evoking the House’s joyful, positive vision and its mission to create re-enchantment, it is however important to avoid “fairy-tale” elements and to remember that Maison Perrier-Jouët remains grounded in reality, with nature as its source of inspiration.

## Savoir-faire and attention to detail

The reputation of Maison Perrier-Jouët is founded on savoir-faire and attention to detail. This should be reflected in texts that are carefully crafted, with correct grammar, spelling and punctuation.

## The brand

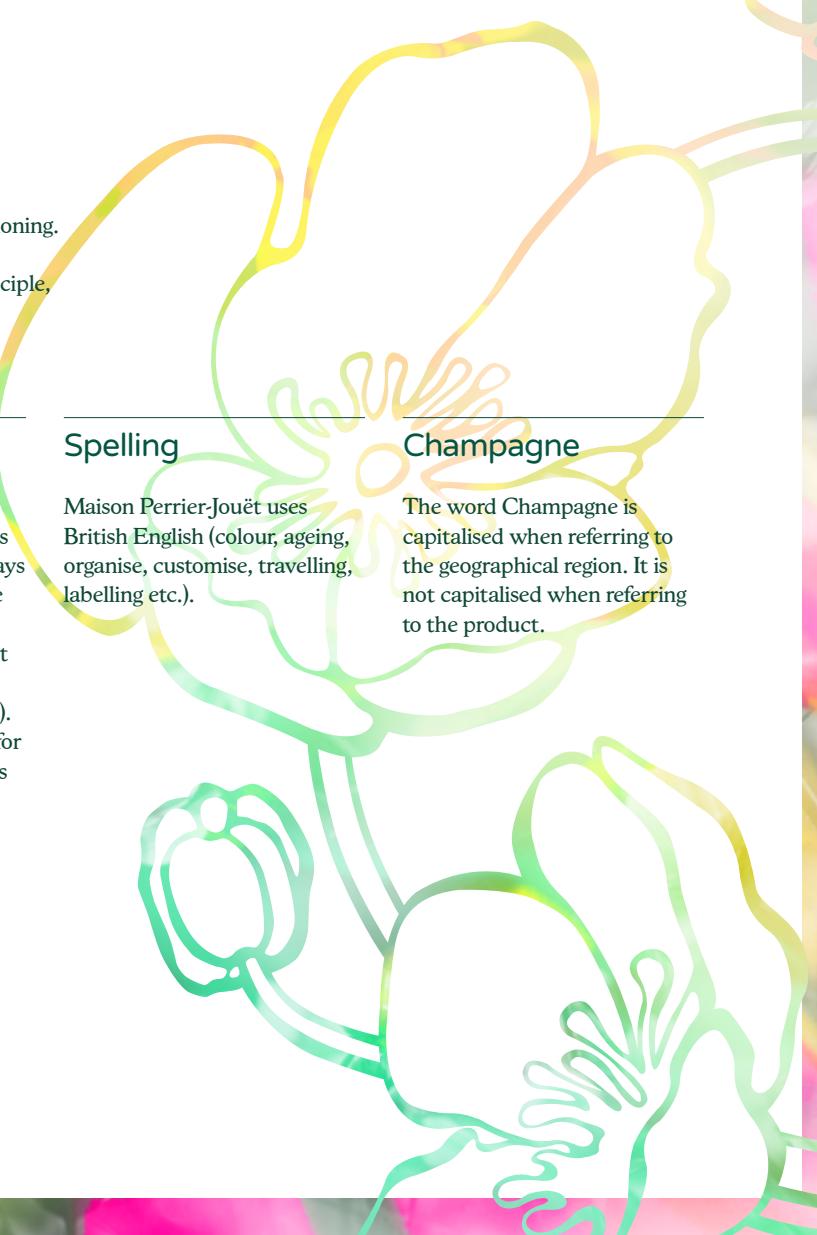
The brand generally speaks in the third person. When it is referred to by name, it is always Maison Perrier-Jouët (not the House of Perrier-Jouët or the Perrier-Jouët House). When it is not referred to by name, it is the House (not the Maison). This simple principle allows for clarity and consistency across all verbal communications.

## Spelling

Maison Perrier-Jouët uses British English (colour, ageing, organise, customise, travelling, labelling etc.).

## Champagne

The word Champagne is capitalised when referring to the geographical region. It is not capitalised when referring to the product.



## 2/ Graphics



## 2/ Graphics

- Graphics Ingredients
- Perrier-Jouët Logo
  - Usage
  - Size & safety margin
  - Don'ts
- Simplified Logo
  - Usage
  - Size & safety margin
  - Don'ts
- Patterns
  - Main patterns
  - Secondary patterns
  - Tertiary patterns
  - Examples of application
  - Cropping
  - Don'ts
- Colours
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  - Secondary colours
- Anemone
  - Usage
  - Dos & don'ts
- Typefaces
  - Typefaces hierarchy
  - Principles
- Application Examples
  - Shopping bag
  - Save the date/ invitation
  - Wine speech
  - Press release
  - Website

# Graphics Ingredients

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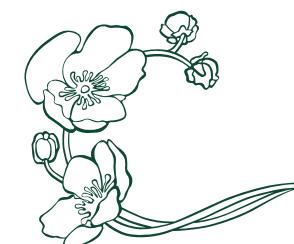
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A b c d e f g  
h i j k l m n o  
p q r s t u v w  
x z

# Perrier-Jouët Logo



[Link to the Perrier-Jouët logo](#)

# Perrier-Jouët Logo usage

Only these colours may be used.

## Priority usage



### CMYK

The colour version must be used in preference to the single-colour versions



- 6C  
Luxor 425 foil + PMS 3435C + CMYK
- 5C  
Luxor 425 foil + CMYK
- 4C  
CMYK with gold as gradient



### GOLD



### WHITE

This version can be used on dark backgrounds



### WOODLAND GREEN

This version can be used on clear backgrounds when the CMYK version is not usable



- 6C  
Luxor 425 foil + PMS 3435C + CMYK
- 5C  
Luxor 425 foil + CMYK
- 4C  
CMYK with gold as gradient



### TONE-ON-TONE

This version must only be used for embossing, etching, monotone printing, UV spot varnish

# Perrier-Jouët Logo size & safety margin



MINIMUM-SIZE APPLICATION  
COLOURED VERSION  
Minimum height: 15 mm



MINIMUM-SIZE APPLICATION  
MONOCHROME VERSION  
Minimum height: 10 mm



# Perrier-Jouët Logo don'ts

The Perrier-Jouët logo must be used in its entirety and without modification.



Don't use any special effects



Don't use the logo on excessively busy backgrounds



Don't rotate the brand block



Respect the safety margin



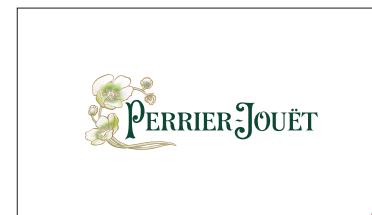
Don't change the proportions



Don't remove the anemone



Don't change the colours



Don't remove part of the brand block

# Simplified logo

This logo can be used as a complement to the main logo.



[Link to the Perrier-Jouët logo](#)

# Simplified logo usage

Only these colours may be used.

## Priority usage



### CMYK

The colour version must be used in preference to the single-colour versions



- ● ● 6C  
Luxor 425 foil + PMS 3435C + CMYK
- ● 5C  
Luxor 425 foil + CMYK
- 4C  
CMYK with gold as gradient



### GOLD



### WHITE

This version can be used on dark backgrounds



White 100%



### WOODLAND GREEN

This version can be used on clear backgrounds when the CMYK version is not usable



- ● ● Luxor 425 foil
- ● PMS Metallic 871C
- Gold CMYK gradient

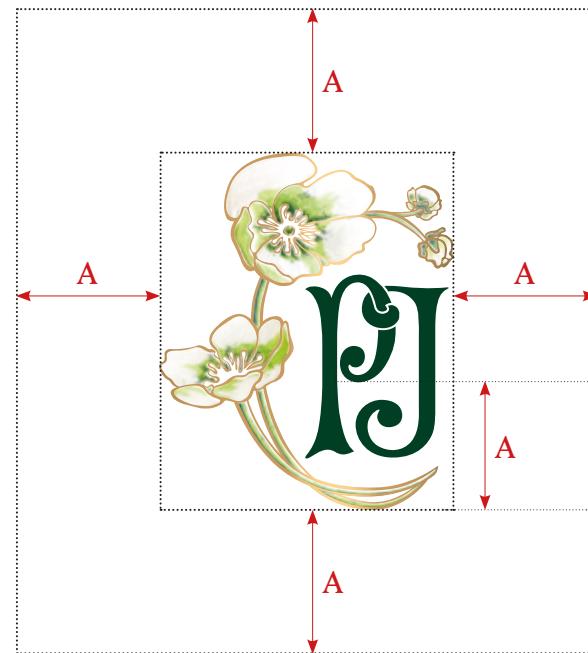


### TONE-ON-TONE

This version must only be used for embossing, etching, monotone printing, UV spot varnish

● ● ● Best option   ● ● Alternative option   ● Acceptable option

# Simplified logo size & safety margin



## MINIMUM-SIZE APPLICATION

COLOURED VERSION

Minimum height: 15 mm



## MINIMUM-SIZE APPLICATION

MONOCHROME VERSION

Minimum height: 10 mm



# Simplified logo don'ts

The Perrier-Jouët logo must be used in its entirety and without modification.



Don't use any special effects



Don't use the logo on excessively busy backgrounds



Don't rotate the brand block



Respect the safety margin

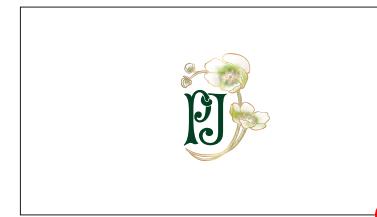


Molectes dolorum acimus eici  
sundi ulluptae. gnam,  
debitas facipsa cere-

blant  
lst ma-  
quis  
dem  
epelese  
hendi.



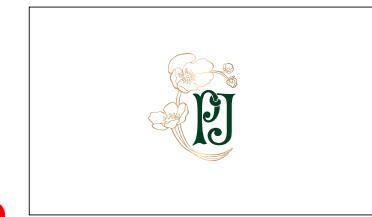
Don't change the proportions



Don't change the placement



Don't change the colours



Don't use it as a two-tone version without the  
anemone detail

# Patterns

The new patterns that have been designed integrate the four key elements of the Brand World creative concept:

presence of nature, creative gesture, plays on scale, colour palette.

The emblematic anemone is central to these compositions, both in its traditional form and in new formats and new graphic executions.

# Patterns

[Link to the Perrier-Jouët patterns](#)

A combination of 12 patterns is available: primary, secondary and tertiary patterns,  
each with an iteration specific to the Masterbrand and the Brut, Rosé and Blanc de Blancs cuvées.



Masterbrand



Brut



Rosé



Blanc de Blancs

# Main Patterns

[Link to the Perrier-Jouët patterns](#)

Main patterns must be used as a priority.



Masterbrand



Brut



Rosé



Blanc de Blancs

# Secondary Patterns

[Link to the Perrier-Jouët patterns](#)

Secondary patterns are used as a complement to the main patterns. They must not be used in an environment where there is no main pattern.



Masterbrand



Brut



Rosé

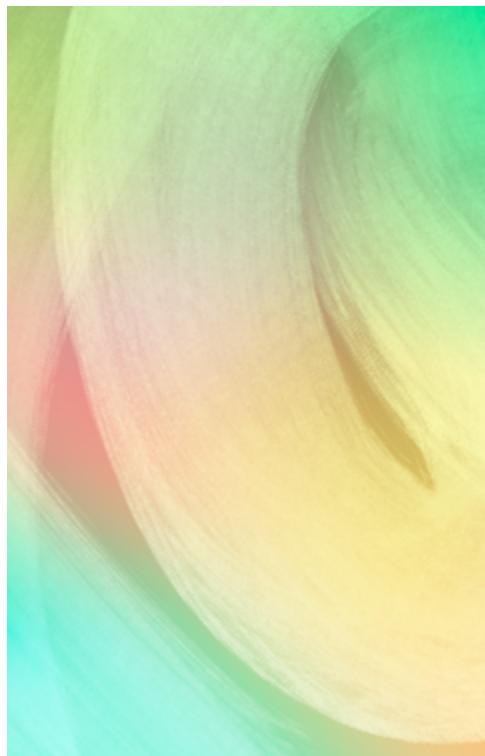


Blanc de Blancs

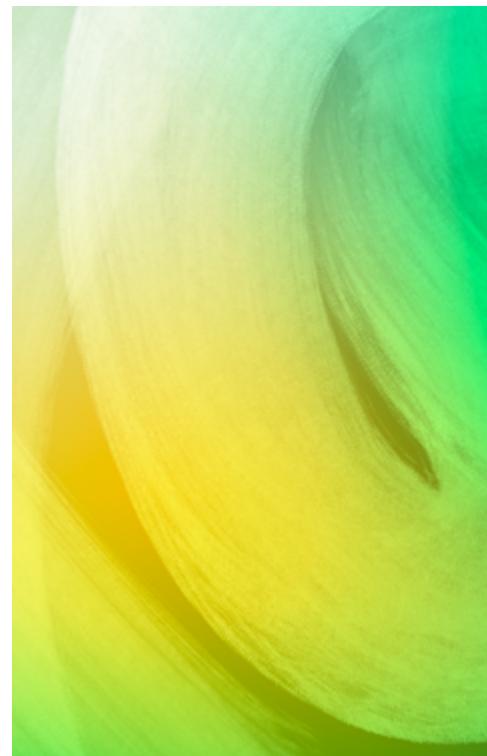
# Tertiary Patterns

[Link to the Perrier-Jouët patterns](#)

Tertiary patterns are used as a complement to the main and secondary patterns. They must not be used in an environment where there are no other patterns.  
Tertiary patterns must not be used in a large format (maximum size 50 x 50cm).



Masterbrand



Brut



Rosé



Blanc de Blancs

# Examples of pattern application



Superposed white anemone



Mix of superposed patterns



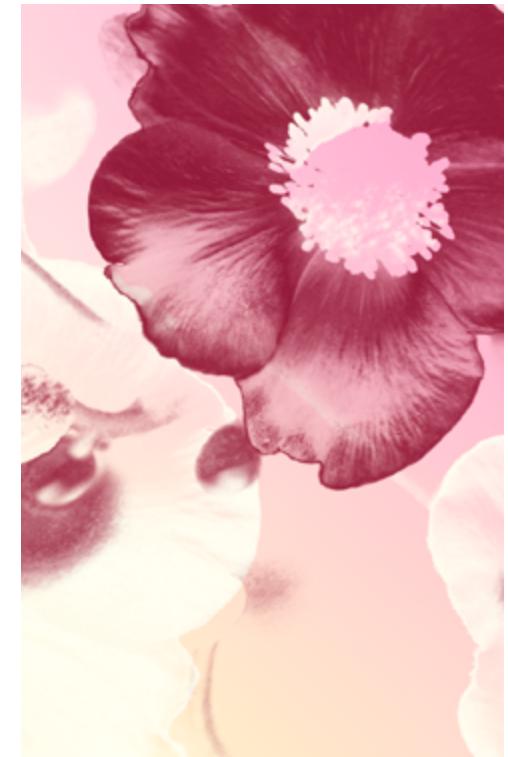
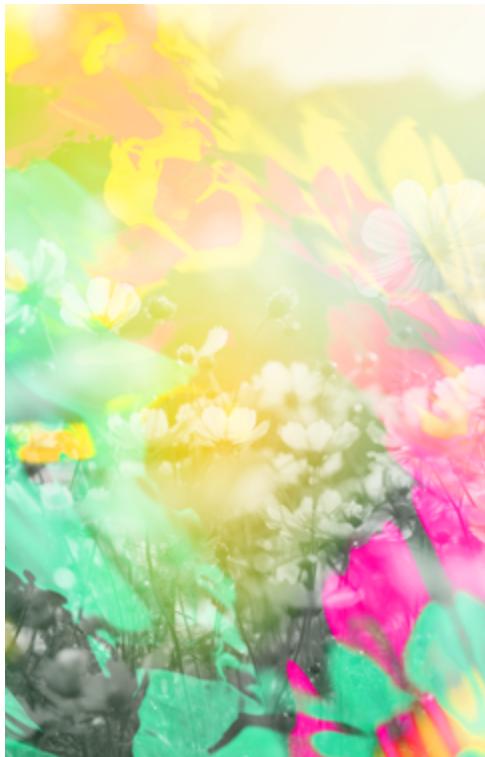
As the frame for an image



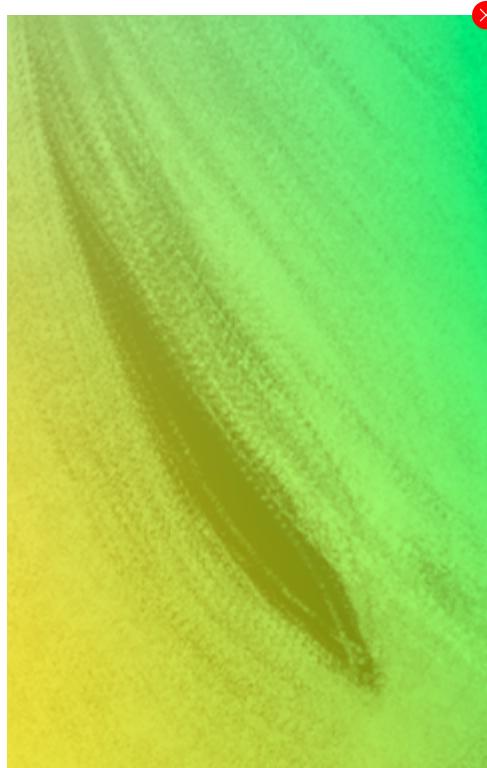
As a filling for shapes

# Pattern cropping

On the main and secondary patterns, it is possible to crop and zoom to a certain extent in order to focus on different elements. However, care must be taken to maintain the quality of the image.



# Pattern don'ts



Don't zoom on the tertiary patterns



Don't zoom excessively on the patterns



Don't rotate the primary patterns



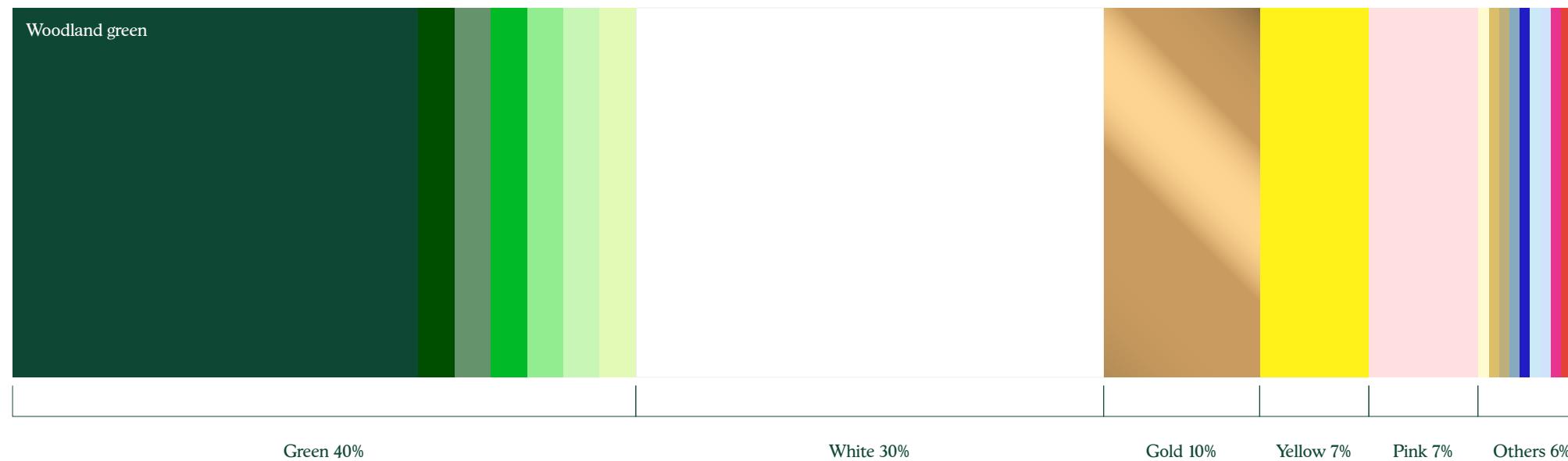
Don't use the secondary patterns  
on complex shapes

# Colours

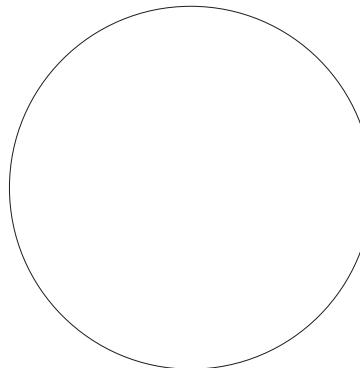
The Brand Word presents a new colour palette to enrich the House's visual identity.

This palette keeps green as its main shade, complementing it with yellow and blue, which are illuminated by touches of brighter colour.

The inspiration comes from the colours of the Perrier-Jouët vineyard, and more generally the landscapes of Champagne.

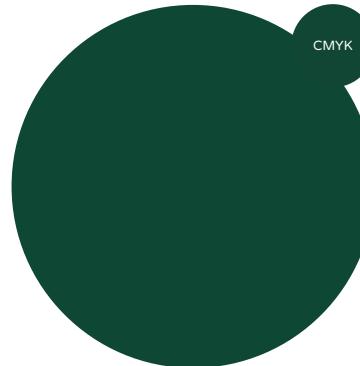


# Main Colours



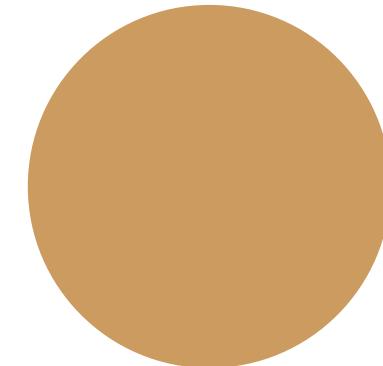
**PETAL WHITE**  
RVB 255/255/255  
CMYK 0/0/0/0  
#FFFFFF

Pristine and refined,  
it provides a creative canvas  
for all our communications.



**WOODLAND GREEN**  
Pantone 3435C  
RVB 18/71/52  
CMYK 89/44/77/52  
#003F23

It brings depth and sophistication to  
the palette, and should be  
used for all typography as a  
flat colour. When used graphically, it  
should always be reproduced  
as a metallic to ensure it is rich  
and luxurious.

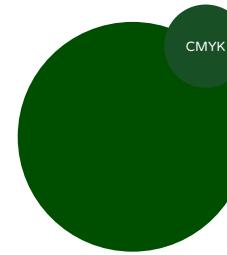


**NECTAR GOLD**  
Luxor 425 Foil  
Pantone Metallic 871C  
CMYK Gradient  
RVB Gradient

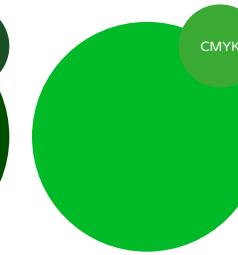
Warm and precious, it helps to  
balance the crispness of Petal White.  
It must always be  
reproduced as a metallic.



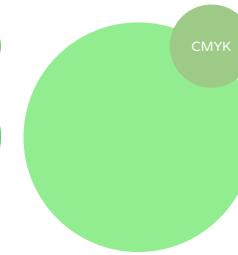
# Secondary Colours



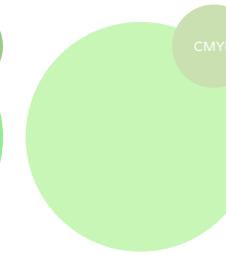
PMS 349C  
RVB 0/79/0  
CMYK 89/42/100/45  
#004F00



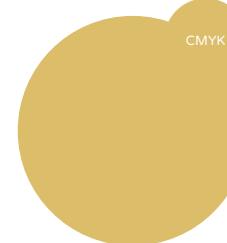
PMS 354C  
RVB 0/186/40  
CMYK 75/0/100/0  
#00BA28



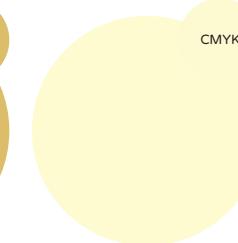
PMS 358C  
RVB 146/237/144  
CMYK 46/0/59/0  
#92ED90



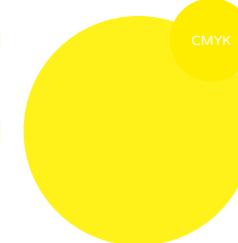
PMS 7486C  
RVB 200/246/182  
CMYK 27/0/40/0  
#C8F6B6



PMS 7508C  
RVB 220/189/106  
CMYK 15/23/66/3  
#DCBD6A



PMS 7499C  
RVB 254/251/208  
CMYK 2/0/25/0  
#FEFB0



PMS YellowC  
RVB 255/242/26  
CMYK 0/0/100/0  
#FFF21A



PMS 705C  
RVB 255/233/224  
CMYK 0/18/8/0  
#FFDFE0

# The Anemone

The Japanese anemone created by Emile Gallé is a key element of the Perrier-Jouët visual identity. The Brand World offers new variations on this iconic emblem of the House. Oversized, line-drawn, or as a positive or negative image, the anemone helps to express different storylines.

[Link to the Perrier-Jouët anemone](#)



# The Anemone usage

[Link to the Perrier-Jouët anemone](#)

The anemone can be used with these four treatments.  
All of them can be filled with the patterns or colours.



Vectorial outlined



Vectorial full filled



Vectorial filled without outline



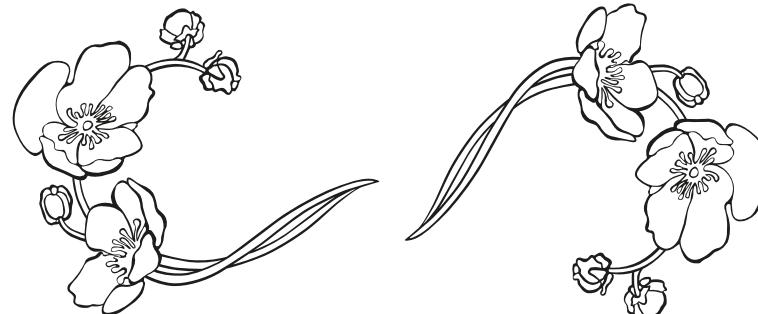
Drawing outlined

# The Anemone dos & don'ts

## Dos

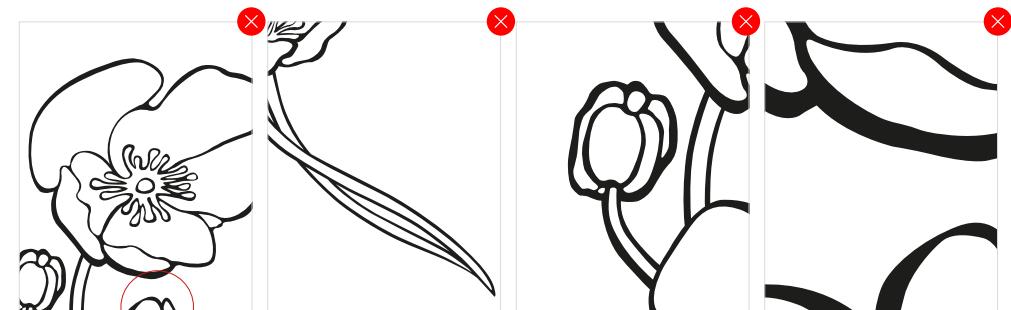


Cropping must always show one of the large anemones as a main feature.  
Make sure the flower is understandable.



The flower can be turned

## Don'ts



Don't leave small parts on  
their own

Don't focus on the stem

Don't focus on the buds

Don't zoom in too much



Don't reverse the anemone

# Typefaces

For titles

Varela Round

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

For body copy and secondary titles

Hess Old Style

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

For quotes and italic copy

EB Garamond

## *Medium italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

## *Bold italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

# Typefaces hierarchy

LEVEL 1

Main title  
Varela Round

Main title Style 2  
Hess Old Style Regular

LEVEL 2

Title style 1  
Varela Round

Title Style 2  
Hess Old Style Regular

LEVEL 3

Body Highlights  
Hess Old Style Bold

LEVEL 4

Body Copy  
Hess Old Style Regular

LEVEL 5

Quote  
Garamond Medium Italic

*Quote Highlights*  
**Garamond Bold Italic**



Si dolupitem quibearum  
eum alita il iusam foccus expliquat

Ique molo id excero et quid quam, quis reces aspe sin comittatur, im volo qui valoris eum alita il iusam foccus expliqu asperitatur sinis ut que moloribus andisse ctorpor ibusand igenisit dolo ium lantiscil ipistia am. Untem seditias sum et ex eum erios eum etur.

«Quas dolorporum alitio qui to berit, odiamentur as modis ipsandis sequas rese apelitis re, untem seditias sum et ex eum erios eum etur, optatio tet maximag natquaes esperro vitam, que nobitempor si dolupitem quibearum.»

SÉVERINE FRERSON  
Maison Perrier-Jouët Cellar Master



# Typefaces hierarchy

**PRESS RELEASE Fall 2022**

**MAIN TITLE**

**Que nobitempor  
si dolupitem**

**TITLE STYLE 1**

**Body Copy**

**Quote**

**Si dolupitem quibearum  
eum alta il usam faccus expliquat**

**Ipse iolo id excero et quid quam, quis recus aipe sin committatur, im volo qui voloris eum alta il usum faccus expliqu asperitur sinis ut que moribus andisse citorpor ibusand ignisit dolo ium lantiscil ipstia am. Untem seditas sum et ex eum erios cum etur.**

**\*Quas dolororum alito qui to berit, odamentur ai imodis ipsandis sequas rese apelitis re, untem seditas non et ex cene erios cum etur, optatio tet maximag natquao espero vitam, que nobitempor si dolupitem quibearum. \***

**SEVERINE FREISON**  
Maison Perrier-Jouët Cellar Master

**PERRIER JOUËT**

**PRESS RELEASE Fall 2022**

**BELLE ÉPOQUE  
EDITION PREMIÈRE  
VOLORIS EUM**

**ABOUT  
PERRIER-JOUËT**

**TITLE STYLE 1**

**Body copy**

**TITLE STYLE 2**

**PERRO INTUR SINIM**

**Me venditento doluptus, sapello  
remque perro intur sinim quententis  
sit repto iditaten. Quas dolororum  
alito qui to berit, odamentur as  
imodis ipsandis sequas rese apelitis re,  
untem seditas sum et ex eum erios  
cum etur, optatio tet maximag  
eum alta il usum faccus expliqu  
asperitur sinis ut que moribus  
andisse citorpor ibusand ignisit dolo  
ium lantiscil ipstia am.  
Untem seditas sum et ex eum erios  
cum etur, optatio tet maximag  
natquao espero vitam.**

**PRESS CONTACT**  
COMMUNICATION SERVICE  
Maison de champagne Perrier-Jouët

**TITLE STYLE 1**

**TITLE STYLE 2**

**JOHN DOE**  
John.Doe@pernod-ricard.com

**perrierjouet.com**

**26, avenue de Champagne BP 31-51201 Epernay Cedex**

**ENJOY RESPONSIBLY**

**Body copy**

**PERRIER JOUËT**

# Typefaces principles

## Alignment

To express the vivacity of nature justified copy is preferred.  
Justified copy can only be used in body text with columns.

## Tracking and leading

Just the right amount of space between each letter and each line makes reading more comfortable.

Tracking set to 0 →

On body copy text, the leading must be increased between 120 & 140% for easier readability.

Tracking set to 0 →

Varela round is used with a lower tracking and a leading of 100%

Tracking set to -25 →

## Sentence case

A mixture of uppercase and lowercase letters are a lot more pleasant to read than ALL CAPITALS.

Leading 100%

# Application examples

Shopping bag



# Application examples

Save the date/ Invitation

[Link to the technical files](#)



# Application examples

## Wine speech



## Savoir-faire

Revealing the quintessence of Chardonnay

**W**hen she succeeded Hervé Deschamps in October 2012, Séverine Fournier became only the eighth Cellier Master - and the first woman to hold the title in the history of Maison Perrier-Jouët. Charged with ushering in a new era, during which she will spearhead major innovation and development, Séverine Fournier has the opportunity to set her seal on the House in a different, but no less decisive, way than her sprightly predecessor, Rose-Adélaïde Jouët.

For the iconic Perrier-Jouët Belle Epoque vintage cuvée, for instance, Séverine Fournier specifically chose the village of Verzenay in the Mardy-Champagne in the north of the Montagne de Reims, where chalk soils produce vines whose roots penetrate deep into the ground to reveal the delicate floral structure of Chardonnay from Grand Cru vineyards. The result is that such a detailed approach results in the subtlety and elegance of this and other Perrier-Jouët cuvées, which are selected and produced with precision.



Looking to the future, Chardonnay will remain the heart of the wine philosophy of Maison Perrier-Jouët, and Séverine Fournier further enhances its expression, not only in traditional cuvées but also in its liqueur and reserve wines. The House will thus continue to develop the unique style of Chardonnay by intensifying the floral aroma of its wines and revealing new ones which further accentuate their depth, richness and textual nuance.



# Application examples

Press release

The image displays two versions of a press release template for Perrier-Jouët, set against a background of colorful, blurred floral patterns.

**Left Template (Press Release Fall 2022):**

**PRESS RELEASE**  
Fall 2022

## Que nobitempor si dolupitem



**Si dolupitem quibearum**  
eum alta il usam foccus expliquat

Ique moli id excero et quid quam, quis recus aape sin committatur, im volo qui valoris cum alita il usum foccus expliqu asperitur sinis ut que morloribus andisse cto por ibusand ignisit dolo ium lantiscil ipstia am. Untem seditas sum et ex eum erios cum etur.

*«Quas dolororum altio qui to berit, odamentur ai imodis ipsandi sequas rese apelitis re, untem seditas non et ex eum erios cum etur, optatio tet maximag natquao espero vitam, que nobitempor si dolupitem quibearum.»*

SEVERINE FREISON  
Maison Perrier-Jouët Cellar Master

**PERRIER JOUËT**

**BELLE ÉPOQUE**  
**EDITION PREMIÈRE**

**VOLORIS EUM**

Fuga ique molo id excero et quid quam, quis recus aape sin committatur, im volo qui valoris cum alita il usum foccus expliqu asperitur sinis ut que morloribus andisse cto por ibusand ignisit dolo ium lantiscil ipstia am. Untem seditas sum et ex eum erios cum etur, optatio tet maximag natquao espero vitam, que nobitempor si dolupitem quibearum.

**ABOUT**  
**PERRIER-JOUËT**

Quas dolororum altio qui to berit, odamentur as imodis ipsandi sequas rese apelitis re, untem seditas sum et ex eum erios cum etur, optatio tet maximag natquao espero vitam, que nobitempor si dolupitem quibearum. eum alta il usum foccus expliqu asperitur sinis ut que morloribus andisse cto por ibusand ignisit dolo ium lantiscil ipstia am. Untem seditas sum et ex eum erios cum etur, optatio tet maximag natquao espero vitam.

**PERRO INTUR SINIM**

Me venditento doluptus, sapello remque perro intur sinim quententis sit repto iditaten. Quas dolororum altio qui to berit, odamentur as imodis ipsandi sequas rese apelitis re, untem seditas sum et ex eum erios cum etur, optatio tet maximag eum alta il usum foccus expliqu asperitur sinis ut que morloribus andisse cto por ibusand ignisit dolo ium lantiscil ipstia am. Untem seditas sum et ex eum erios cum etur, optatio tet maximag natquao espero vitam.

**PRESS CONTACT**

COMMUNICATION SERVICE  
Maison de champagne Perrier-Jouët  
JOHN DOE  
John.Doe@pernod-ricard.com

**PERRIER JOUËT**

**PERRIER JOUËT**

**PERRIER JOUËT**

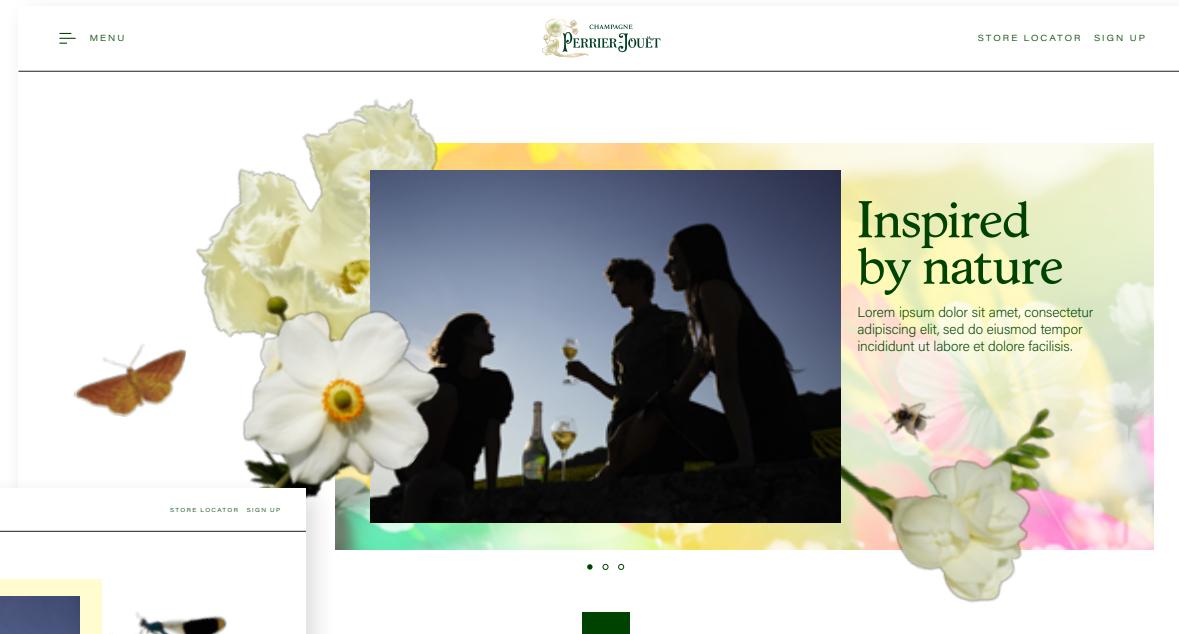
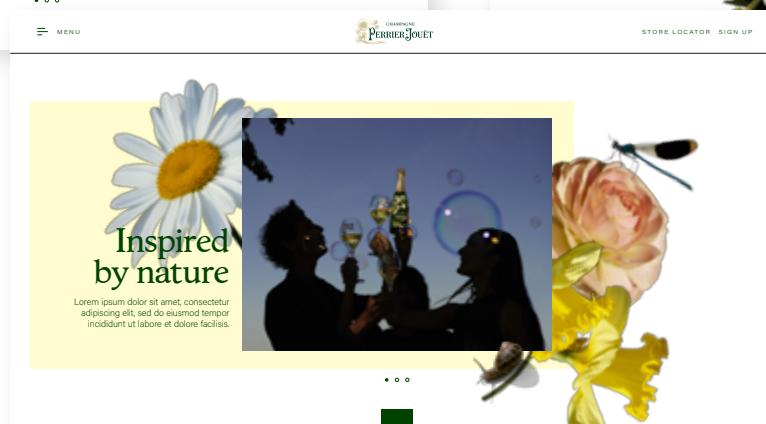
26, avenue de Champagne-BP 31-51201 Epernay Cedex

ENJOY RESPONSIBLY

[Link to the technical files](#)

# Application examples

Website





## 3/ Trade

# On & Off Trade

The applications of the Perrier-Jouët Brand World in on- and off-trade settings convey the House's joyful, positive vision of the world.

The iconic anemone is the link between the various mediums, but is used in different ways to enrich the brand's storytelling and enhance its impact. The new patterns, applied on different materials, help to animate space, while colours are used according to the time of year, the consumption context and the client profile. The materials used evoke nature and the craft dimension of the House's savoir-faire



# Trade Ingredients

The Perrier-Jouët Brand World is composed of the following key ingredients which constitute the brand's identity. Each ingredient is presented in a dedicated chapter providing all the details on its use.

## Brand logo

The brand block combines the names of the founders of the House (Pierre-Nicolas Perrier and Rose-Adélaïde Jouët) with the Japanese anemone, the flower which became its emblem in the early 20th century. This is the timeless identity of Maison Perrier-Jouët.



## Patterns

New patterns have been created which convey the House's joyful, positive vision of nature. The iconic Perrier-Jouët anemone is the central element of these compositions.



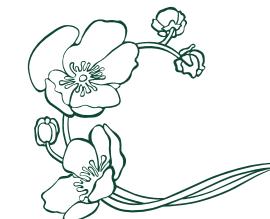
## Colours

The new colour palette defining Maison Perrier-Jouët's visual identity is drawn from the terroir. It was inspired by the colours of its vineyard and the landscapes of the Champagne region.



## Anemone

The Japanese anemone motif created in 1902 by Emile Gallé, one of the pioneers of the Art Nouveau movement, which decorates the bottles of Perrier-Jouët Belle Epoque champagnes, is recognised throughout the world. This iconic motif embodies the twin foundations of Maison Perrier-Jouët: art and nature.



## Gold

Gold is a refined material which conveys Perrier-Jouët's luxury positioning. It reflects the elegance of the House and of its wines.



## Wood

Wood is an authentic material which evokes the artisanal savoir-faire of Maison Perrier-Jouët in the elaboration of its wines. It also creates a link with nature and the vines.



# Materials

A



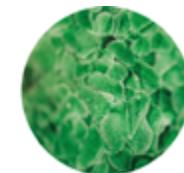
❖❖❖  
Metal finish  
Ref: Polyrey or Brillant: 0101  
❖❖  
Gold colour  
ref: Gold: Kurz: Luxor 429 / pantone 8004

B



White PMMA  
Ref: Setacryl 2001

C



Recycled glass  
Glaskeramik magna - shiny polished

D



WOODLAND GREEN  
Ref: Pantone 3435C

E



❖❖❖  
DIBOND finish  
Printed on DIBOND  
❖❖  
CARDBOARD finish  
Printed on CARDBOARD

F



❖❖❖  
WOOD finish  
Oberflex - Sycamore T802  
Graphic printed on wood  
❖❖  
CARDBOARD finish  
Wood and graphic printed on CARDBOARD

G



Transparent PMMA

H



Light  
L.E.D

I



Preserved flowers

❖❖❖ Best option    ❖❖ Alternative option

A close-up photograph of a field of flowers, likely cosmos, in various colors including white, yellow, pink, and green. The image has a soft, painterly quality with visible brushstrokes and color blending. A large, semi-transparent black rectangle covers the right side of the image, containing the title and navigation elements.

# 1. On Trade

## — Overview

- Low energy bar
- Restaurant
- Night club

## — Details

- Bar
- DJ Booth
- Photo booth 1
- Photo booth 2
- Photo booth 3
- Parasol
- Cushion
- Decoration elements
- Trolley

## Low Energy Bar

### Furniture

- Bar
- Parasol
- Cushion
- Decoration elements



## Restaurant

---

### Furniture

---

- Photo booth 1
- Parasol
- Cushion
- Decoration elements



## Night Club

---

### Furniture

---

- DJ booth
- P.O.S. High Energy



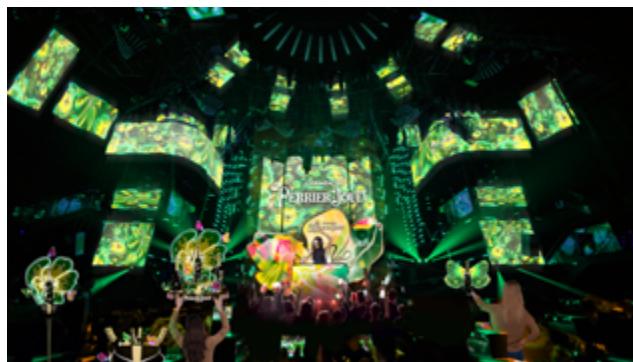
# Bar

- Oversized anemone
- Backlit pattern
- Different bottle sizes
- Wood and gold finishes



# DJ Booth

- 
- Oversized anemone
  - Backlit pattern
  - Gold finish and pattern



# Photo Booth 1

- 
- Oversized anemone
  - Backlit pattern
  - Gold finish and pattern



# Photo Booth 2

- 
- Oversized anemone
  - Backlit pattern
  - Gold finish and pattern
  - Principle inspired by  
«Fill Your World with Wonder» campaign



# Photo Booth 3

- 
- Oversized anemone
  - Backlit pattern
  - Gold finish and pattern



# Parasol

– Pattern printed on a Japanese-inspired parasol



# Cushion

- 
- Printed pattern
  - Embroidered logo



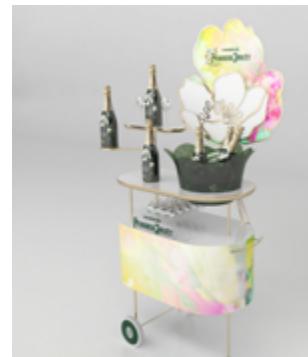
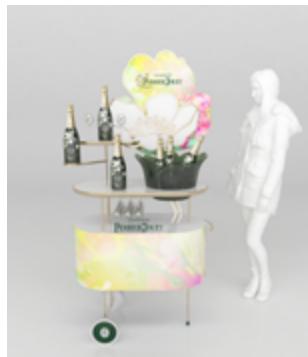
# Decoration Elements

- 
- Decoration elements
  - Printed pattern
  - Gold finish



# Trolley

- Oversized anemone
- Printed pattern
- Gold finish





## 2. OffTrade

### — Overview

- Focus Belle Epoque
- Focus Blason Blanc de Blancs
- Iconic Off Trade

### — Details

- Glorifier
- Column
- Stocker
- Gondola
- Case Rack 1
- Case Rack 2
- Case Rack 3
- Floor display 1
- Floor display 2
- Floor display 3
- Outpost 1
- Outpost 2
- Gondola End
- Window XL - Masterbrand
- Window XL - Blason Blanc de Blancs
- Window XL - Belle Epoque
- Window S - Masterbrand
- Window S - Blason Blanc de Blancs
- Window S - Belle Epoque

## Focus Belle Epoque

### Overview



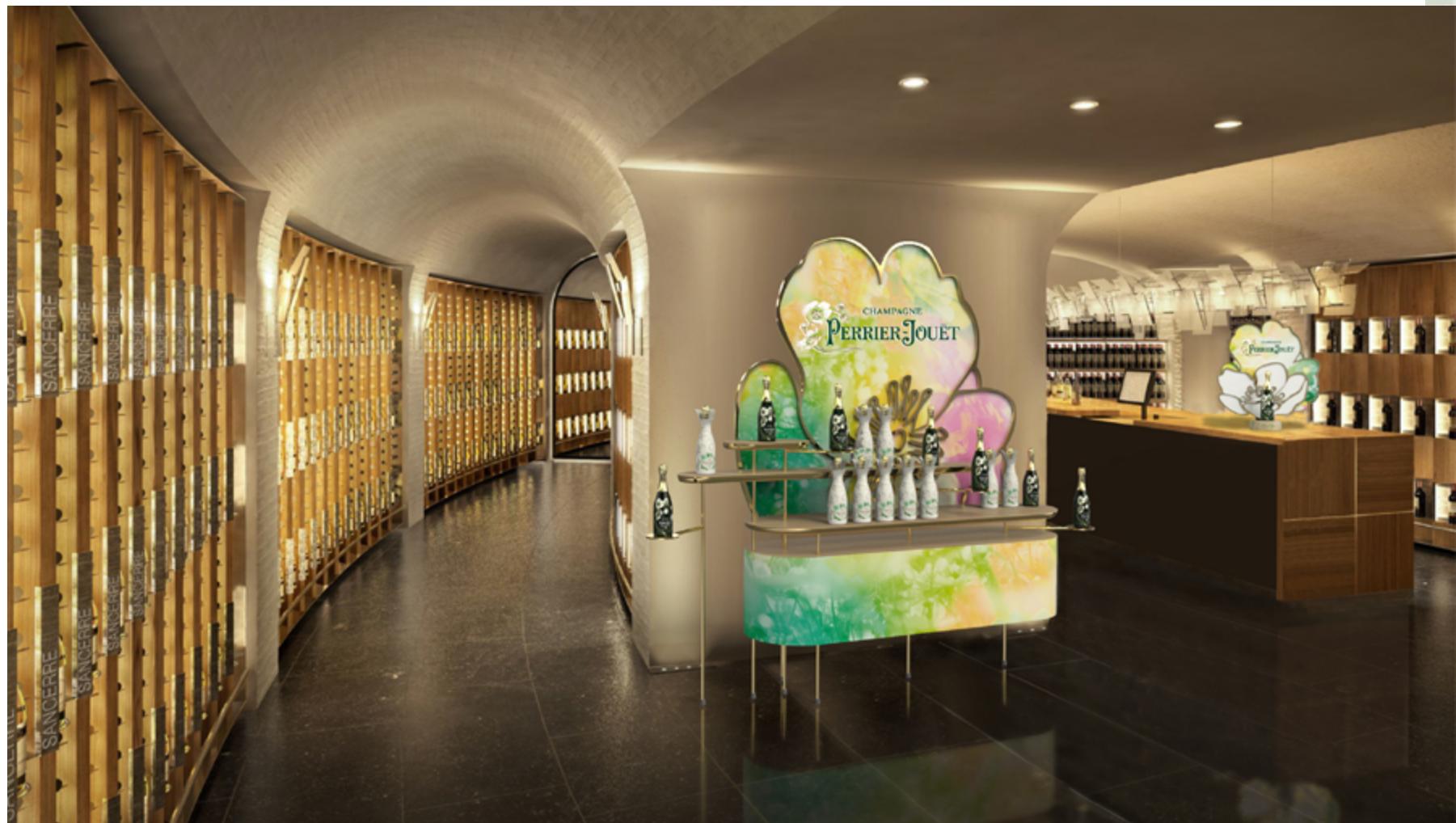
## Focus Blason Blanc de Blancs

### Overview



## Iconic Off Trade

### Overview



# Glorifier

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Backlit pattern
  - Gold and wood finishes



# Column

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Backlit pattern
  - Gold and wood finishes



# Stocker

- Perrier-Jouët logo
- Oversized anemone
- Backlit pattern
- Gold finish



Front



Back

# Gondola

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Backlit pattern
  - Gold finish



# Case Rack 1

- 
- Perrier-Jouët logo
  - Cardboard finish
  - Printed pattern



# Case Rack 1

- 
- Perrier-Jouët logo
  - Cardboard finish
  - Printed pattern



# Case Rack 1

- 
- Perrier-Jouët logo
  - Cardboard finish
  - Printed pattern



# Case Rack 1

- 
- Perrier-Jouët logo
  - Cardboard finish
  - Printed pattern



# Case Rack 2

- 
- Perrier-Jouët logo
  - Cardboard finish
  - Printed pattern



# Case Rack 3

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Oversized anemone
  - Printed pattern



# Floor Display 1

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Oversized anemone
  - Printed pattern



# Floor Display 2

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Oversized anemone
  - Printed pattern



# Floor Display 2

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Oversized anemone
  - Printed pattern



# Floor Display 2

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Oversized anemone
  - Printed pattern



# Floor Display 3

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Floor Display 3

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Oversized anemone
  - Printed pattern



# Outpost 1

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Fill YourWorld with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Outpost 1

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Fill YourWorld with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Outpost 1

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Fill YourWorld with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Outpost 2

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Outpost 2

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Outpost 2

- 
- Perrier-Jouët logo
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Gondola End

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Gondola End

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Printed pattern



# Gondola End

- 
- Perrier-Jouët logo
  - Oversized anemone
  - Fill Your World with Wonder campaign
  - Cardboard finish
  - Printed pattern



## Window XL

Masterbrand



## Window XL

Focus  
Blason Blanc de Blancs



## Window XL

Focus Belle Epoque



## Window S

---

Masterbrand



## Window S

---

Focus Blanc de Blancs



## Window S

---

Focus Belle Epoque





### 3. Technical guidelines

#### — On trade

- Bar
- DJ booth
- Photo booth 1
- Photo booth 2
- Photo booth 3
- Parasol
- Cushion
- Trolley

#### — Off trade

- Glorifier
- Column
- Stocker
- Gondola

[Link to the Technical Plan](#)

## ON TRADE

### Materials

---

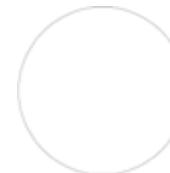
\*\*\* Best option    \*\* Alternative option

A



METAL FINISH  
ref: POLYREY OR BRILLANT: 0101  
  
GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004

B



WHITE PMMA  
Ref: SETACRYL 2001

C



RECYCLED GLASS  
GLASKERAMIK MAGNA -  
SHINY POLISHED

D



WOODLAND GREEN  
PANTONE 3435C

E



DIBOND FINISH  
PRINTED ON DIBOND  
  
CARDBOARD FINISH  
PRINTED ON CARDBOARD

F



WOOD FINISH  
OBERFLEX - SYCAMORE T802  
GRAPHIC PRINTED ON WOOD  
  
CARDBOARD FINISH  
WOOD AND GRAPHIC PRINTED ON CARDBOARD

G



TRANSPARENT PMMA

H



LIGHT  
L.E.D.

## Bar

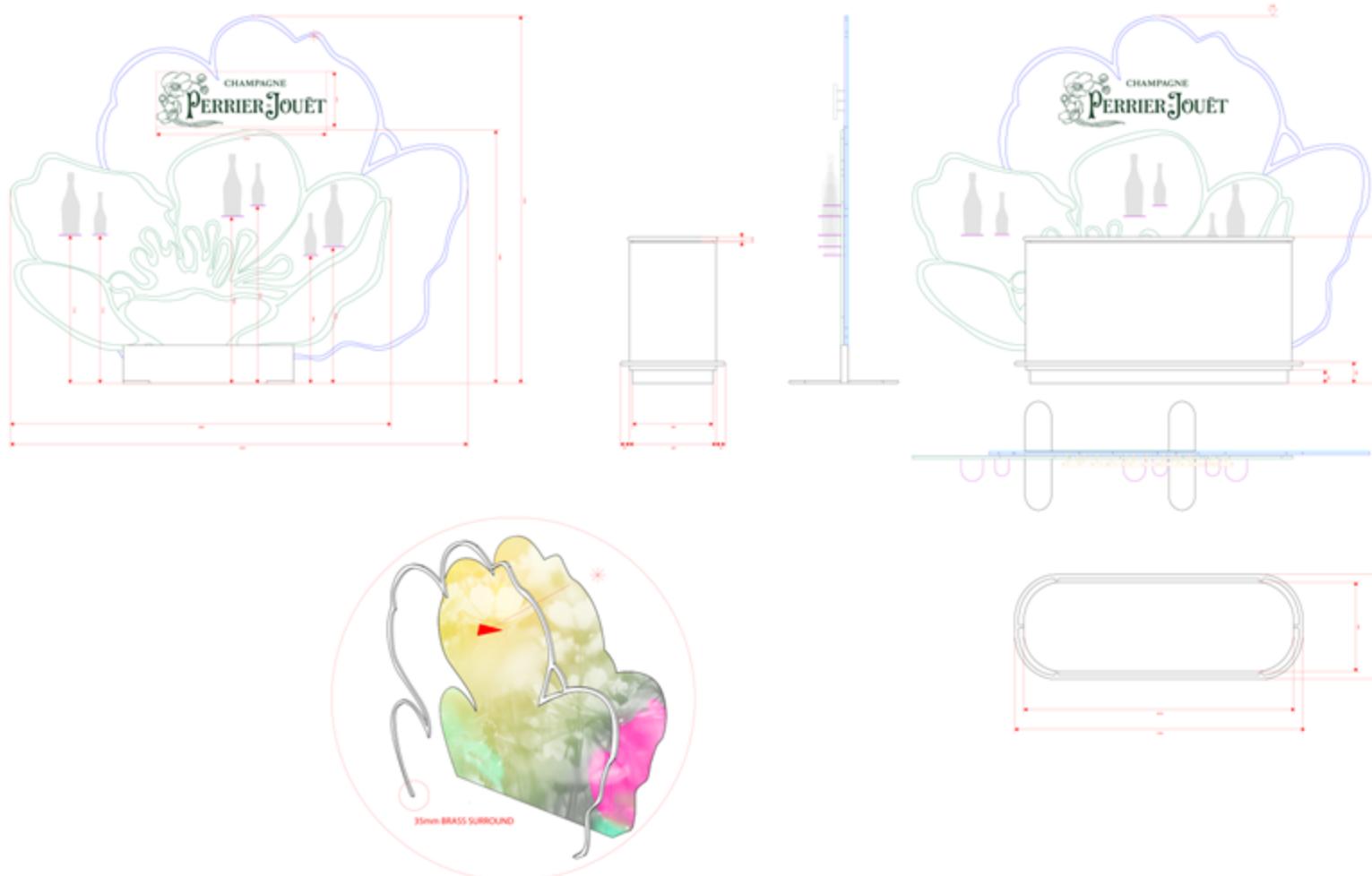
### Materials



- A  METAL FINISH  
ref: POLIREY OR BRILLANT: 0101
- E  GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004
- CARDBOARD FINISH  
PRINTED ON CARDBOARD
- DIBOND FINISH  
PRINTED ON DIBOND
- D  WOODLAND GREEN  
PANTONE 3435C
- B  WHITE PMMA  
Ref: SETACRYL 2001
- G  TRANSPARENT PMMA
- C  RECYCLED GLASS  
GLASKERAMIK MAGNA -  
SHINY POLISHED
- F  WOOD FINISH  
OBERFLEX - SYCAMORE T802  
GRAPHIC PRINTED ON WOOD
- H  + BACK LIGHTED  
L.E.D.
- A  METAL FINISH  
ref: POLIREY OR BRILLANT: 0101
- E  GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004

## Bar

### Layout



### MATERIALS

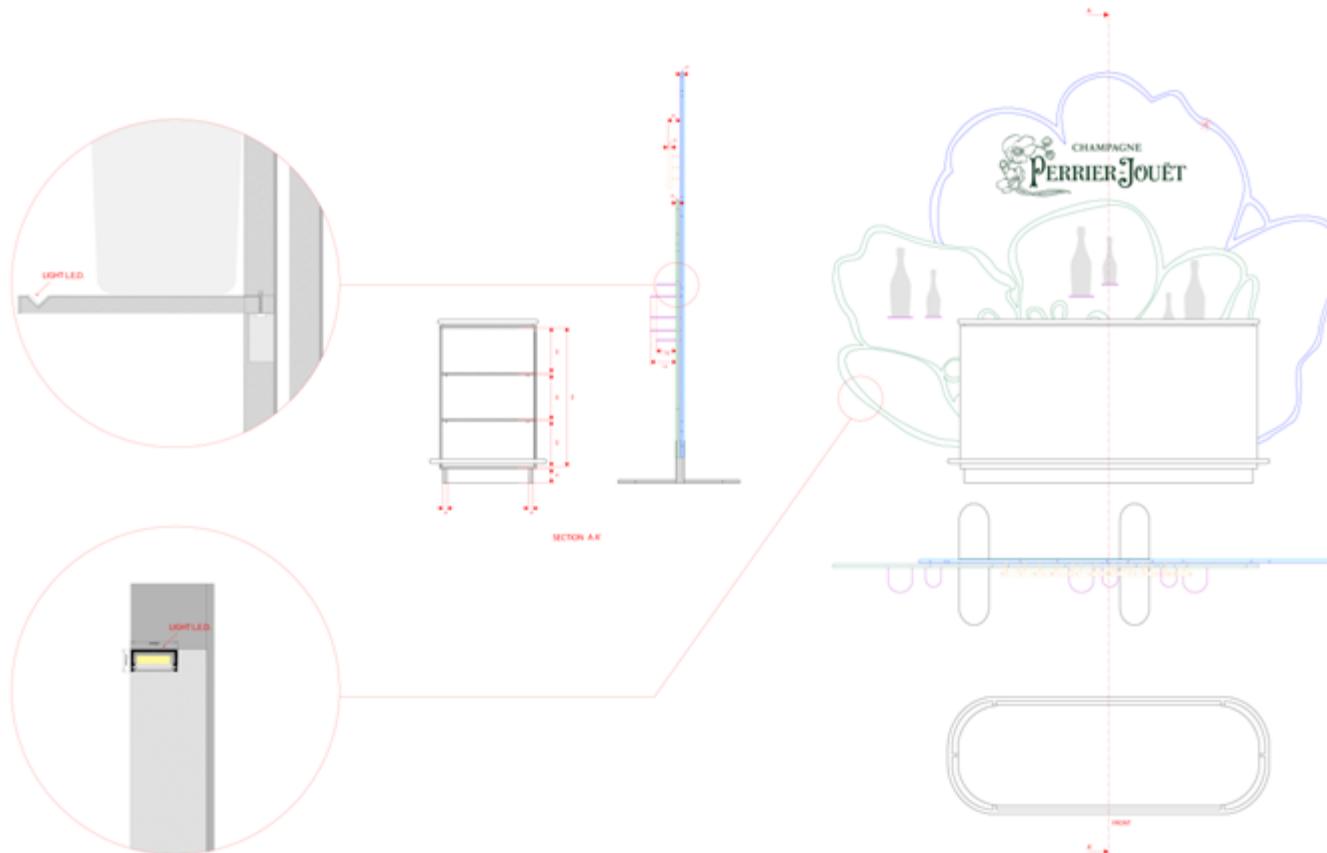
A	METAL FINISH REF. METALFINISH001	H	LIGHT LED
B	WHITE PMMA REF. PMMAP001	G	TRANSPARENT PMMA
C	RECYCLED GLASS GARREAU/FRANCKE SHINY POLISHED		
D	WOODLAND GREEN PANTONE 344C		
E	DIAMOND FINISH REF. DIAMOND001		CARDBOARD FINISH PRINTED ON CARDBOARD
F	WOOD FINISH OSBPLATE + CHAMOIS 1000 SANDPAPER ON WOOD		CARDBOARD FINISH WOOD AND GRAPHIC PRINTED ON CARDBOARD

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : BAR  
 SCALE : NO  
 UNIT : MILLIMETER  
 SUBJECT : BRAND WORLD PERRIER-JOUËT  
 DATE : NOVEMBER 2021

## Bar

### Section



### MATERIALS

A	METAL FINISH REF. 00000000000000000000000000000000	H	LIGHT LED
B	WHITE PMMA REF. 00000000000000000000000000000000	G	TRANSPARENT PMMA
C	RECYCLED GLASS GARREAU/MARIN SHINY POLISHED		
D	WOODLAND GREEN PANTONE 344C		
E	DIAMOND FINISH REF. 00000000000000000000000000000000		
F	WOOD FINISH REF. 00000000000000000000000000000000		
	CARDBOARD FINISH PRINTED ON CARDBOARD		

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

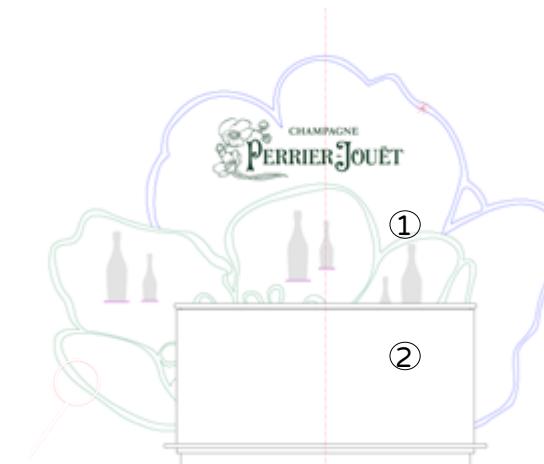
OBJECT	:	BAR
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

## Bar

### Pattern



①



②

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : BAR  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021



### MATERIALS

E DIBOND FINISH  
PRINTED ON DIBOND  
CARDBOARD FINISH  
PRINTED ON CARDBOARD

F WOOD FINISH  
DIBOND + CARBON 160  
GARRETT PRINTED ON WOOD  
CARDBOARD FINISH  
WOOD AND GRAPHIC PRINTED ON CARDBOARD

## Dj booth

### Materials



METAL FINISH  
ref: POLYREY OR BRILLANT: 0101



GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004



CARDBOARD FINISH  
PRINTED ON CARDBOARD

DIBOND FINISH  
PRINTED ON DIBOND

WOODLAND GREEN  
PANTONE 3435C

+

H



BACK LIGHTED  
L.E.D.



RECYCLED GLASS  
GLASERGAMY MAGNA -  
SHINY POLISHED



WHITE PMMA PRINTED  
Ref: SETACRYL 2001



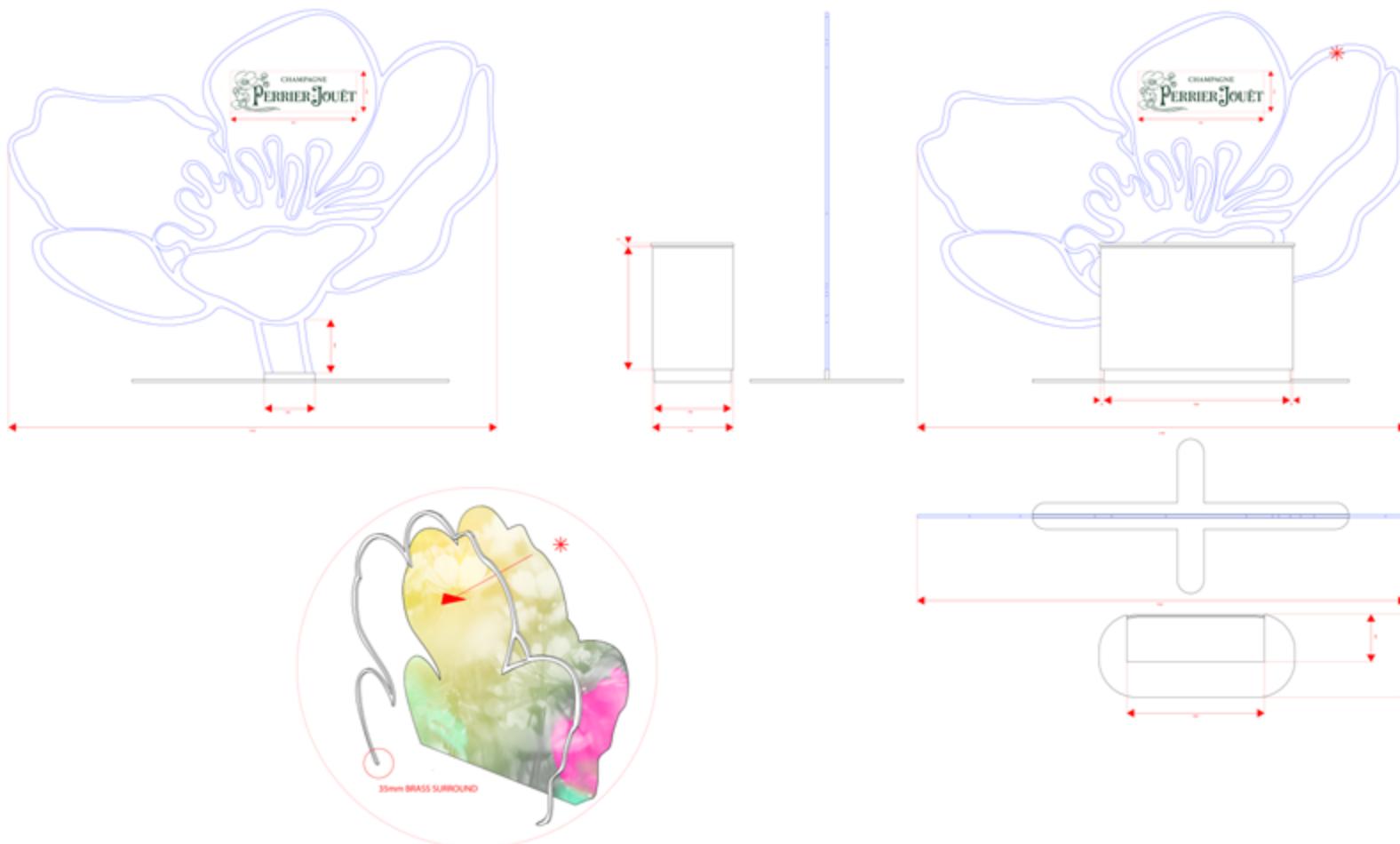
METAL FINISH  
ref: POLYREY OR BRILLANT: 0101



GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004

## Dj booth

### Layout



### MATERIALS

A	METAL FINISH REF POLYSYLICONEANT 0101 GOLD COLOUR REF GOLD PAINT PANTONE 8004
C	RECYCLED GLASS GLASSTAMM MAGNA - REF GLASS 000
D	WOODLAND GREEN PAINTCODE 0002
E	DIBOND FINISH PAINTED ON DIBOND CARDBOARD FINISH PAINTED ON CARDBOARD
B	WHITE PMMA PRINTED REF secondary 2005



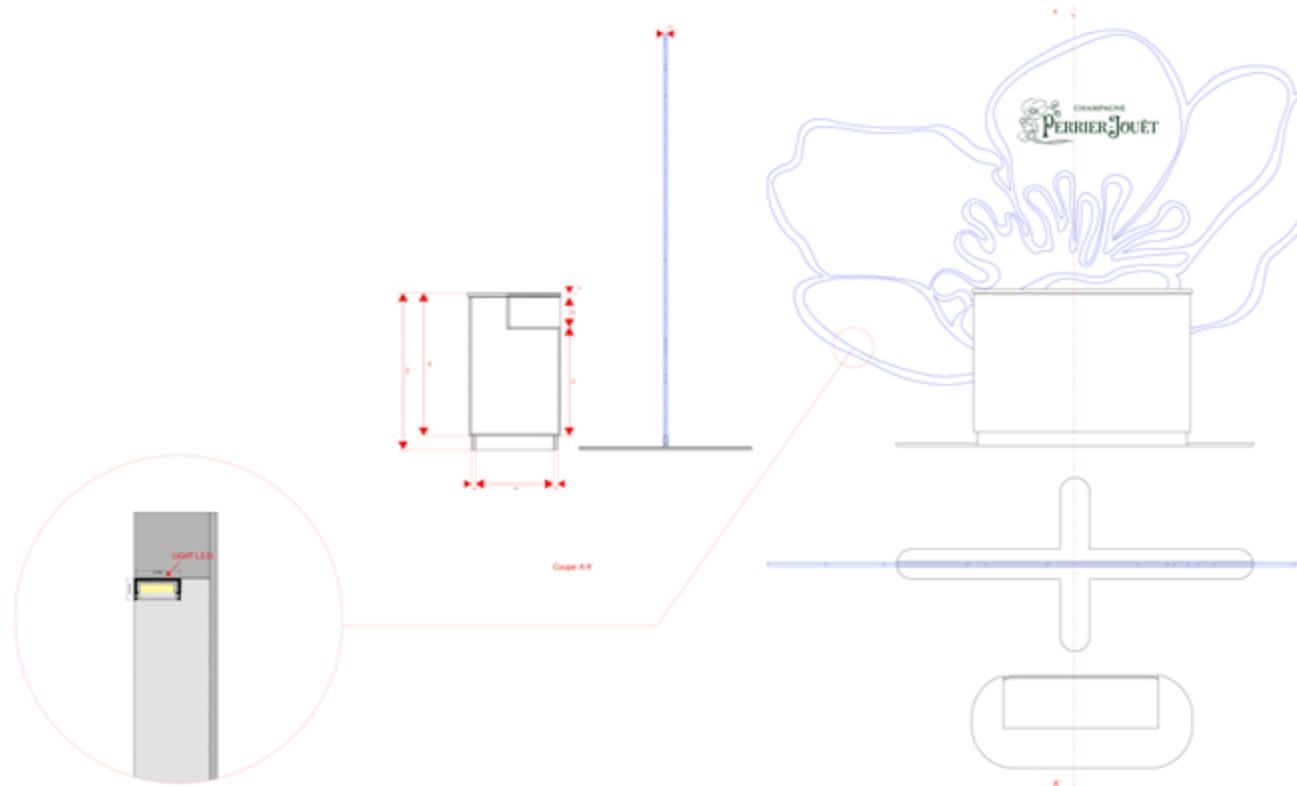
These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : DJ BOOTH  
 SCALE : NO  
 UNIT : MILLIMETER  
 SUBJECT : BRAND WORLD PERRIER-JOUËT  
 DATE : NOVEMBER 2021



## Dj booth

### Section



### MATERIALS

A	METAL FINISH REF. METALLIQUE 0001 GOLD COLOUR REF. GOLD	LIGHT LED
C	RECYCLED GLASS GLASSMAGMA MAGNA - REF. GLASSMAGMA	
D	WOODLAND GREEN PANTONE 520C	
E	DIBOND FINISH REF. DIBOND CARDBOARD FINISH PAINTED ON CARDBOARD REF. MATERIAU 0001	
B	WHITE PMMA PRINTED REF. MATERIAU 0001	

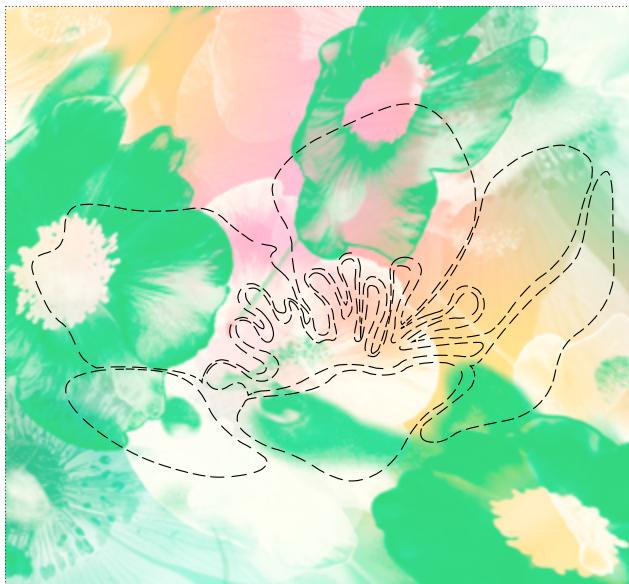
These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	DJ BOOTH
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021



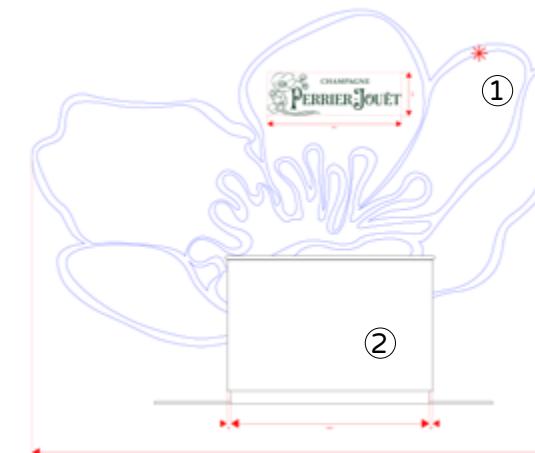
## Dj booth

### Pattern



①

Example of visual cutout  
for Masterbrand Pattern



②

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : DJ BOOTH  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021



### MATERIALS

E DIBOND FINISH  
PRINTED ON DIBOND  
C CARDBOARD FINISH  
PRINTED ON CARDBOARD

B WHITE PMMA PRINTED  
REF: 00000000000000000000

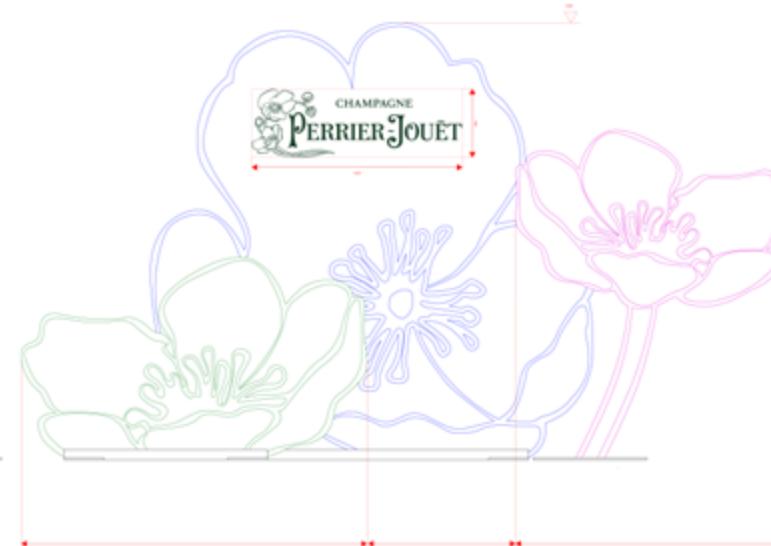
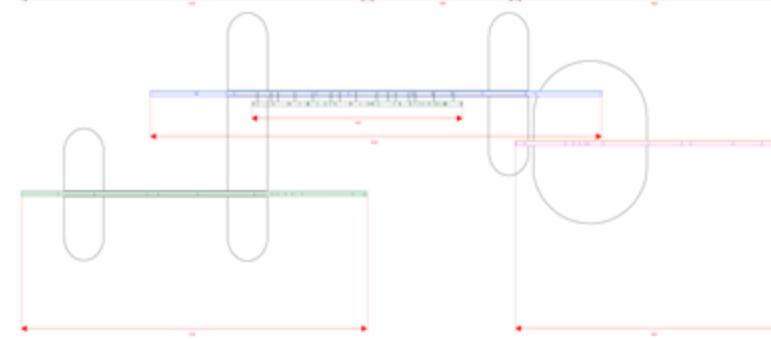
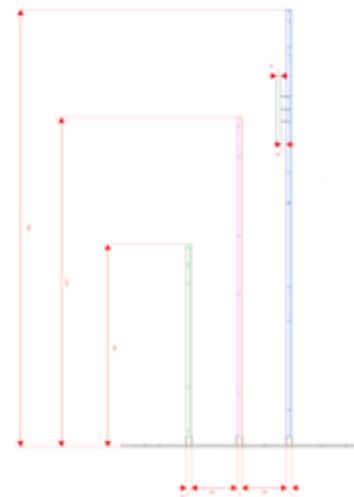
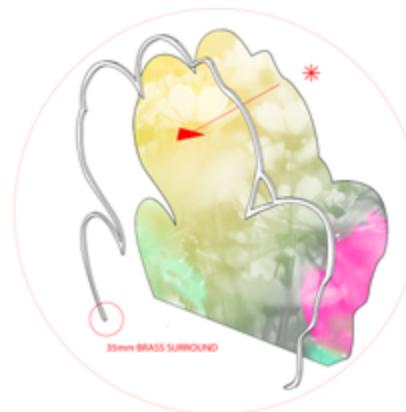
## Photo booth 1

### Materials



## Photo booth 1

### Layout



### MATERIALS

- A METAL FINISH  
PRINTED ON ALUMINUM 005  
GOLD COLOUR  
ref.GOLD
- B WHITE PMMA  
REF.00000000000000000000000000000000
- D WOODLAND GREEN  
PAINTED PAINT
- E DIBOND FINISH  
PRINTED ON DIBOND  
CARDBOARD FINISH  
PAINTED ON CARBOBOARD

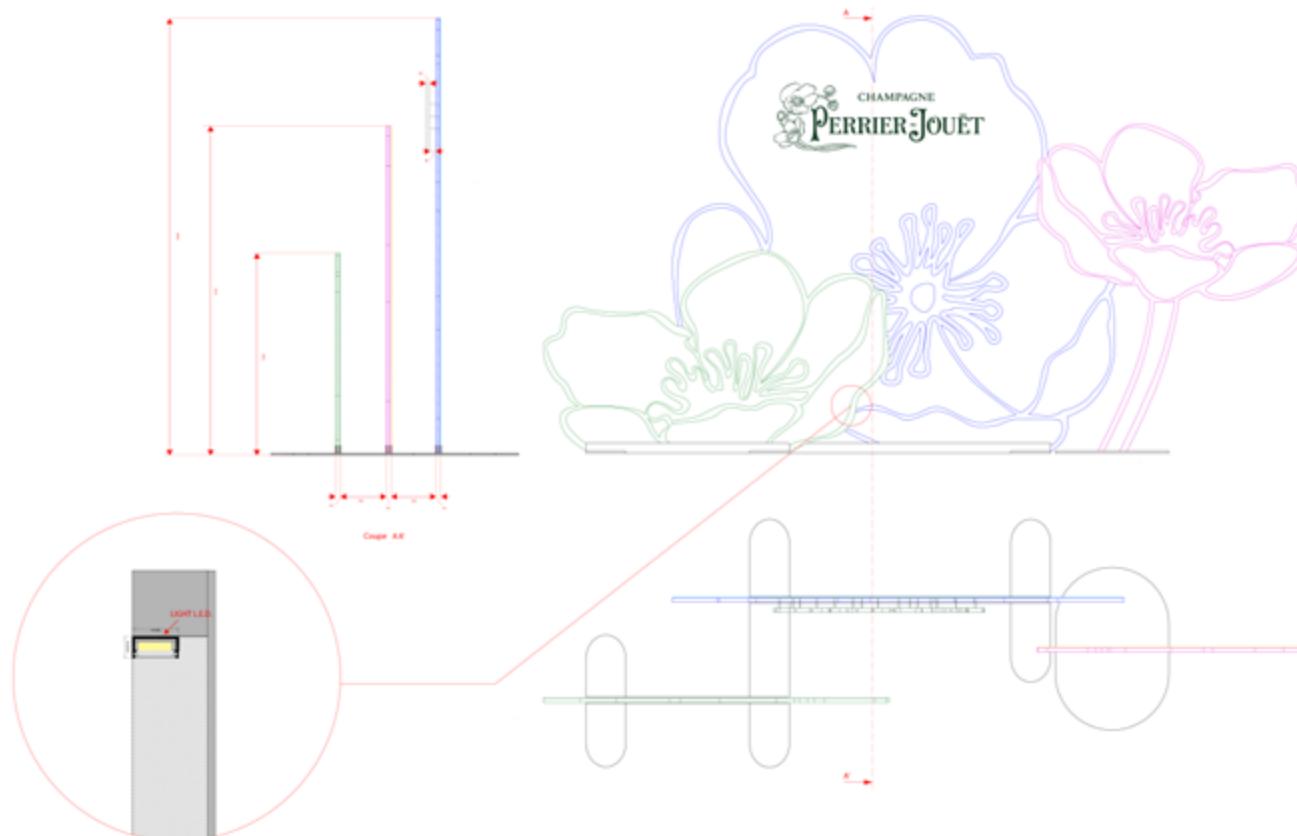


These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : PHOTO BOOTH 1  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

## Photo booth 1

### Section



### MATERIALS

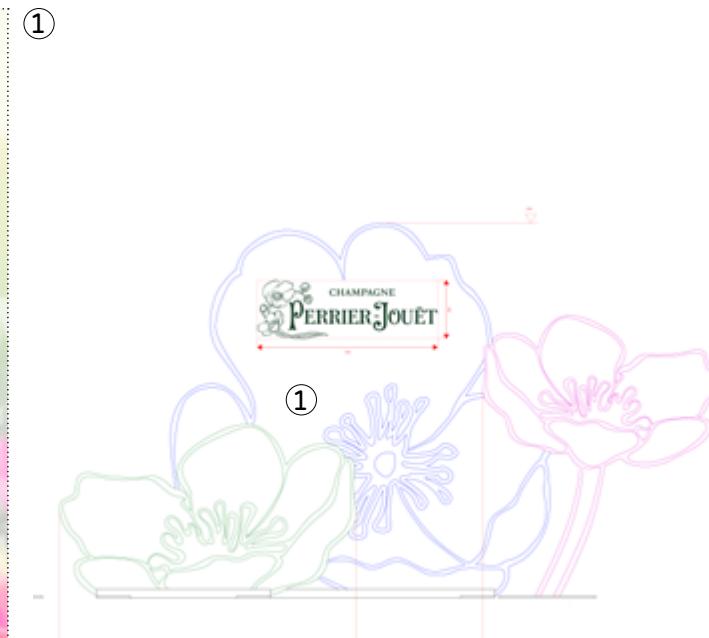
A	METAL FINISH HT GOLD / PANTONE 580C	LIGHT LED
B	WHITE PMMA RPT semi transparent	
D	WOODLAND GREEN PANTONE 546C	
E	DIBOND FINISH PRINTED ON DIBOND CARDBOARD FINISH PRINTED ON CARDBOARD	

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	PHOTO BOOTH 1
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

## Photo booth 1

### Pattern



Example of visual cutout  
for Masterbrand Pattern



### MATERIALS



These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : PHOTO BOOTH 1  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

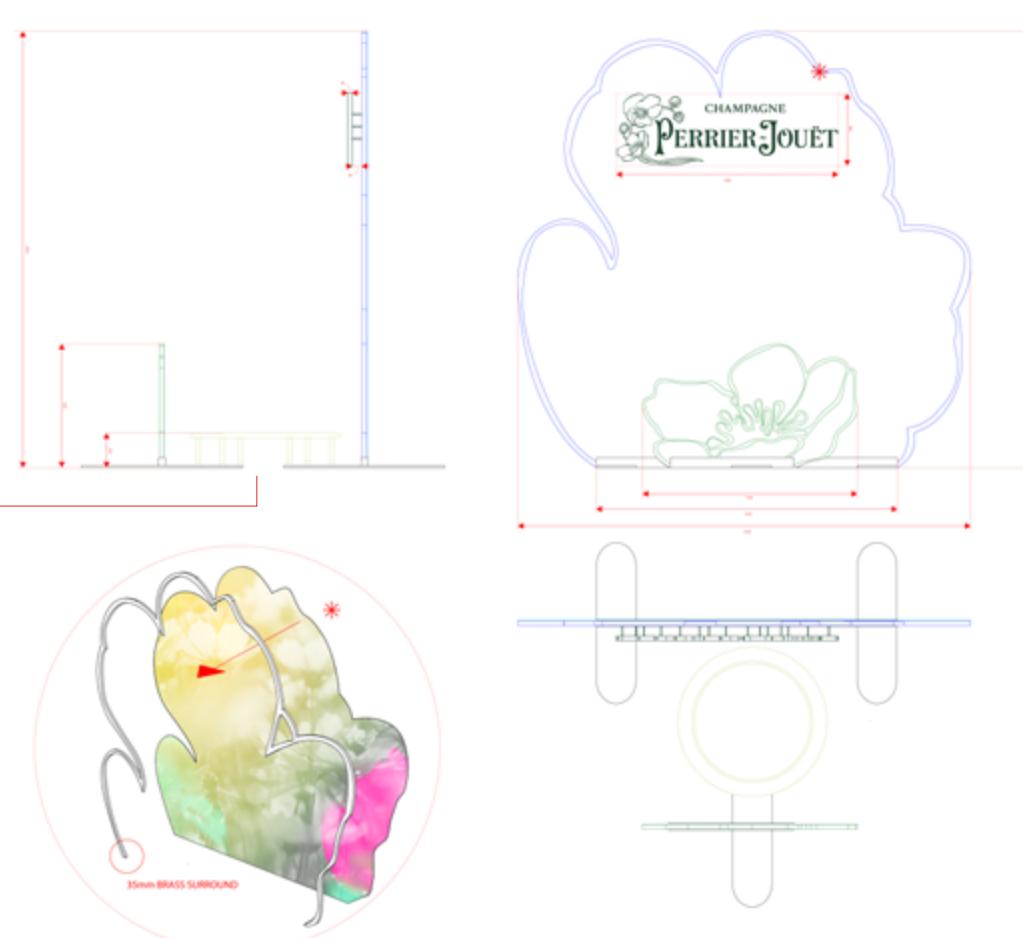
## Photo booth 2

### Materials



## Photo booth 2

### Layout



### MATERIALS

- A METAL FINISH  
REF POLISHED BRASS 0002
- B GOLD COLOUR  
KU02 KEN PANTONE 8004
- C WHITE PMMA  
REF MATERIAZ001
- D WOODLAND GREEN  
PANTONE 342C
- E DIBOND FINISH  
PRINTED ON DIBOND  
CARDBOARD FINISH  
PRINTED ON CARDBOARD

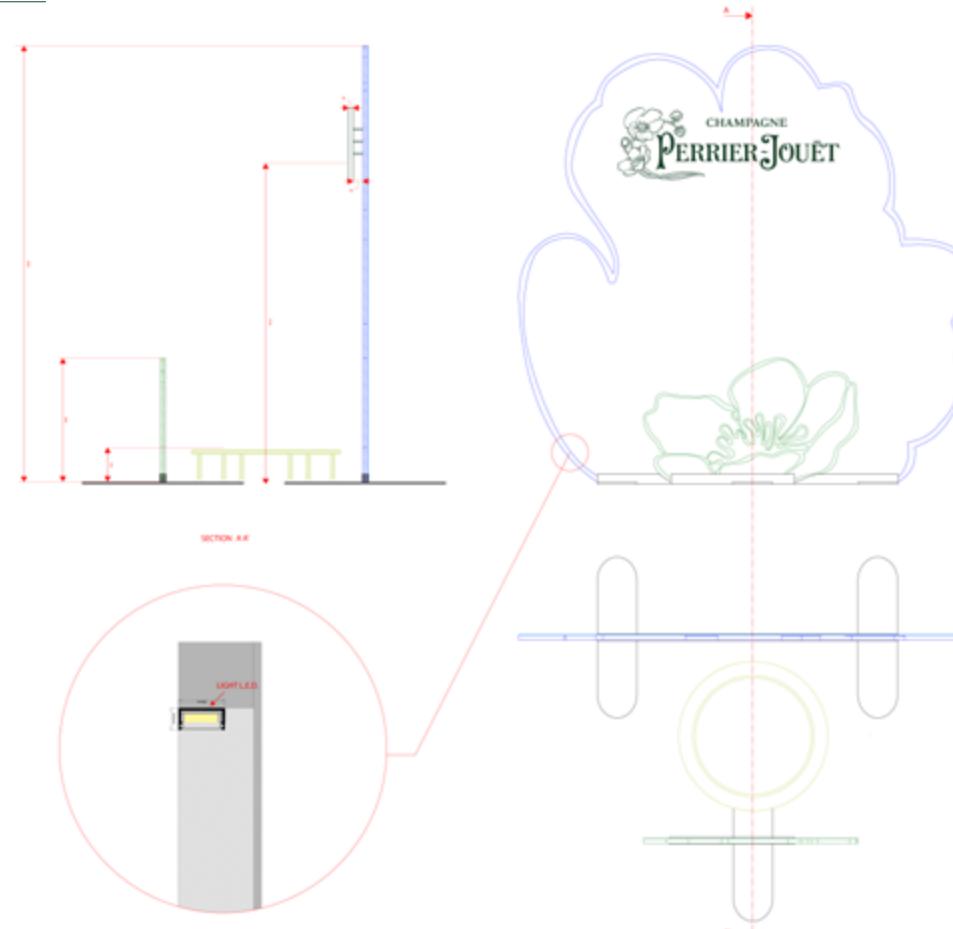


These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : PHOTO BOOTH 2  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

## Photo booth 2

### Section



### MATERIALS

A	METAL FINISH REFLECTIVE TRANSPARENT 0005 GOLD COLOUR ref GOLD K002-K03 / POKETTE BACK
B	WHITE PMMA REF: semicryl2005
D	WOODLAND GREEN PAINTED BACK
E	DIBOND FINISH PRINTED ON DIBOND CARDBOARD FINISH PRINTED ON CARDBOARD



These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	PHOTO BOOTH 2
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

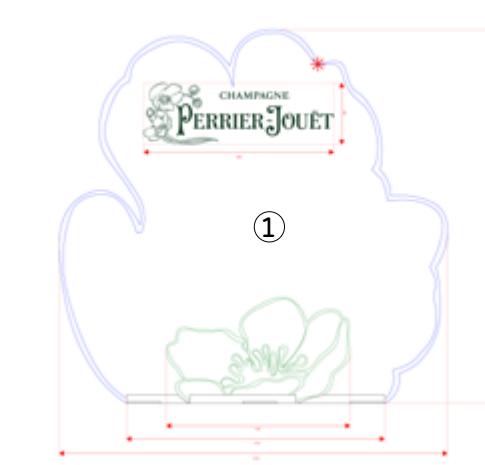
## Photo booth 2

### Pattern



①

Example of visual cutout  
for Masterbrand Pattern



### MATERIALS

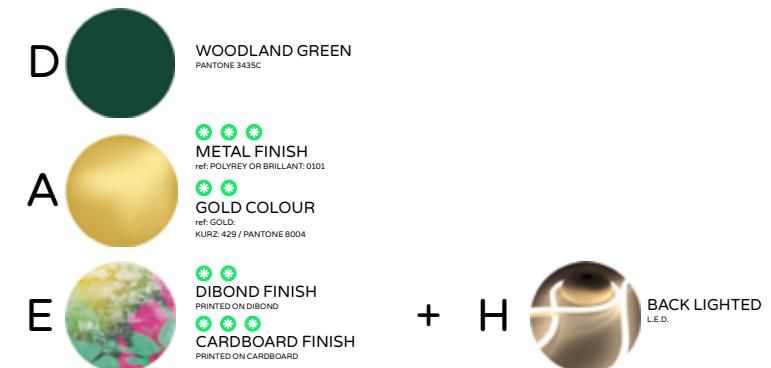


These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : PHOTO BOOTH 2  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

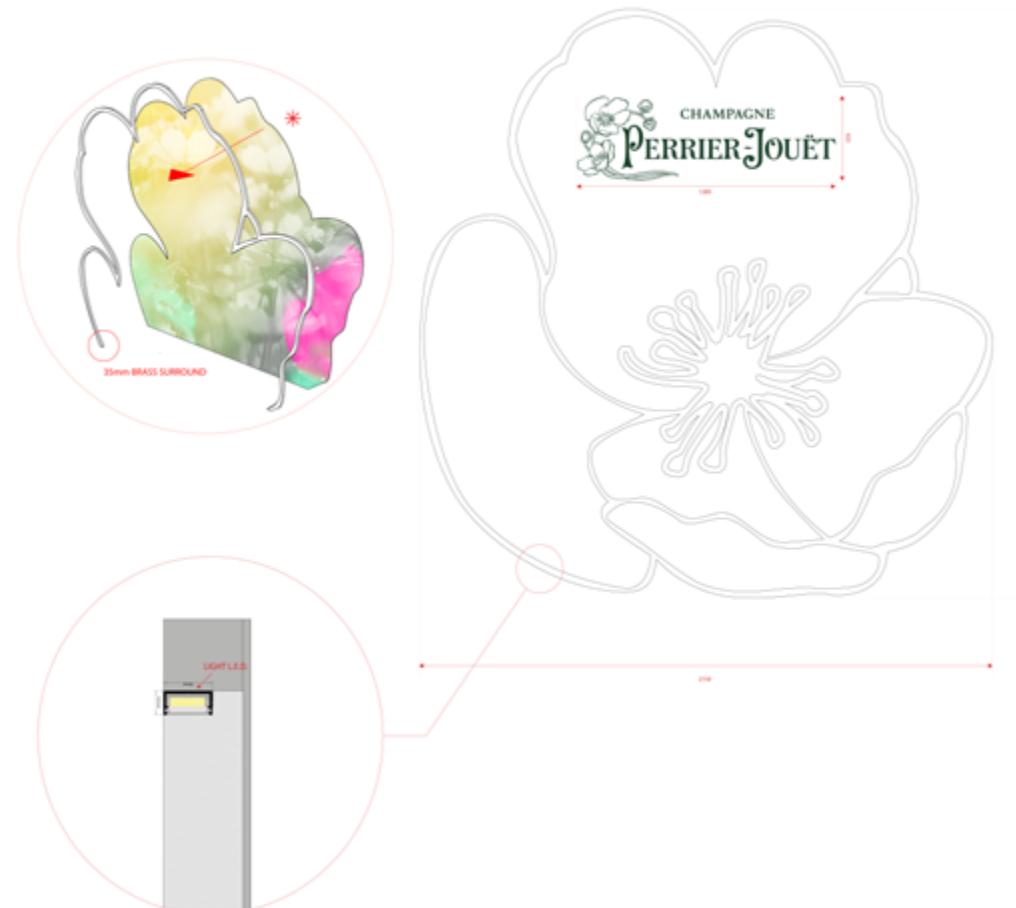
## Photo booth 3

### Materials



## Photo booth 3

### Layout



### MATERIALS

- A METAL FINISH  
MF POLYURETHANE UREIDONE
- B GOLD COLOUR  
KURE-259 / PANTONE 8004
- C WOODLAND GREEN  
PAINTED ENAMEL
- E DIBOND FINISH  
DIBOND ALUMINUM  
CARDBOARD FINISH  
PAINTED ON CARDBOARD



H LIGHT LED

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : PHOTO BOOTH 3  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021



## Photo booth 3

### Furniture



REF: Urban Ladder  
«Danum swing chair»



### MATERIALS

- A METAL FINISH  
MF POLYCARBONATE 0306  
MF GOLD  
KURE-093 / PANTONE 8004
- D WOODLAND GREEN  
PAINTED ENAMEL
- E DIBOND FINISH  
DIBOND ALUPLATE  
CARDBOARD FINISH  
PAINTED ON CARDBOARD



These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : PHOTO BOOTH 3  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

## Parasol

### Materials



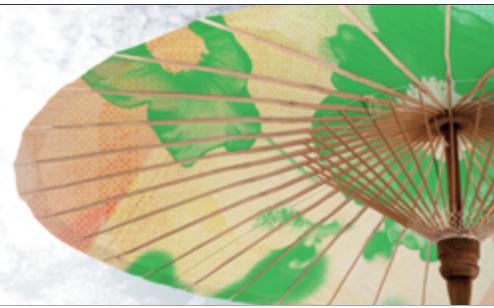
FABRIC FINISH  
PRINTED ON FABRIC

## Parasol

### Exemple



REF: Solero - «Vaticano Pro»



### MATERIALS

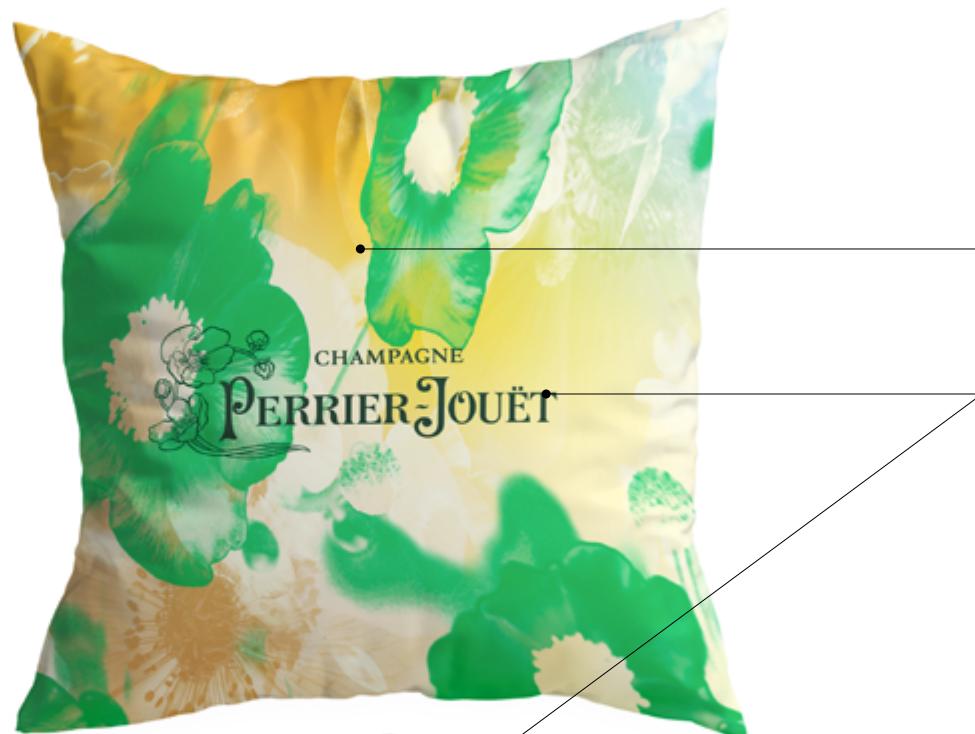


These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : PARASOL  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

## Cushion

### Materials



E



FABRIC FINISH  
PRINTED ON FABRIC

I



EMBROIDERED FINISH  
FABRIC EMBROIDERED

## Cushion

### Materials



Master Pattern



Brut Pattern



Blanc de Blancs Pattern



Rosé Pattern



### MATERIALS

E DIBOND FINISH  
PRINTED ON DIBOND

G CARDBOARD FINISH  
PRINTED ON CARDBOARD

I EMBROIDERED FINISH  
FABRIC EMBROIDERED

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	CUSHION
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

## Trolley

### Materials



METAL FINISH

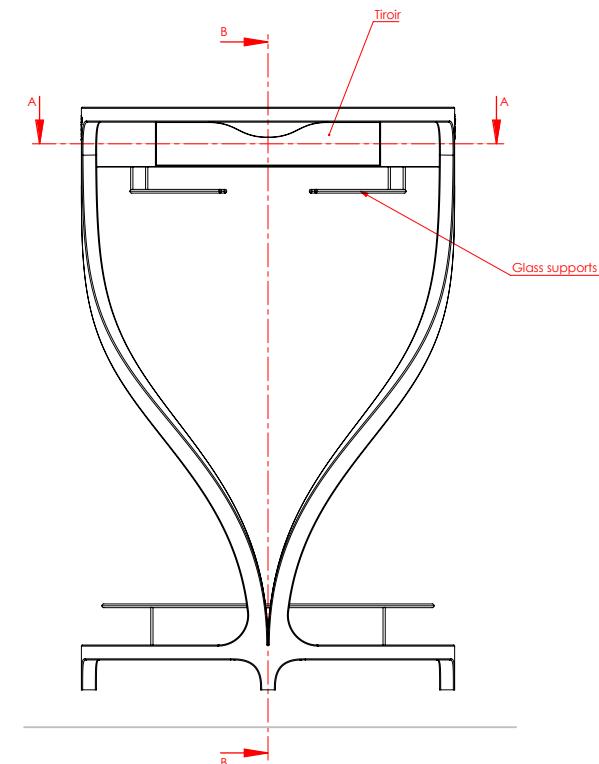
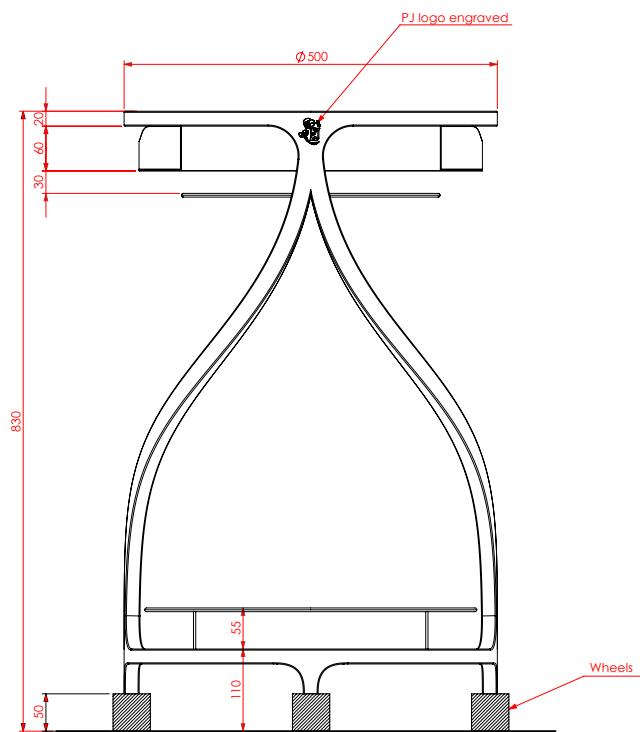
ref: POLYREY OR BRILLANT: 0101

GOLD COLOUR

ref: GOLD  
KURZ: 429 / PANTONE 8004

# Trolley

## Layout



## MATERIALS



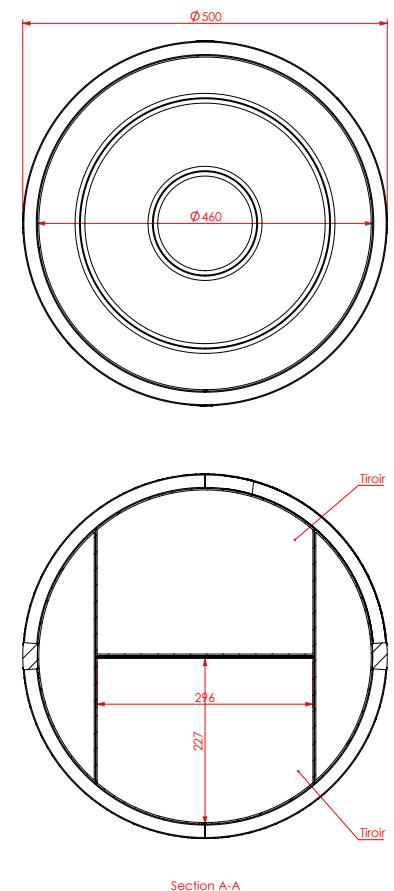
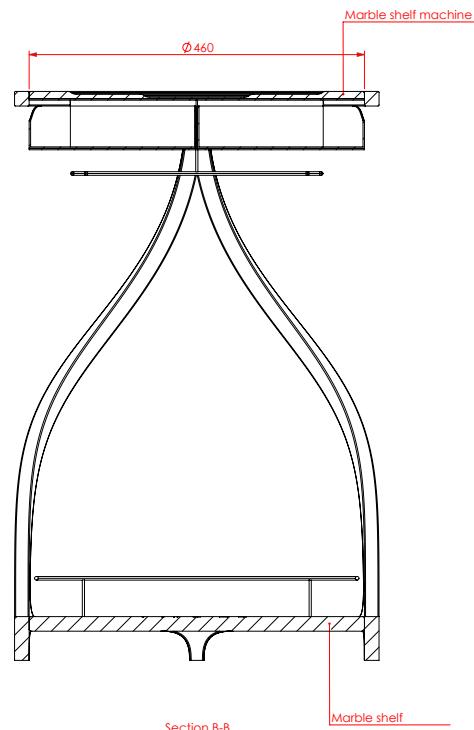
● ● ●  
**METAL FINISH**  
 NF POLISHED OR BRILLIANT: 020  
● ○ ○  
**GOLD COLOUR**  
 NF GOLD: KU02-429 / PANTONE 880K

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	TROLLEY
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

# Trolley

## Section



## MATERIALS



A  
METAL FINISH  
MÉTAL POLYSY OR BRILLANT: 0201  
GOLD COLOUR  
OR GOLD:  
KU02-429 / PANTONE 880C

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : TROLLEY  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

## OFF TRADE Materials

A



METAL FINISH  
ref: POLYREY OR BRILLANT: 0101

GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004

B



WHITE PMMA  
Ref: SETACRYL 2001

C



RECYCLED GLASS  
GLASKERAMIK MAGNA -  
SHINY POLISHED

D



WOODLAND GREEN  
PANTONE 3435C

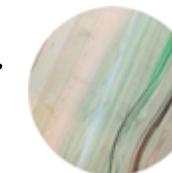
E



DIBOND FINISH  
PRINTED ON DIBOND

CARDBOARD FINISH  
PRINTED ON CARDBOARD

F



WOOD FINISH  
OBERFLEX - SYCAMORE T802  
GRAPHIC PRINTED ON WOOD

CARDBOARD FINISH  
WOOD AND GRAPHIC PRINTED ON CARDBOARD

G



TRANSPARENT PMMA

H



LIGHT  
L.E.D.



= BEST OPTION



= PREFERRED OPTION

## Glorifier

### Materials



A

METAL FINISH  
ref: POLYREY OR BRILLANT: 0101  
GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004

D

WOODLAND GREEN  
PANTONE 3435C

B

WHITE PMMA  
Ref: SETACRYL 2001

E

DIBOND FINISH  
PRINTED ON DIBOND  
CARDBOARD FINISH  
PRINTED ON CARDBOARD

+

H

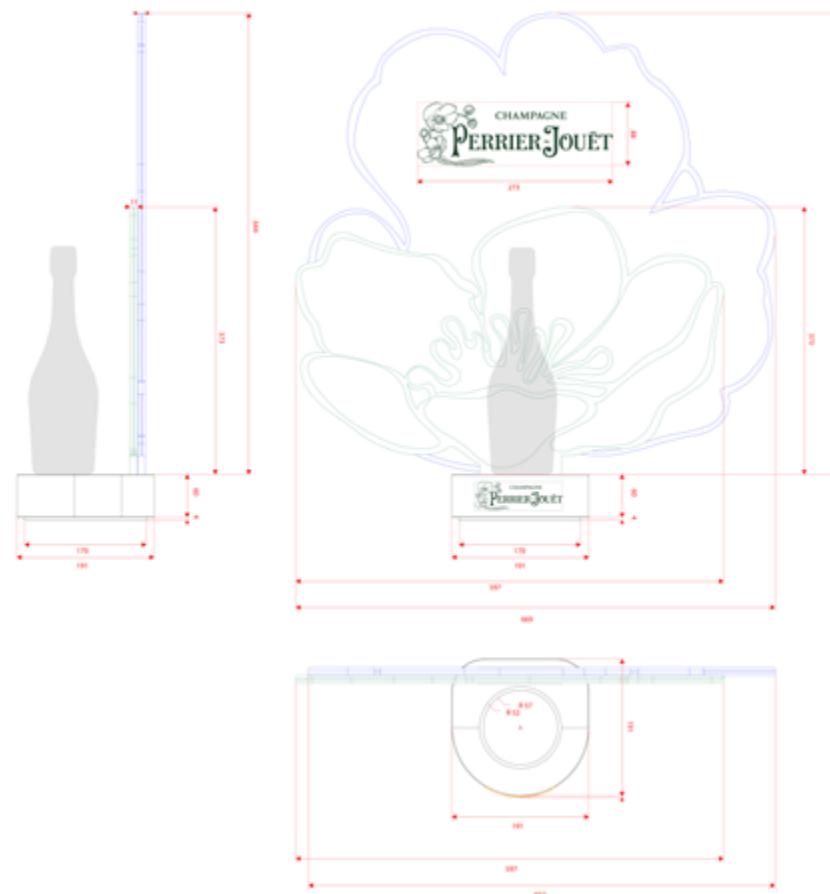
BACK LIGHTED  
L.E.D.

F

WOOD FINISH  
OBERFLEX - SYCAMORE 1802  
GRAPHIC PRINTED ON WOOD  
CARDBOARD FINISH  
WOOD AND GRAPHIC PRINTED ON CARDBOARD

## Glorifier

### Layout



### MATERIALS

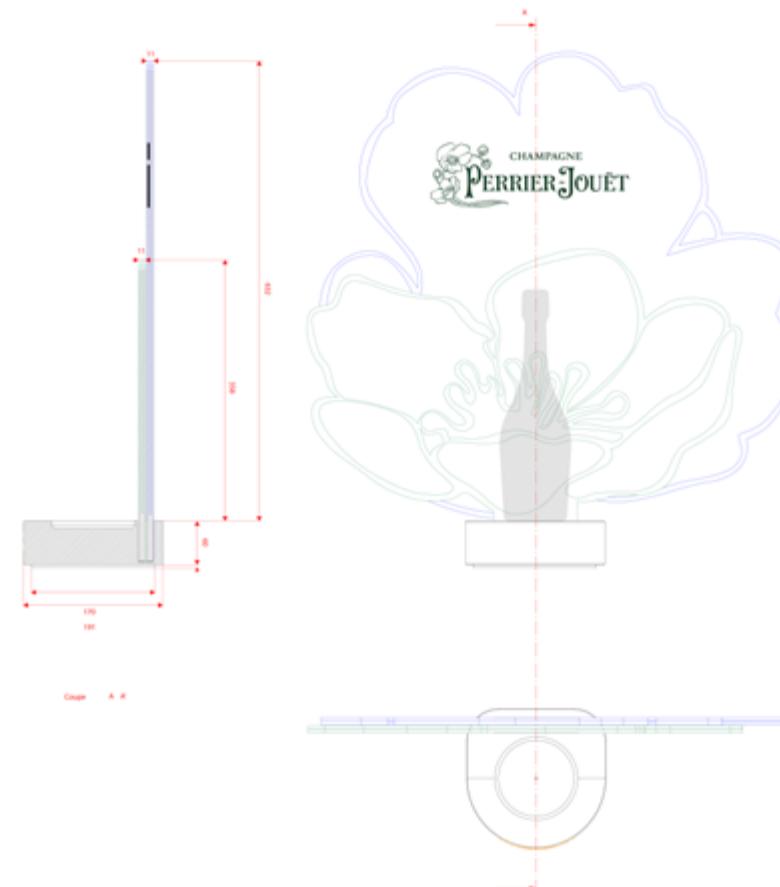
- A METAL FINISH  
METAL PLATE (STAINLESS STEEL)
- B GOLD COLOUR  
HUE: 60° / PANTONE 6004
- C WHITE PMMA  
REF: 960010000
- D WOODLAND GREEN  
PAINTED SURF.
- E DIBOND FINISH  
PAINTED ON DIBOND
- F CARDBOARD FINISH  
PAINTED ON CARDBOARD
- G WOOD FINISH  
SOLID WOOD (BIRCH)
- H CARDBOARD FINISH  
WOOD AND LEATHER PRINTED ON CARDBOARD

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	GLORIFIER
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

## Glorifier

### Section



### MATERIALS

- A  METAL FINISH  
HT POLISHED OR BRILLIANT 0001
- B  WHITE PMMA  
REF: securoplex0005
- C  WOODLAND GREEN  
PANTONE 342C
- E  DIBOND FINISH  
PRINTED ON DIBOND  
CARDBOARD FINISH  
PRINTED ON CARDBOARD
- F  WOOD FINISH  
WOOD + GRAPHIC PRINTED ON WOOD  
CARDBOARD FINISH  
WOOD AND GRAPHIC PRINTED ON CARDBOARD

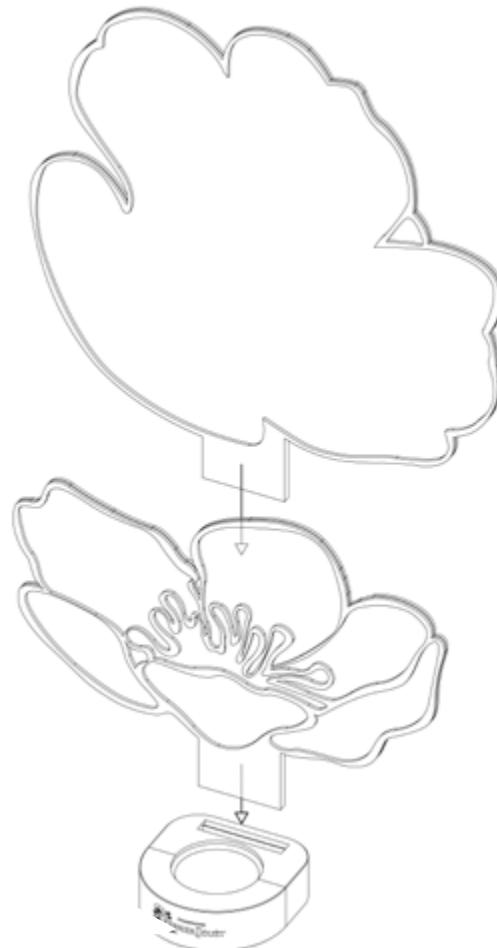


These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	GLORIFIER
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

## Glorifier

### Principle



### MATERIALS

- A METAL FINISH  
MF POLISHED OR BRILLIANT 0001  
 GOLD COLOUR  
RUS-029 / PANTONE 8004
- B WHITE PMMA  
RPT semi-crystal 2005
- D WOODLAND GREEN  
PANTONE 349C
- E DIBOND FINISH  
PAINTED ON DIBOND  
 CARDBOARD FINISH  
PAINTED ON CARDBOARD
- F WOOD FINISH  
SOLID WOOD CHAMONIX 002  
 CARDBOARD FINISH  
WOOD AND LEATHER PAINTED ON CARDBOARD



These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : GLORIFIER  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

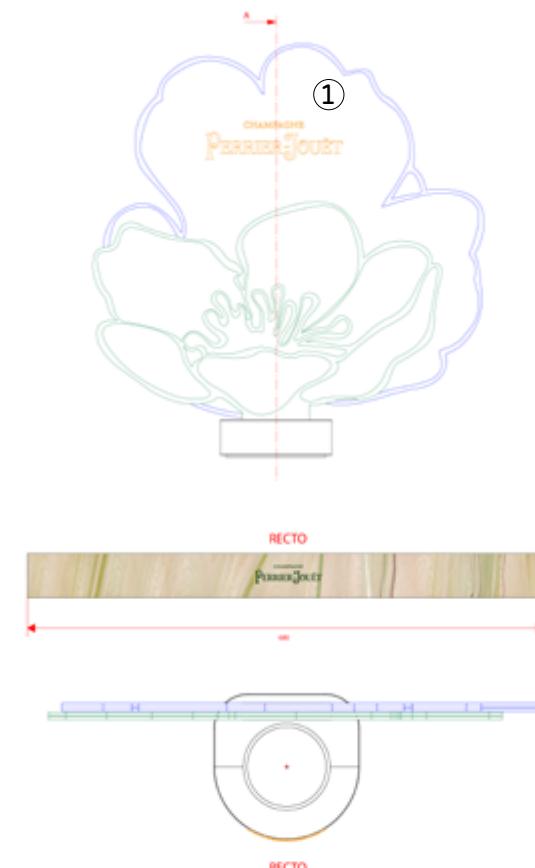
## Glorifier

### Pattern



Example of visual cutout  
for Masterbrand Pattern

①



### MATERIALS

- A METAL FINISH  
REFLECTIVE POLYCARBONATE 001
- B GOLD COLOUR  
REF. GOLD  
KU2-429 PANTONE 8004
- C WHITE PMMA  
REF. MATERIALE001
- D WOODLAND GREEN  
PANTONE 194C
- E DIBOND FINISH  
PAINTED ON DIBOND  
CARDBOARD FINISH  
PAINTER'S CARDBOARD
- F WOOD FINISH  
REFLECTIVE POLYCARBONATE  
GRAPHIC PRINTED ON WOOD  
CARDBOARD FINISH  
WOOD AND GRAIN PRINTED ON CARDBOARD



These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : GLORIFIER  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

## Column

### Materials



A

METAL FINISH  
ref: POLIREY OR BRILLANT: 0101

GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004

D

WOODLAND GREEN  
PANTONE 3435C

+ H

BACK LIGHTED  
L.E.D.

B

WHITE PMMA  
Ref: SETACRYL 2001

E

DIBOND FINISH  
PRINTED ON DIBOND  
CARDBOARD FINISH  
PRINTED ON CARDBOARD

F

WOOD FINISH  
OBERFLEX - SYCAMORE T802  
GRAPHIC PRINTED ON WOOD  
CARDBOARD WOOD FINISH  
WOOD AND GRAPHIC PRINTED ON CARDBOARD

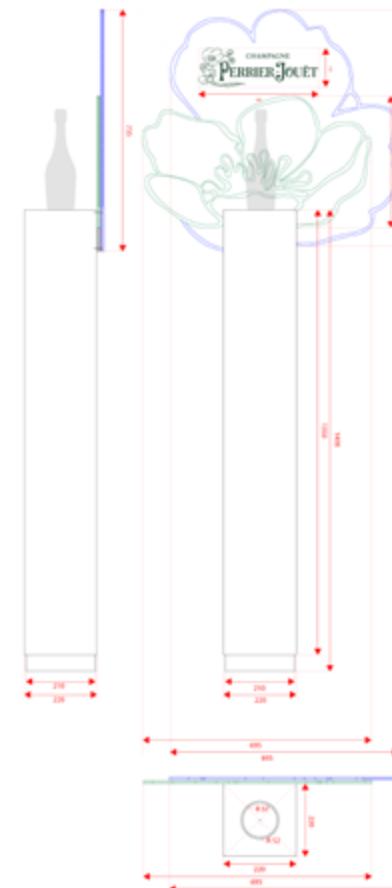
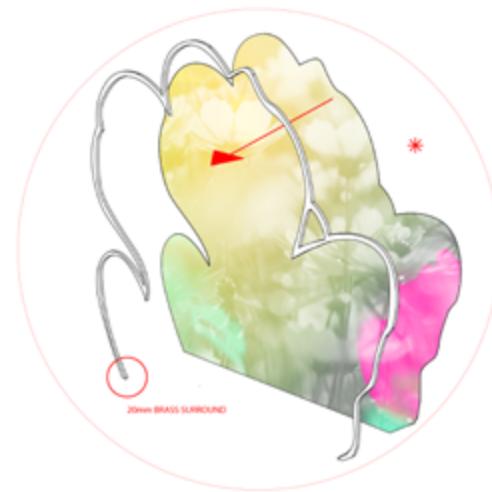
A

METAL FINISH  
ref: POLIREY OR BRILLANT: 0101

GOLD COLOUR  
ref: GOLD:  
KURZ: 429 / PANTONE 8004

## Column

### Layout



### MATERIALS

<b>A</b>	METAL FINISH REF POLISHED BRASS 0001
<b>B</b>	WHITE PMMA REF: transparent
<b>C</b>	WOODLAND GREEN PAINTED 0002
<b>D</b>	DIBOND FINISH PAINTED ON ONE SIDE CARDBOARD FINISH PAINTED ON CARDBOARD
<b>E</b>	WOOD FINISH PAINTED ON ONE SIDE GRAPHIC PRINTED ON WOOD CARDBOARD FINISH WOOD AND GRAPHIC PRINTED ON CARDBOARD
<b>F</b>	WOOD FINISH PAINTED ON ONE SIDE GRAPHIC PRINTED ON WOOD CARDBOARD FINISH WOOD AND GRAPHIC PRINTED ON CARDBOARD

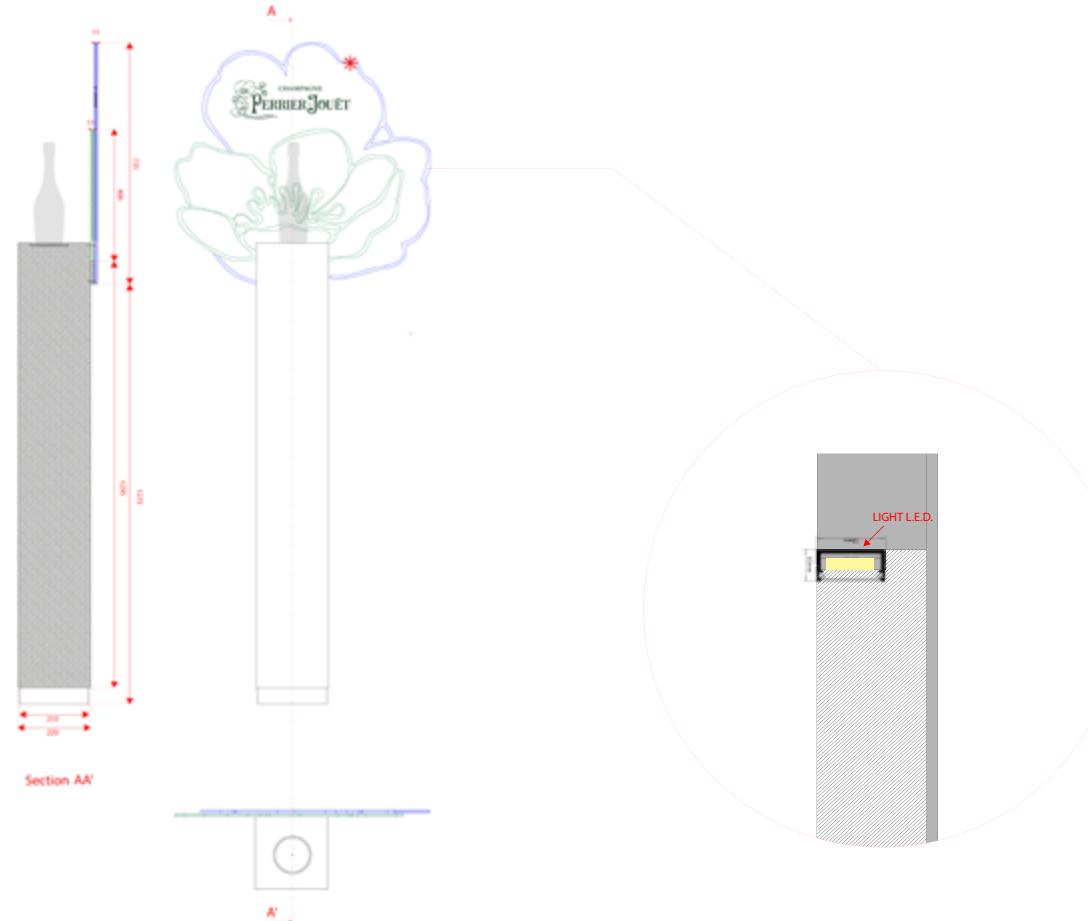


These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	COLUMN
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

# Column

## Section



## MATERIALS

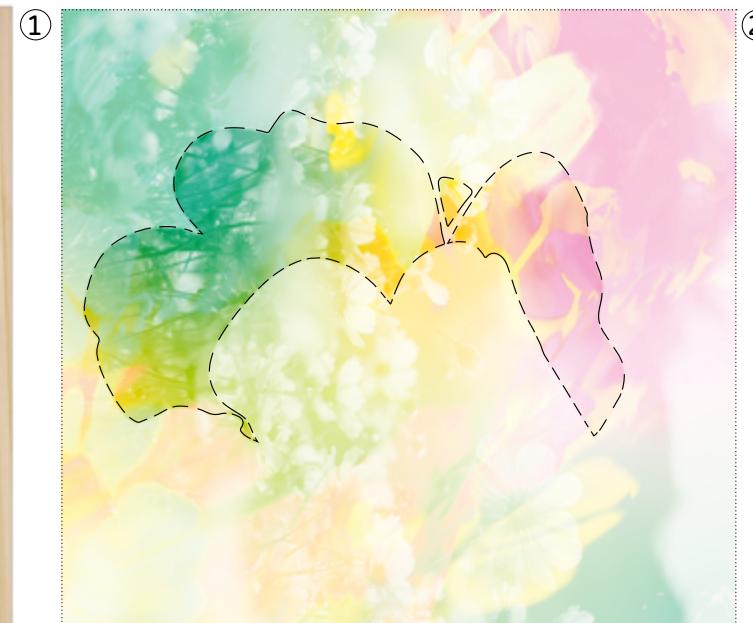
A	METAL FINISH PAINTED ON ALUMINUM BASE	LIGHT LED
B	WHITE PMMA REF: 9999999999	
D	WOODLAND GREEN PAINTED ON BASE	
E	DIBOND FINISH PAINTED ON DIBOND CARDBOARD FINISH PAINTED ON CARDBOARD	
F	WOOD FINISH PAINTED ON SHAPED WOOD GRAPHIC PRINTED ON WOOD CARDBOARD FINISH WOOD AND SHAPED PRINTED ON CARDBOARD	

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

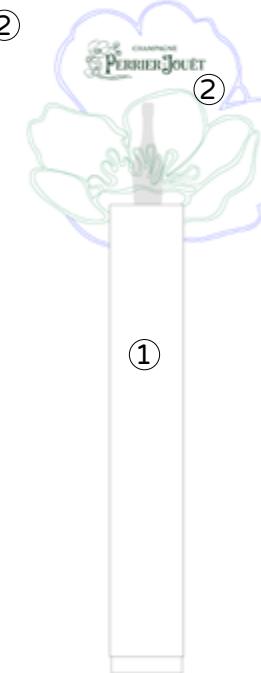
OBJECT : COLUMN  
 SCALE : NO  
 UNIT : MILLIMETER  
 SUBJECT : BRAND WORLD PERRIER-JOUËT  
 DATE : NOVEMBER 2021

## Column

### Pattern



Example of visual cutout  
for Masterbrand Pattern



### MATERIALS

E

- DIBOND FINISH  
PRINTED ON CARDBOARD
- CARDBOARD FINISH  
PRINTED ON CARDBOARD

F

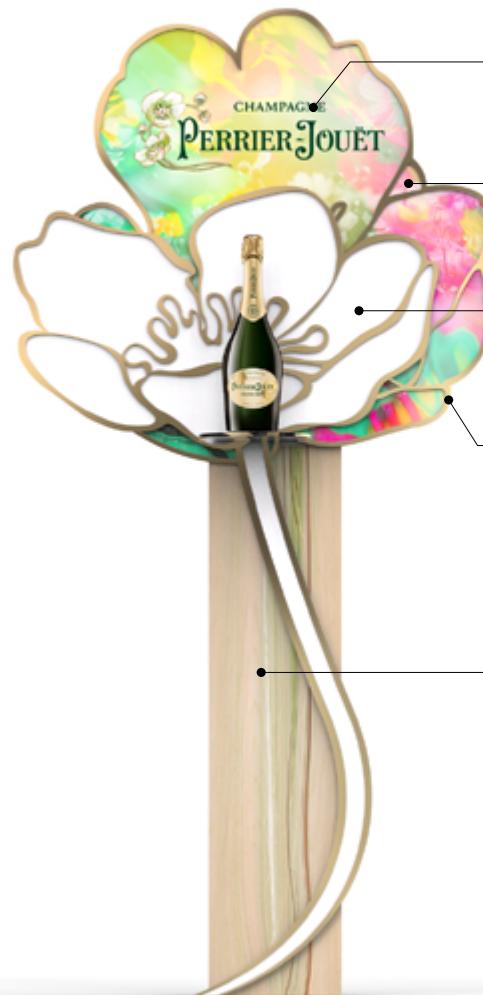
- WOOD FINISH  
OVERLUL - LACQUERED TEAK  
GRAINED TEAK OVERWOOD
- CARDBOARD FINISH  
WOOD AND GRAPHIC PRINTED ON CARDBOARD

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : COLUMN  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

## Stocker

### Materials



WOODLAND GREEN  
PANTONE 3435C



DIBOND FINISH  
PRINTED ON DIBOND  
CARDBOARD FINISH  
PRINTED ON CARDBOARD



WHITE PMMA  
Ref: SETACRYL 2001



METAL FINISH  
ref: POLIRET OR BRILLANT: 0101  
GOLD COLOUR  
ref: GOLD:  
KURZ 429 / PANTONE 8004



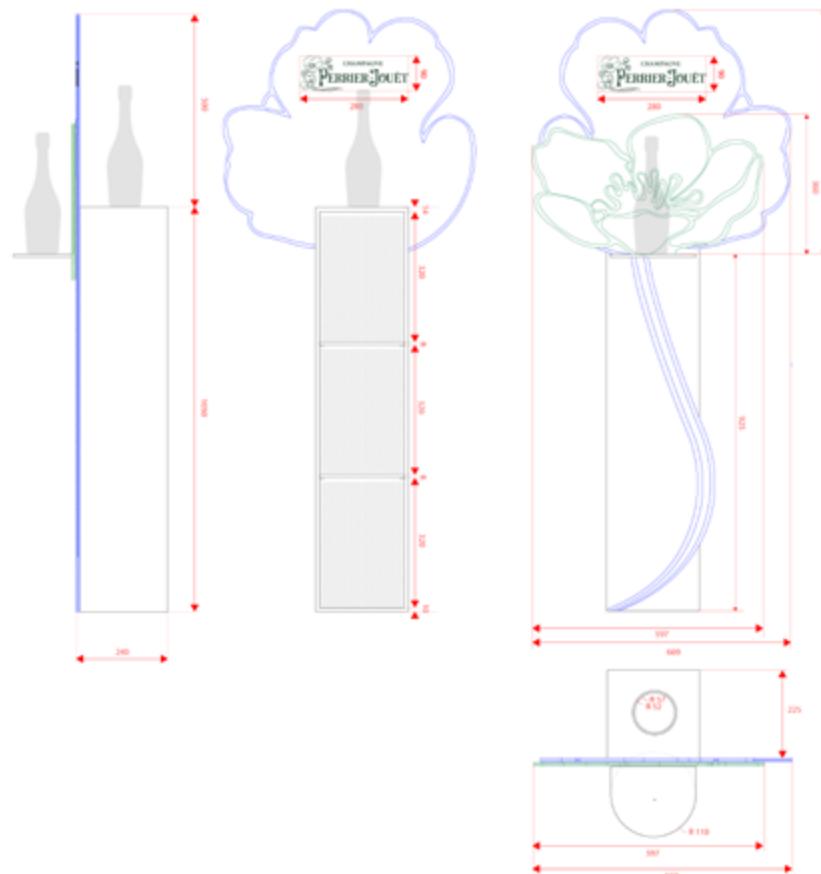
WOOD FINISH  
OBERFLEX - SYCAMORE 1802  
GRAPHIC PRINTED ON WOOD  
CARDBOARD WOOD FINISH  
WOOD AND GRAPHIC PRINTED ON CARDBOARD



BACK LIGHTED  
L.E.D.

Stocker

Layout



## MATERIALS

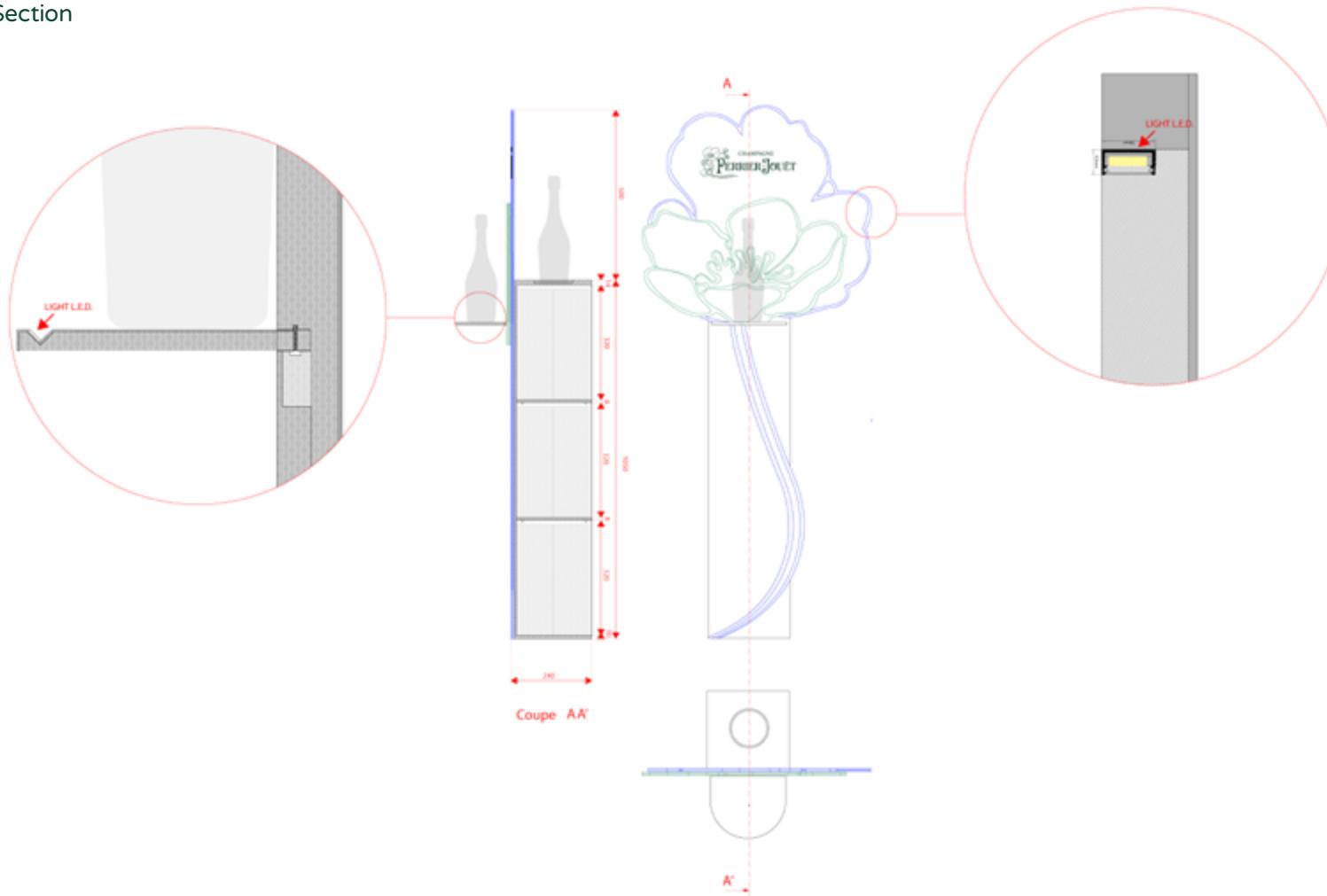
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**These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.**

OBJECT : STOCKER  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

# Stocker

## Section



## MATERIALS

A METAL FINITION  
ref GOLD PANTONE 1000  
GOLD COLOUR  
ref GOLD PANTONE 8004

H LIGHT LED

B WHITE PMMA  
ref white 0005

D WOODLAND GREEN  
PANTONE 184C

E DIBOND FINISH  
PAINTED ON DIBOND  
CARDBOARD FINISH  
PAINTED ON CARDBOARD

F WOOD FINISH  
GRAFFITI PRINTED ON WOOD  
CARDBOARD FINISH  
WOOD AND GRAFFITI PRINTED ON CARDBOARD

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	STOCKER
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

## Stocker

### Layout



①

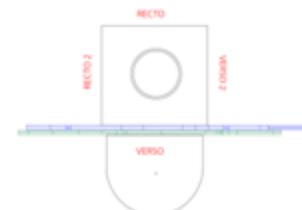


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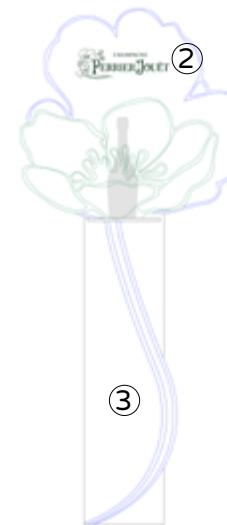
Example of visual cutout  
for Masterbrand Pattern



③



③



③



### MATERIALS



These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT	:	STOCKER
SCALE	:	NO
UNIT	:	MILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

## Gondola

### Materials



A



METAL FINISH

ref: POLYREY OR BRILLANT: 0101

D



WOODLAND GREEN

PANTONE 3435C

E



DIBOND FINISH

PRINTED ON DIBOND

CARDBOARD FINISH

PRINTED ON CARDBOARD

+ H

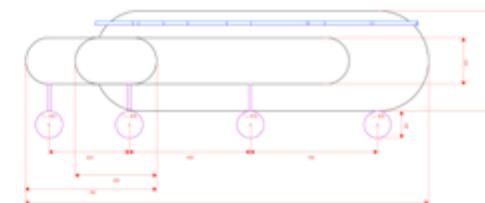
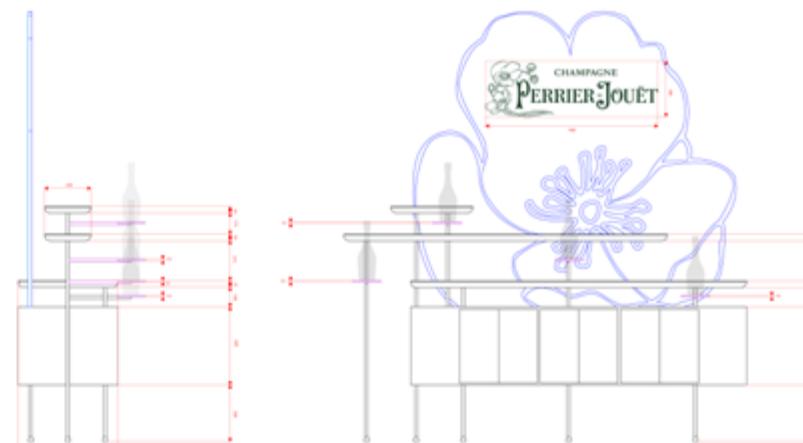
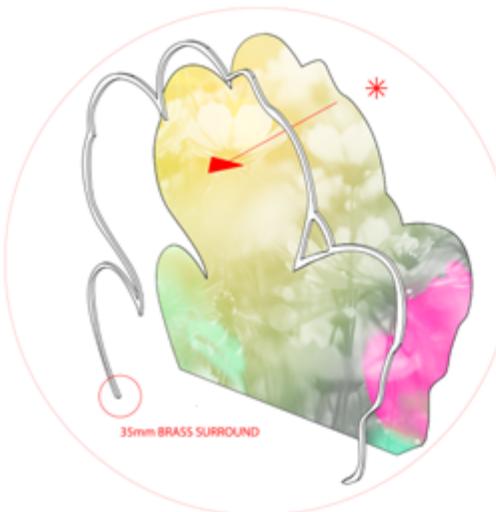


BACK LIGHTED

L.E.D.

## Gondola

## Layout



## MATERIALS



**B** WHITE PMMA  
REF: setacryl2001

ANSWER

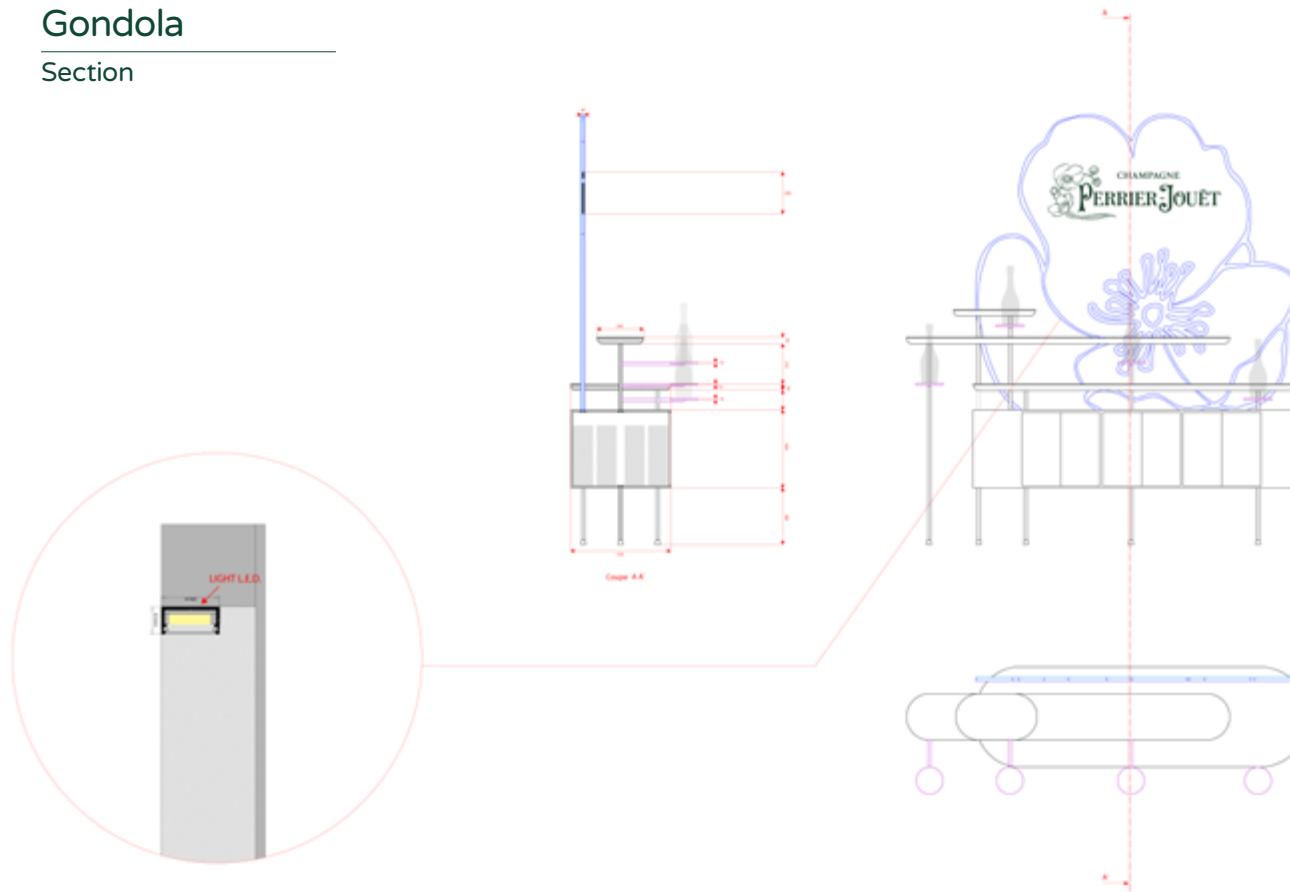


**These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.**

OBJECT : GONDOLA  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021

## Gondola

### Section



### MATERIALS

A	METAL FINITION PEINTURE POLYURIDYL 0301
	GOLD COLOUR KU02-4201 PAINTING 804
B	WHITE PMMA REF: acrylvar 2005
D	WOODLAND GREEN PANTONE 194C
E	CARDBOARD FINITION PAINTED ON CARBOARD
H	LIGHT LED
F	DIBOND FINITION PAINTED ON DIBOND

These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

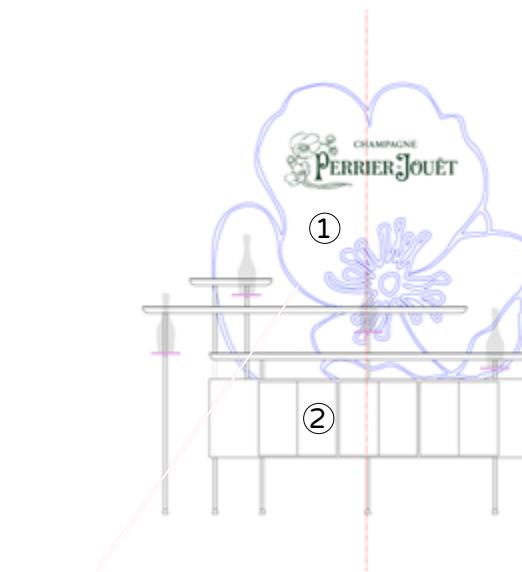
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SCALE	:	NO
UNIT	:	MMILLIMETER
SUBJECT	:	BRAND WORLD PERRIER-JOUËT
DATE	:	NOVEMBER 2021

## Gondola

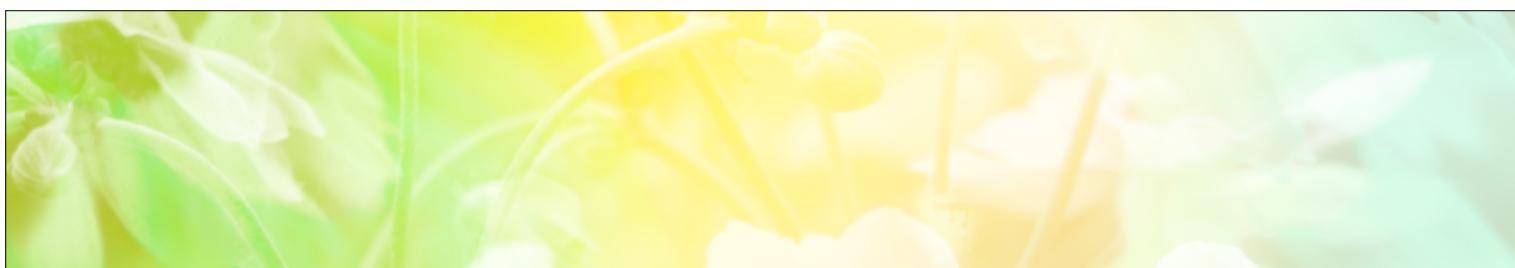
### Pattern



①



②



### MATERIALS

A	METAL FINISH REF POLISHED ALUMINUM 0001 GOLD COLOUR KURE 109 / PANTONE 8004
B	WHITE PMMA REF MATERIAZIO
D	WOODLAND GREEN PANTONE 194C
E	DIBOND FINISH PRINTED ON DIBOND CARDBOARD FINISH PRINTED ON CARDBOARD
F	WOOD FINISH REF WOOD GRAIN 0002 CARDBOARD FINISH WOOD AND LEAVES PRINTED ON CARDBOARD



These documents are to be taken as reference but are not executable files. All measurements are to be checked by the supplier, who will submit plans for validation before production.

OBJECT : GONDOLA  
SCALE : NO  
UNIT : MILLIMETER  
SUBJECT : BRAND WORLD PERRIER-JOUËT  
DATE : NOVEMBER 2021



# 4/ Visuals

# Creative Concept/ Creative Collage

The new visual identity of Perrier-Jouët offers a joyful and dynamic interpretation of the symbiosis with nature which the House has cultivated since the beginning. The new creative concept – at once powerful and sophisticated – is based on four key ingredients.

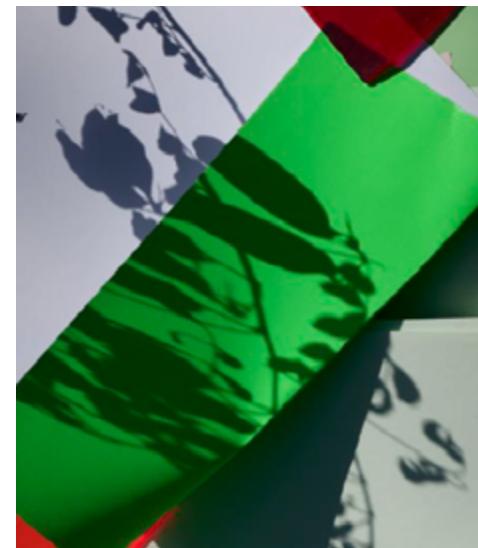
## Presence of nature

Real and authentic nature,  
plays on light and shade.



## Creative gesture

Meaningful and proprietary collages forming joyful and light-hearted compositions.  
Brush strokes or line drawings superposed on a visual as an alternative.



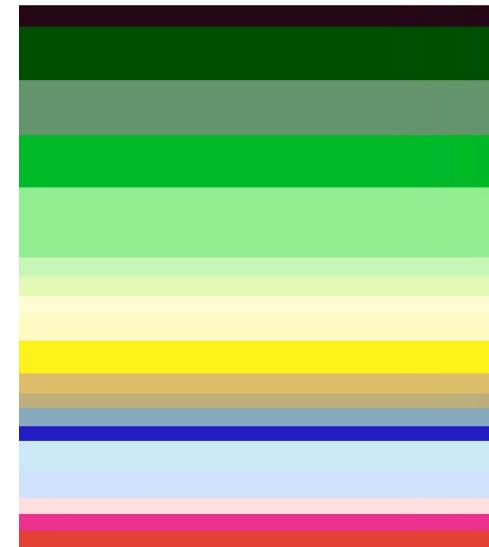
## Plays on scale

Artful and surrealistic plays on scale and graphic visual elements.  
Oversized shots and extreme close-ups.



## Colour palette

Green as the main shade.  
Yellow, blue and touches of brighter colours.



# ATL

Fill Your World with Wonder campaign by Viviane Sassen



CHAMPAGNE  
**PERRIER-JOUËT**

Fill  
your  
world  
with  
wonder

ENJOY RESPONSIBLY



# ATL

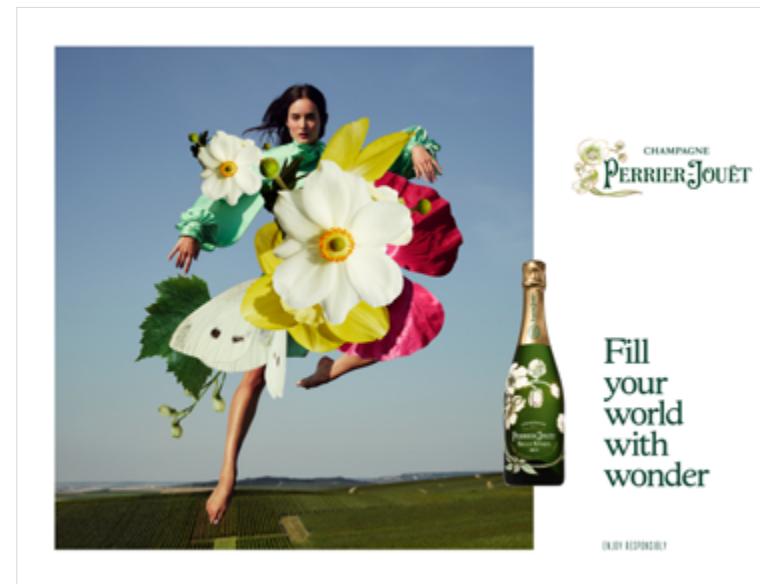
Fill Your World with Wonder campaign by Viviane Sassen

Fill Your World with Wonder  
is Maison Perrier-Jouët's  
ode to nature:

- An authentic basis in the House's terroir and vineyards, in the Champagne region
- A constant source of inspiration and creativity for more than 200 years
- A symbiotic relationship, based on equality, between mankind and nature
- A source of vital energy, a positive, mindful vision with an artistic and poetic dimension
- A contribution to shaping a better world

## Golden Rules

The composition of the Masterbrand and Cuvée visuals must on no account be modified and must remain as currently validated. No element can be added to or removed from the visuals.

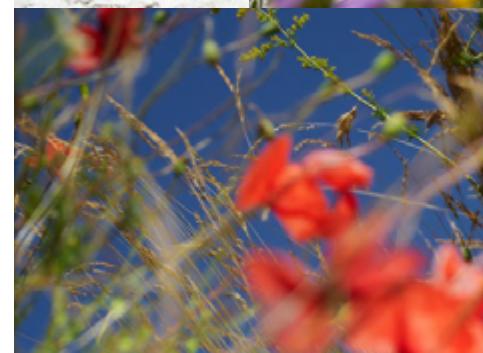


[Link to the Campaign toolkit](#)

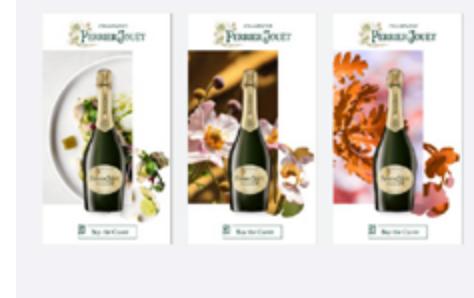
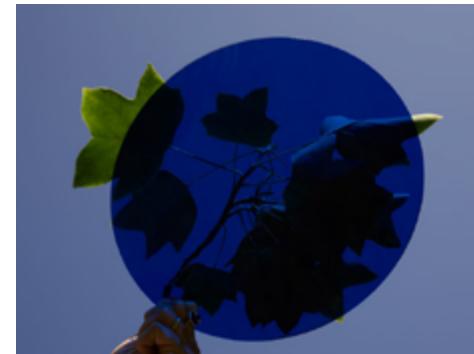
# BTL & Digital

The expression of the Perrier-Jouët Brand World in BTL and digital is based on the four ingredients of the creative concept.

Presence of nature



Creative gesture



Plays on scale



Colour palette



# BTL & Digital/ Creative Gesture through Collage

A toolkit with elements drawn from the Key Visuals of the Fill Your World with Wonder campaign is available to allow the creative gesture to be expressed through collage. The toolbox contains generic collage elements as well as collage elements specific to each cuvée.

## Golden Rules

- Do not use in ATL
- Use the cuvée-specific elements as a priority, with generic elements added if necessary
- Respect the colour balance of the new colour palette
- Do not superpose collage with the line-drawn or patterned treatment of the anemone

[Link to the Campaign toolkit](#)

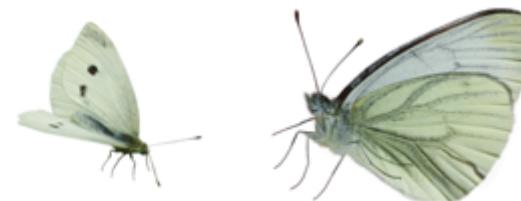
## Brand elements



## Brut elements



## Blanc de Blancs elements

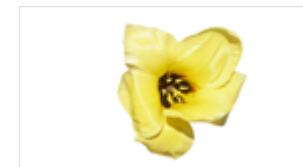
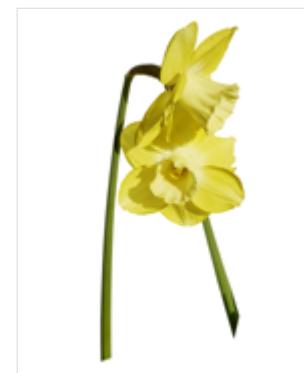
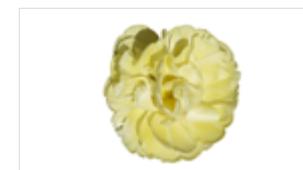
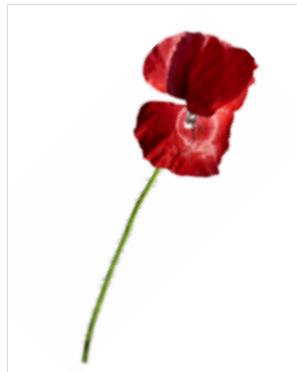


## Rosé elements



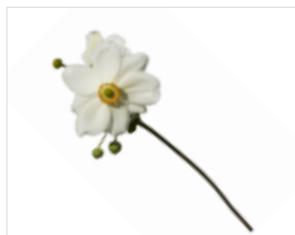
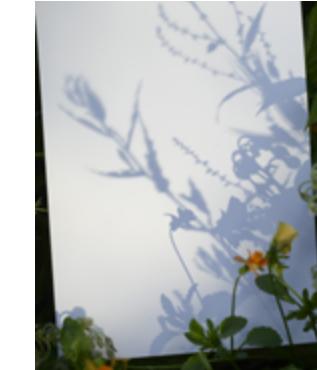
# Toolbox

## Brand elements



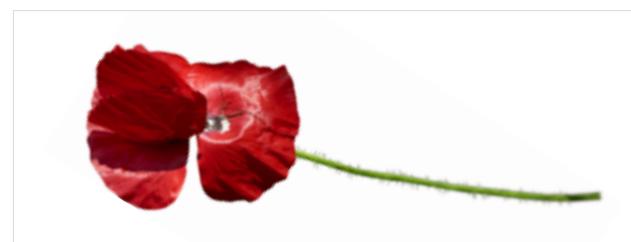
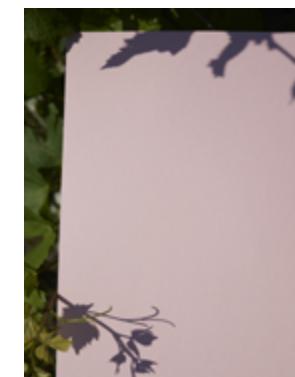
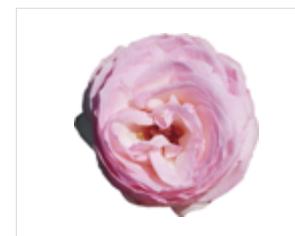
# Toolbox/ Brut Cuvées

Belle Epoque & Blason Grand Brut elements



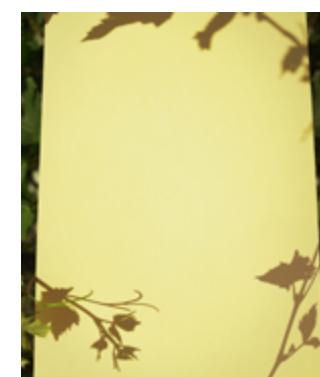
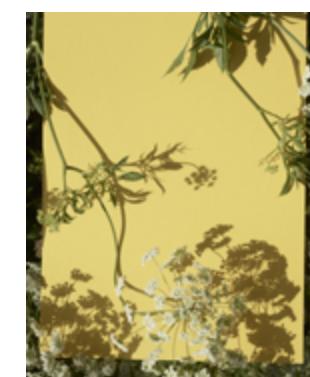
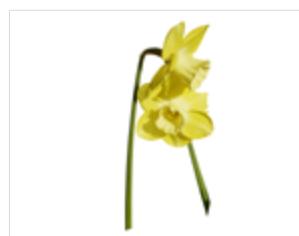
# Toolbox/ Rosé Cuvées

Belle Epoque Rosé & Blason Rosé elements



# Toolbox/ Blanc de Blancs Cuvées

Belle Epoque Blanc de blancs & Blason Blanc de Blancs elements

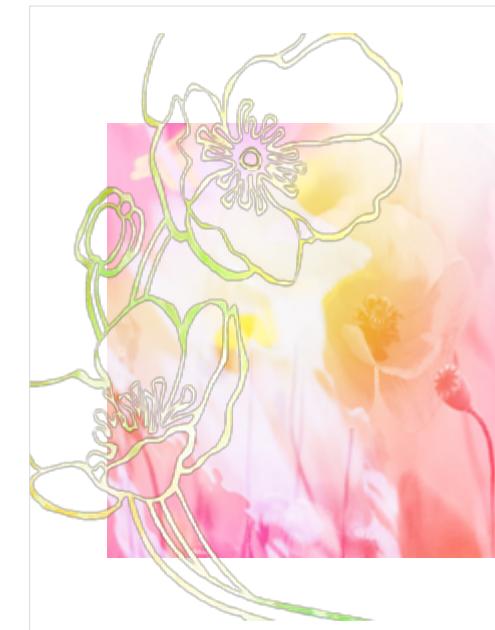


# BTL & Digital/ Creative Gesture through Anemone treatment

The Perrier-Jouët anemone can be treated as a positive or negative image; it can integrate plays on pattern or be line-drawn.  
Through the treatment of the anemone, the creative gesture can express different storylines.

## Golden Rules

Do not superpose collage with the line-drawn  
or patterned treatment of the anemone.





## 5/ Storytelling

# Perrier-Jouët Storytelling Guidelines

The aim of this document is to gather together, for the first time in one place, essential information about Maison Perrier-Jouët – its values, its history, its savoir-faire, its products – and to define a universal framework of expression. Its purpose is to support anyone, in any team, who has to communicate about the House, enabling them to do so with clarity and consistency. Thus, in addition to need-to-know facts about Maison Perrier-Jouët, this document also includes guidance on how messages should be expressed, with sections on key words, tone of voice, and basic style rules.

We have tried to make these guidelines as comprehensive as possible, but more detail on specific themes can obviously be found elsewhere (in the wine speech, corporate press pack and individual product or event press releases, for example). We aim to update the guidelines at regular intervals, and would welcome your feedback as we work to enhance and enrich them.



## 1. Key Messages

- Essentials
- Fill Your World with Wonder
- Pillars
- Maison Perrier-Jouët and Nature
- Maison Perrier-Jouët and Art
- Belle Epoque Society

## 2. Savoir-faire

- An intricate floral style revealing the essence of Chardonnay
- A terroir encompassing Champagne's finest crus
- The Perrier-Jouët Cellar Master: Séverine Frerison
- The Oenothèque Perrier-Jouët: an exceptional reserve of historic vintages
- Sébastien Morellon: creating a culinary signature for Maison Perrier-Jouët

## 3. Champagnes

- Two complementary collections: the art of blending and the art of vintage
- Perrier-Jouët Grand Brut
- Perrier-Jouët Blanc de Blancs
- Perrier-Jouët Blason Rosé
- Perrier-Jouët Belle Epoque
- Perrier-Jouët Belle Epoque Blanc de Blancs
- Perrier-Jouët Belle Epoque Rosé

## 4. History

### 5. Timeline

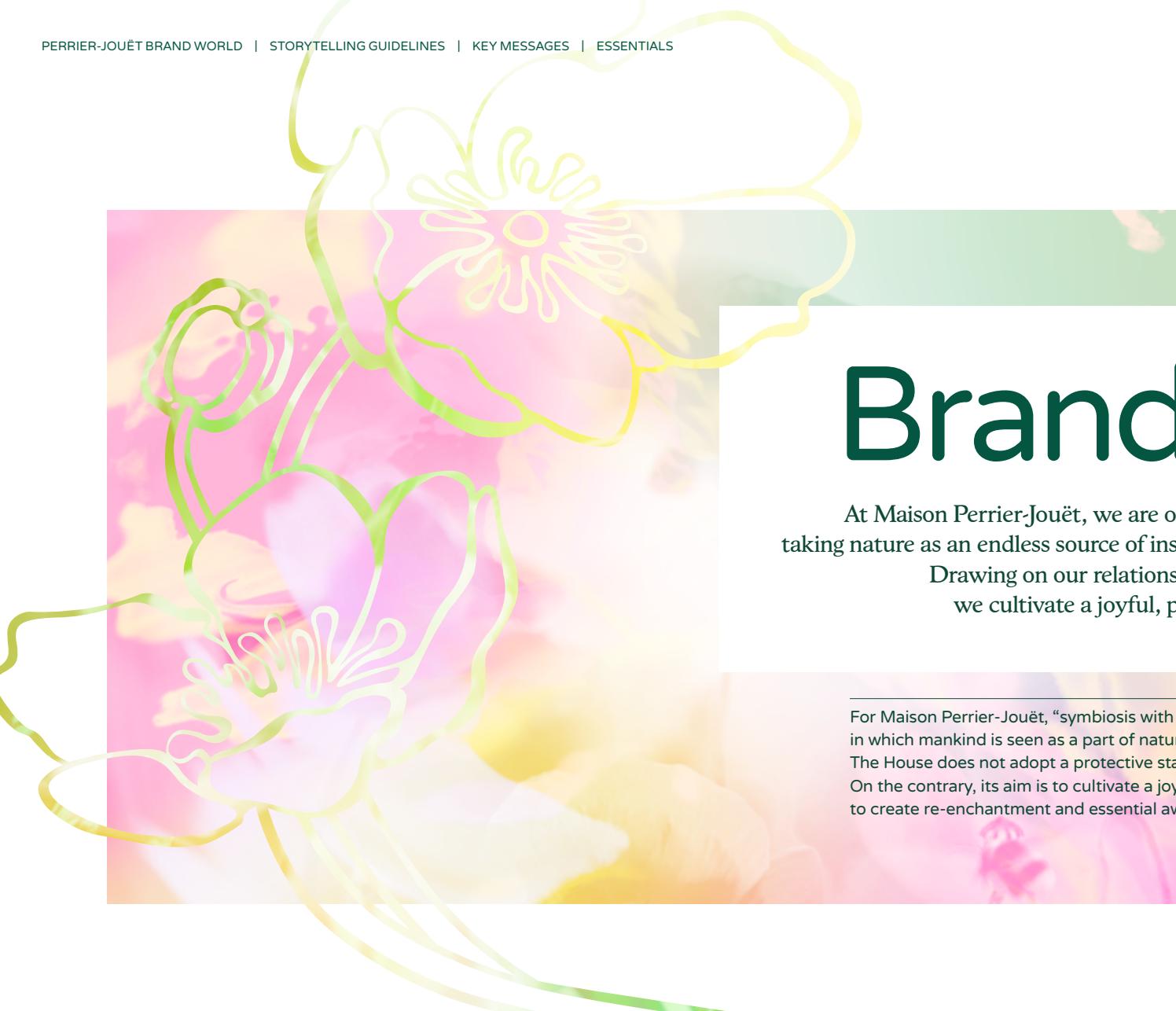
### 6. Key Words

### 7. Language and Tone of Voice

### 8. Style Basics



# 1. Key Messages



# Brand Ethos

At Maison Perrier-Jouët, we are on a mission to create re-enchantment, taking nature as an endless source of inspiration to liberate creativity in all its forms.

Drawing on our relationship of symbiosis with nature,  
we cultivate a joyful, positive vision of the world.

---

For Maison Perrier-Jouët, “symbiosis with nature” means a relationship of equality, in which mankind is seen as a part of nature, not apart from it. The House does not adopt a protective stance, nor a moralising attitude. On the contrary, its aim is to cultivate a joyful, positive vision of nature in order to create re-enchantment and essential awareness.

# Boilerplate

Maison Perrier-Jouët was founded in 1811 from a couple's shared love of nature and passion for art. From the start, they chose the Chardonnay grape variety as the signature of the House, defining the intricate floral style which sets Perrier-Jouët champagnes apart.

Today, art and nature remain an endless source of inspiration, guiding our every action and creation: the way we tend our vines, craft our wines, and share our vision of the world – a vision of a life more rich in meaning, driven not by the urge to own, but the desire to thrive; a life lived with joy and purpose, in symbiosis with nature. Maison Perrier-Jouët: Fill Your World with Wonder.

# Fill Your World with Wonder

## The campaign

Maison Perrier-Jouët presents its new campaign expressing the symbiosis between mankind and nature. *Fill Your World with Wonder* is an invitation to celebrate the fact that we belong to nature, whose beauty fills us with the energy of life. In a joyful, positive and mindful dialogue between art and nature – the twin foundations of the House – Maison Perrier-Jouët redefines the relationship between mankind and nature with a message of equality.

Through this campaign, nature appears as an essential source of re-enchantment, helping to shape a better world.

## A sense of belonging to nature

*Fill Your World with Wonder* illustrates the symbiosis between mankind and nature: a close and joyful communion between different elements of one natural, harmonious whole. Maison Perrier-Jouët's vision of nature is not about distance, superiority or solemnity. On the contrary, it is one of proximity, equality and celebration.

From the beauty of nature, we draw vital energy and inspiration – a vision of life that (re)unites us, and that Maison Perrier-Jouët invites us all to share. A vision of a life more rich in meaning, driven not by the urge to own, but the desire to thrive. A life lived with joy and purpose, which promises a brighter future for us all.





### An ode to nature, interpreted by Viviane Sassen

Maison Perrier-Jouët commissioned the Dutch artist and photographer Viviane Sassen to create the film and visuals for its new campaign *Fill Your World with Wonder*. The result is a joyful, vibrant fusion between art and nature, the twin pillars of Maison Perrier-Jouët's identity. Viviane Sassen captures an image of nature that is at once poetic and dynamic, and places a human presence at its heart.

The artist made collages of real-life elements taken from Maison Perrier-Jouët and its surroundings, which she layered to form elegant, light-hearted compositions that are true to the identity of the House and its positive vision of the world. The images are infused with a surrealist spirit, created by plays on scale. Nature is depicted in extreme close-up, to the point where a bee, a dragonfly, a flower or a leaf appear to be on the same level as mankind. In this artistic interpretation, nature and mankind are shown as equals, bound together in the symbiotic relationship cultivated by Maison Perrier-Jouët.

### The result is a joyful, vibrant fusion between art and nature

## *The World We Share* by the philosopher Emanuele Coccia

While art and nature are fused in the work of Viviane Sassen, Maison Perrier-Jouët also wanted to create a meaningful exchange around art and thought. The House therefore invited Emanuele Coccia, the brilliant philosopher of nature, to put into words the messages conveyed by the campaign. The text written and read by Emanuele Coccia is integrated into the film shot by Viviane Sassen.

Emanuele Coccia advances the idea that we humans live the same life as the nature around us. The Earth is a shared garden composed of an infinite fabric of relationships. Complex interdependencies exist between all species – including ourselves – belonging to the same ecosystem. Every form of life is a collage of several species. Consequently, to know oneself is to know others – in other words, to envisage the fact that each of us embraces the whole world.

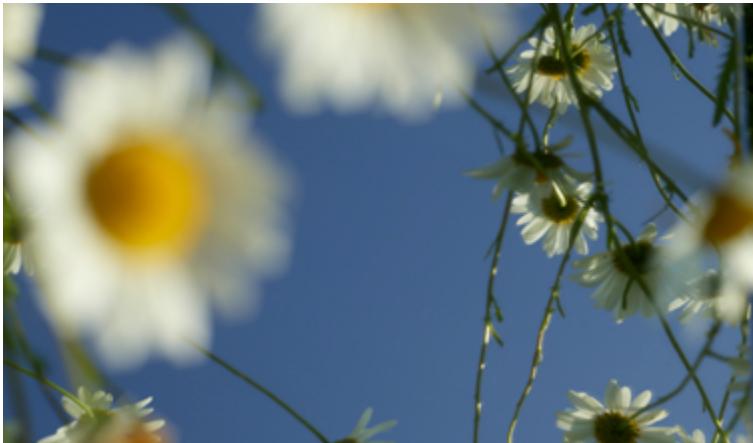
This beautiful text – both timeless and universal – expresses Maison Perrier-Jouët's vision of a future founded on a relationship of equality between mankind and nature.



## *The World We Share*

To be born is to be nature, an infinite collage of other species.  
To live is to become both garden and gardener for others.  
Each of us is the history of the Earth, or a version of it, a possible conclusion.  
And in the end, every species is a bubble of joy offered up to others.

# Pillars



## Nature

Nature was one of the twin founding passions of Maison Perrier-Jouët. Both Pierre-Nicolas Perrier and his son Charles were keen botanists and horticulturists, with progressive ideas on viticulture and vineyard management, which lastingly shaped the destiny of the House. Today, this continuing relationship of symbiosis with nature is expressed in a sincere, active commitment to sustainability, from the grape to the glass. Among the ambitious initiatives launched in recent years are the implementation of sustainable viticulture, as well as an experimental regenerative-viticulture programme in the House vineyards, the reduction of the environmental impact of production and distribution, and the introduction of eco-designed packaging.



## Art

The founders of Maison Perrier-Jouët were known as art lovers, but the connection is expressed most strongly in its historic association with Art Nouveau – witness the creation by Emile Gallé, one of the movement's pioneers, of the Japanese white anemone motif that has become the iconic emblem of the House. The exuberant creativity of Art Nouveau – characterised by its unconventional observation of nature, its attachment to craft techniques, and the freedom with which it reinvented nature in order to bring beauty to everyday life – is a constant source of inspiration for Maison Perrier-Jouët in its mission to create re-enchantment. Today, the House's Art Nouveau heritage is reinterpreted for the 21st century through regular collaborations with contemporary artists, who increasingly also share its mindful vision of nature.

## Transmission

Maison Perrier-Jouët is notable for its family spirit, transmitted through several generations of the founding family, and subsequently through a succession of long-serving Cellar Masters. This extraordinary degree of continuity has resulted not only in the unparalleled expertise acquired by the House in revealing the essence of its signature Chardonnay grape, but also in the remarkable consistency of its intricate floral style. The importance of transmission is demonstrated too by the exceptional preservation of the archives, including the cellar books kept by generations of Cellar Masters, and by the fact that the Perrier-Jouët cellars – notably the legendary Eden cellar – contain some of the oldest vintages in Champagne.



# Maison Perrier-Jouët and Nature

## Evolving in symbiosis with nature

### A passion for botany

Both Pierre-Nicolas Perrier and his son Charles were known as botanists and horticulturists, with progressive ideas for the time on viticulture and vineyard management. Pierre-Nicolas acquired his in-depth knowledge of viticulture from his uncle, the Abbé Pierre, who was responsible for the family vineyards, while Charles Perrier actively promoted new ideas. In 1853, he published a treatise entitled *De la maladie de la vigne*, explaining how to tackle the fungus that caused powdery mildew, and later championed the Picot technique for pruning vines to prevent frost damage.

### We are nature

Today, this symbiotic relationship with nature continues, inspiring the House at every stage of the elaboration of its wines. For Maison Perrier-Jouët, humans are living beings among other living beings. This message of equality, which redefines the relationship between mankind and nature, represents the basis of its commitment in years to come. Nature is a complex ecosystem in which all species, mankind included, are interdependent. All have different degrees of influence, but ultimately a balance emerges – a magnificent balance that Maison Perrier-Jouët is determined to help preserve.

## Sustainable viticulture since 2016

To this end, the House has rolled out an ambitious programme in recent years. Since 2016, 100% of its vineyard has been managed through sustainable viticulture, obtaining a double certification for Sustainable Viticulture in Champagne and High Environmental Value (HEV), the latter representing the French government's highest level of environmental certification for agricultural enterprises. In 2020, Maison Perrier-Jouët eliminated all herbicides from its own parcels, ahead of the 2025 target for the Champagne region as a whole.

---

## Sustainability beyond the vineyard

Beyond the vineyard, Maison Perrier-Jouët is working to promote a circular economy: all its waste is reused and repurposed to make new products. For example, 100% of the by-products of vinification (grape seeds, skins, pulp, lees) are recycled and transformed for use in cosmetics or food, or to produce compost and nutrients.

In addition to reducing waste, Maison Perrier-Jouët has introduced measures to minimise the environmental impact of production and distribution. Since 2009, it has reduced its Scope 1 and 2 CO<sub>2</sub> emissions by 55%. All its sites run on green energy and it operates a zero-flight policy for transporting its wines.



## Experimental regenerative viticulture since 2020

Also in 2020, the House further stepped up its environmental commitment by introducing an experimental regenerative-viticulture programme in order to bring about a real transformation of its vineyard, the first results of which are expected by 2025. Maison Perrier-Jouët has chosen regenerative viticulture for its holistic approach, which takes into account the ecosystem of the vineyard as a whole. The starting point is regenerating the soils and increasing their fertility in order to improve the resilience of ecosystems to the effects of climate change.

Trials of plant covers, such as legumes, are being carried out in order to provide the soils with the quantity of nitrogen necessary for their natural fertility and the nutrition of the vines.

Meanwhile, experimentation with flower covers aims to create a root system participating in soil life and enriching biodiversity, which the House is already addressing via specific initiatives: planting trees, shrubs and hedges, building stone walls and installing beehives in its vineyards. Ultimately, regenerative viticulture makes it possible to act on the climate by sequestering more carbon in the soil, thus reducing greenhouse-gas emissions that are responsible for climate change.

In addition to regenerative viticulture, Maison Perrier-Jouët is also experimenting with new, more sustainable growing practices and machinery. Green fertilisers, alternative treatments, confined spraying and electric trimming trolleys are among the innovative initiatives to reduce its environmental footprint.



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Packaging that unites beauty and sustainability

In 2020, Maison Perrier-Jouët launched the Ecobox, an eco-designed gift box for its classic collection. Produced in France from 100% natural fibres sourced from FSC-certified forests, the fully recyclable, consciously minimalist design utilises advanced embossing techniques to limit the consumption of ink, which is water-based and free from mineral oils.

With the aim of making 100% of its gifting offer sustainable by 2022, the House recently introduced a wooden gift box for its Perrier-Jouët Belle Epoque vintage collection. Crafted from untreated, natural wood, sourced from FSC-certified forests in France, this beautiful box gives a use to surplus wood that would otherwise go to waste.

# Maison Perrier-Jouët and Art

## A mission to create re-enchantment



### An affinity with Art Nouveau

Maison Perrier-Jouët is enduringly associated with the Art Nouveau movement, which blossomed across Europe in the late 19th century, marking the beginning of a stylistic revolution. Not only was nature, with its abundance of graceful, sinuous forms, its primary source of inspiration, but its exuberance, inventiveness and freedom of expression anticipated the avant-garde movements of the 20th century. The Japanese white anemone motif created by Emile Gallé in 1902 may be the most obvious symbol of Maison Perrier-Jouët's association with Art Nouveau, but the affinities actually run much deeper. Indeed, the entire ethos of the Art Nouveau movement was founded on reinventing nature in order to bring beauty to everyday life. Just like Maison Perrier-Jouët.

### The Maison Belle Epoque

Once the home of the founding family, the Maison Belle Epoque in Epernay is today the vibrant expression of this philosophy. The elegant mansion with UNESCO World Heritage status reopened in 2017 after restoration to welcome guests of the House in intimate surroundings graced by the largest private collection of French Art Nouveau in Europe. Testifying to the creative freedom of the Art Nouveau movement and the exuberance of the Belle Epoque era, rare and priceless works by, among others, Hector Guimard, Louis Majorelle, Emile Gallé and Henri de Toulouse-Lautrec dialogue with one-off pieces of contemporary art.

## Contemporary collaborations

These works, commissioned by Maison Perrier-Jouët to reinterpret its Art Nouveau heritage for the 21<sup>st</sup> century, are the result of regular collaborations with contemporary artists. The House offers an international platform to both established and emerging talents, notably via its long-term partnership with the world-leading art and design fair Design Miami/, which began in 2012.

Recent collaborations have included *HyperNature* by Bethan Laura Wood, an interactive artwork that invites visitors to a new tasting experience evoking the gesture of the harvester picking grapes from the vine. For *HyperNature*, the British designer created a specific palette of colours inspired by the Art Nouveau décor of the Maison Belle Epoque.

In 2019, the Italian designer Andrea Mancuso of Analogia Project envisioned *Metamorphosis*, an installation exploring the metamorphoses of nature and the savoir-faire deployed by Maison Perrier-Jouët to transform grapes into wine. *Metamorphosis* consists of 1,100 pieces of hand-crafted ceramic, whose shape resembles bottles resting in the cellar, and whose colours are those of the Perrier-Jouët vineyard in autumn.



## *Embodied nature*

Most recently, Maison Perrier-Jouët and the Austrian design studio mischer'traxler renewed a collaboration that first began in 2014 to continue their exploration of the relationship between mankind and nature, and in particular the impact of human activities on biodiversity. With their interactive installation *Embodied nature*, presented at Design Miami/ 2021, mischer'traxler invite us to regard all species, including mankind, as forming part of a whole, and to reflect on the importance of understanding this interconnectedness. More than 100 global species are represented, all on the same scale so as to emphasise the equality of their roles in the ecosystem. When a visitor approaches the work, they see themselves as if in a mirror – except that, instead of their reflection, what appears before them is an image of nature in all its diversity. *Embodied nature* is thus an individual experience with a collective reality.

Because art evokes an emotional response that can trigger deeper understanding and awareness, creative collaborations such as that with mischer'traxler allow Maison Perrier-Jouët to bring its message to a wider audience.





# Belle Epoque Society

## Unique experiences fusing art and nature, champagne and gastronomy

In 2021, Maison Perrier-Jouët inaugurated Belle Epoque Society at its historic site on the avenue de Champagne in Epernay. The concept of Belle Epoque Society unites two distinct yet complementary experiences in two separate locations: the Cellier Belle Epoque and the Maison Belle Epoque. Nature and art, the House's two founding passions, come together with champagne and gastronomy in a celebration of savoir-faire and art de vivre.

The Cellier Belle Epoque is a champagne bar conceived as a space of culture and exchange, offering a varied programme of events and experiences. Here, visitors can discover the heritage of Maison Perrier-Jouët, view a selection of contemporary artworks commissioned by the House, taste the full collection of Perrier-Jouët champagnes, and enjoy light bites prepared by Executive Chef Sébastien Morellon.

On the other side of the avenue de Champagne, the Maison Belle Epoque opens its doors to the

public for the first time to offer an exceptional gastronomic experience: a unique menu of seven dishes, co-created by Sébastien Morellon and Michelin three-star chef Pierre Gagnaire, an ambassador of Maison Perrier-Jouët. The menu is paired with vintage Perrier-Jouët Belle Epoque cuvées specially selected by Cellar Master Séverine Frerson.

Finally, Belle Epoque Society also encompasses the Maison Perrier-Jouët boutique, which offers the full collection of Perrier-Jouët champagnes, alongside a range of champagne flutes and coolers, some of which may be personalised, a selection of books and stationery, and products such as honey from the Perrier-Jouët vineyards.



## 2. Savoir-Faire

# An intricate floral style revealing the essence of Chardonnay

Since 1811, Maison Perrier-Jouët has been synonymous with the Chardonnay grape variety, which was chosen by the founders as the signature of the House, thus initiating the intricate floral style that instantly sets its champagnes apart.

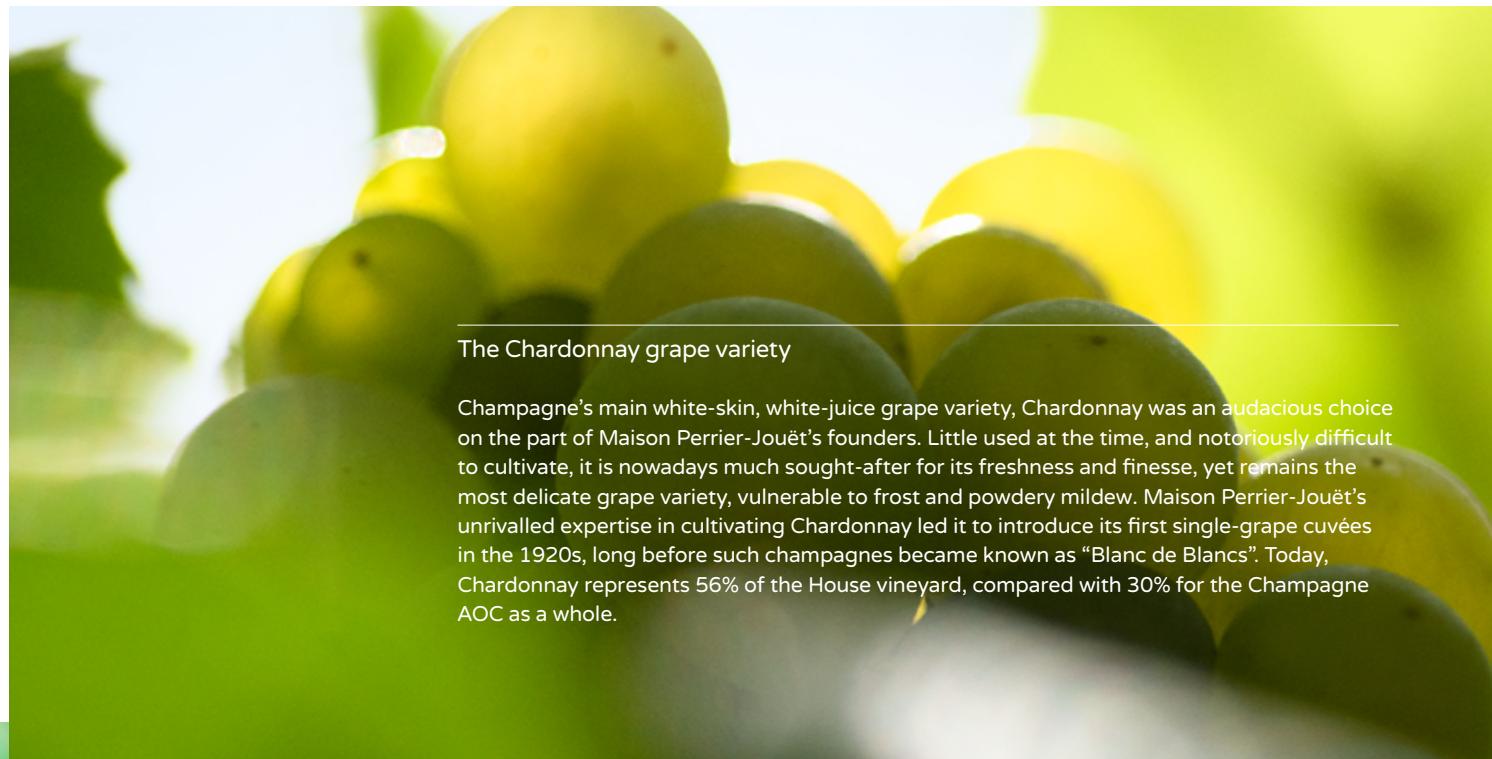
The extraordinary continuity enjoyed by Maison Perrier-Jouët – with only eight Cellar Masters in more than 200 years – has enabled it to acquire unparalleled expertise in revealing all the facets of its emblematic grape. It is this specific savoir-faire which lends Perrier-Jouët cuvées their characteristic floral aromas. Their intricate mouthfeel, meanwhile, reflects the Cellar Master's meticulous, plot-by-plot selection of crus, careful choices in terms of vinification, and exceptional blending expertise, the aim being to create a complex yet harmonious wine that reveals the rich nuances of Chardonnay and allows nature to attain its fullest expression.

Looking to the future, Chardonnay will more than ever be at the heart of the wine philosophy of Maison Perrier-Jouët, as Cellar Master Séverine Frerson further enhances its expression, not only in the final blends, but also in dosage liqueurs

and reserve wines. The House will thus continue to express the quintessence of Chardonnay by intensifying the floral aromas of its wines and by revealing new ones which further accentuate their depth, richness and textural nuances.

## The Chardonnay grape variety

Champagne's main white-skin, white-juice grape variety, Chardonnay was an audacious choice on the part of Maison Perrier-Jouët's founders. Little used at the time, and notoriously difficult to cultivate, it is nowadays much sought-after for its freshness and finesse, yet remains the most delicate grape variety, vulnerable to frost and powdery mildew. Maison Perrier-Jouët's unrivalled expertise in cultivating Chardonnay led it to introduce its first single-grape cuvées in the 1920s, long before such champagnes became known as "Blanc de Blancs". Today, Chardonnay represents 56% of the House vineyard, compared with 30% for the Champagne AOC as a whole.



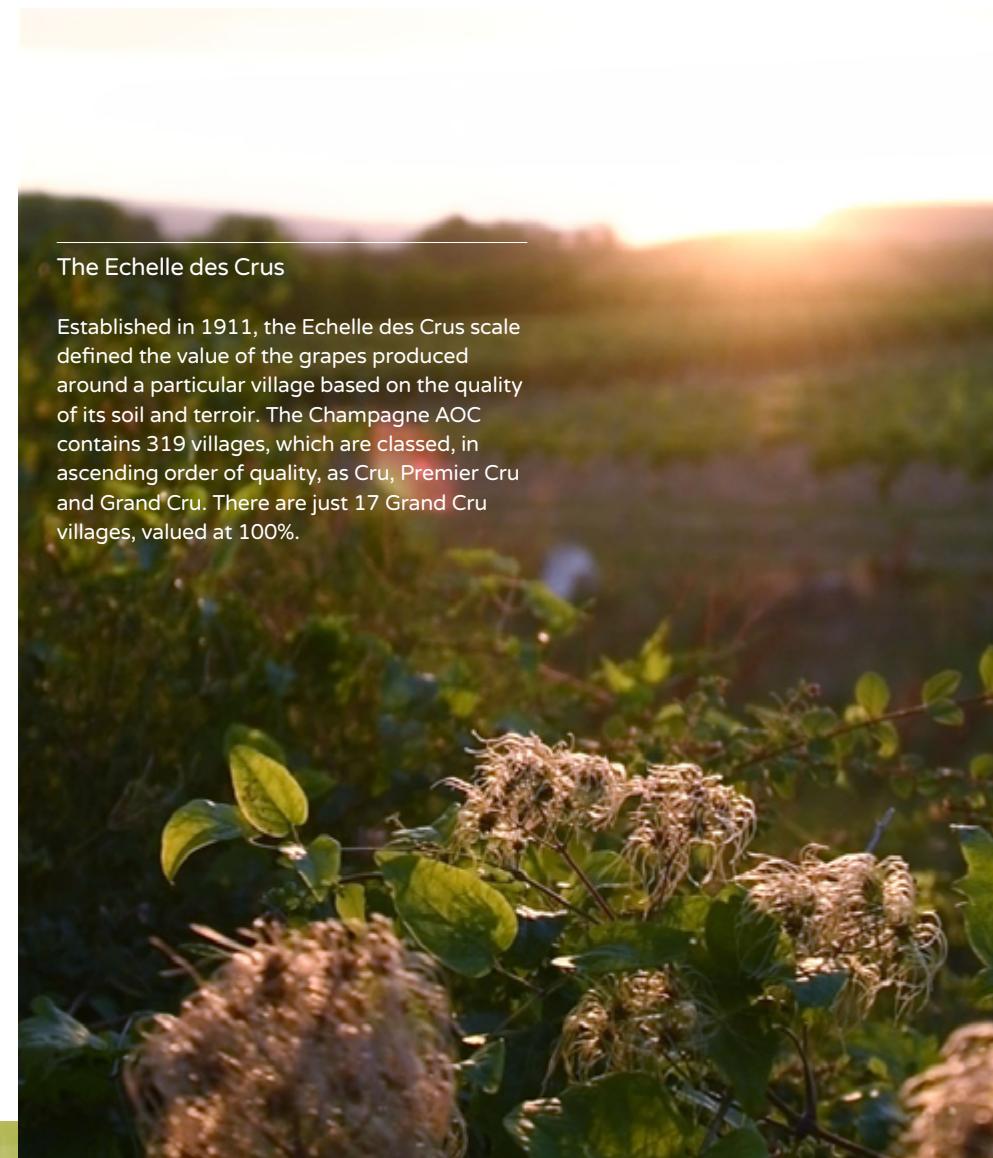
# A terroir encompassing Champagne's finest crus

The founders and their son Charles, who took over Maison Perrier-Jouët in 1848, had a profound attachment to, and in-depth knowledge of, the Champagne region. They were among the first to identify the potential of the Côte des Blancs, to the south of Epernay, as a terroir for Chardonnay, and – as well as establishing enduring relationships with independent growers – they set about acquiring vineyards that would enhance both the quality and the style of their wines. They notably prioritised the villages of Cramant, Avize and Chouilly, all of which would later be classed as Grands Crus. Today, Chardonnay grapes produced in these three Grand Cru terroirs of the Côte des Blancs remain at the heart of the Perrier-Jouët Belle Epoque vintage cuvées.

These exceptional plots, with their ideal conditions for Chardonnay, are today complemented by two further Grands Crus: Mailly-Champagne in the Montagne de Reims and Ay in the Vallée de la Marne, both for Pinot Noir. Together, these form the “Golden Triangle” of the Perrier-Jouët vineyard, which is one of the most admired in Champagne: 65 hectares/161 acres ranked at 99.2% on the Echelle des Crus quality scale.

## The Echelle des Crus

Established in 1911, the Echelle des Crus scale defined the value of the grapes produced around a particular village based on the quality of its soil and terroir. The Champagne AOC contains 319 villages, which are classed, in ascending order of quality, as Cru, Premier Cru and Grand Cru. There are just 17 Grand Cru villages, valued at 100%.





# The Perrier-Jouët Cellar Master: Séverine Frerson

Chosen to succeed Hervé Deschamps in 2018, Séverine Frerson worked side by side with the outgoing Cellar Master until his retirement in October 2020. She then became only the eighth Cellar Master – and the first woman to hold the role – in the 200-year history of Maison Perrier-Jouët. A native of the Champagne region, though not from a family of winegrowers, Séverine Frerson's passion for champagne was formed at an early age, and she was barely 15 when she chose oenology as her future career. Now at the pinnacle of her profession, she is one of the first female cellar masters at a leading champagne house.

As Cellar Master of Maison Perrier-Jouët, Séverine Frerson has a wide range of missions: overseeing the vineyards and cellars, tasting the year's clear wines with her oenology team, deciding whether to declare a vintage, and perfecting the blends of the classic and vintage collections, while fulfilling her role as an ambassador of the House, both in France and internationally. Keenly aware of the impact of climate change on the Champagne region, Séverine Frerson is also spearheading Maison Perrier-Jouët's sustainable transformation of its vineyards and viticulture practices.

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## A singular, texture-led approach

Among the evolutions Séverine Frerson is bringing to Maison Perrier-Jouët is her singular approach to describing wines in terms of texture, which helps to create a more complete perception of their character. Throughout her career in oenology, she has honed her sense of touch until it has become almost as important to her as her sense of smell. She is now honouring Maison Perrier-Jouët's historical connections with botany and highlighting the intricate floral style of its cuvées by describing their texture in terms of flowers, as in her evocation of Perrier-Jouët Blason Rosé as "like a rose petal, with a delicate texture on the top and, hidden underneath, the veins which bring strength, structure and tension."

# The Oenothèque Perrier-Jouët

An exceptional reserve of historic vintages

Maison Perrier-Jouët is notable for the exceptional preservation, not only of its archives, but also of its champagnes. The celebrated Eden cellar, to which only the Cellar Master holds the key, contains the few remaining examples of the 1825 vintage, bottled by the founders and thought to be the oldest champagne in the world. Another historic blend stored here is Cuvée K, the world's first lightly dosed champagne in the style today known as "brut", which was launched in 1846 in response to the preference of British connoisseurs for a drier taste. Maison Perrier-Jouët became renowned for its brut champagnes, which it was able to produce owing to the fact that its high-quality grapes required very little added sugar – a philosophy maintained to this day.

These and other treasures constitute

the Oenothèque Perrier-Jouët, a legacy practically unparalleled in Champagne, which has been transmitted through successive generations of Cellar Masters. It is a testament, not only to the House's savoir-faire, but also to the remarkable continuity of its style. Perrier-Jouët vintage cuvées have significant potential for ageing and their rich palette of flavours continues to develop over time. In order to share this legacy with wine lovers the world over, at the discretion of the Cellar Master, a small selection of these much sought-after bottles is released every few years.



# Sébastien Morellon

## Creating a culinary signature for Maison Perrier-Jouët

Maison Perrier-Jouët's cuvées are not only champagnes, but also wines, with the Perrier-Jouët Belle Epoque vintage collection especially suited to culinary pairings that highlight its rich and complex nuances. Sébastien Morellon, who in 2021 was named Executive Chef of Maison Perrier-Jouët after over ten years' experience in some of France's most prestigious hotels and restaurants, is defining the culinary signature of the House by drawing inspiration from its heritage of art and nature, and the creative freedom of the Art Nouveau movement.

At the heart of Sébastien Morellon's cuisine is local, seasonal and sustainably sourced produce, with a focus on plant-based ingredients. Even the most humble ingredient is treated with absolute respect, in order to reveal its most essential, authentic expression. He works closely with Cellar Master Séverine Frerson to create dishes whose purpose is to accompany the champagne, rather than the other way around. Pairings are adapted to individual Perrier-Jouët cuvées, not only revealing their aromatic richness, but also complementing their texture. Sébastien Morellon's simple, elegant and perfectly mastered cuisine is served at the Maison Belle Epoque, and interpreted at Maison Perrier-Jouët events around the world.



### 3. Champagnes





# Two complementary collections

The art of blending and the art of vintage

Maison Perrier-Jouët offers two champagne collections, each representing a distinct yet complementary dimension of its savoir-faire.

The Perrier-Jouët classic collection – Perrier-Jouët Grand Brut, Perrier-Jouët Blanc de Blancs and Perrier-Jouët Blason Rosé – epitomises the House's 200-year expertise in the art of blending. To create the House's classic cuvées, the Cellar Master blends the wines of the year with a proportion of reserve wines – quality wines held in reserve from previous vintages – in order to ensure absolute consistency year after year. As a result, these timelessly elegant champagnes are the enduring expression of the intricate floral style of Maison Perrier-Jouët.

The Perrier-Jouët Belle Epoque collection – Perrier-Jouët Belle Epoque, Perrier-Jouët Belle Epoque Blanc de Blancs and Perrier-Jouët Belle Epoque Rosé – is a testament to the House's art of vintage. These rare and precious champagnes are produced in very limited quantities and only in years of near-perfect conditions. A Perrier-Jouët Belle Epoque cuvée is thus the Cellar Master's one-off interpretation of a single, exceptional year, created from grapes from the House's finest vineyards. Noted for their significant potential for ageing, these richly nuanced champagnes, which each reveal a distinct expression of the Chardonnay grape, represent the culmination of the style and savoir-faire of Maison Perrier-Jouët.

# Perrier-Jouët Grand Brut

*— Floral, Generous*

The descendant of Cuvée K, the world's first lightly dosed champagne, created in 1846 by Pierre-Nicolas Perrier and his son Charles, which established the House's reputation for "brut" champagnes.

## Composition

A blend of around 50 crus from across the entire Champagne region, including the Montagne de Reims, Vallée de la Marne and Côte des Blancs. This wide palette ensures the richness and consistency of style of this emblematic cuvée year after year.

## Key words

Rich – Harmonious – Balanced

## Facts & figures

### Composition

40% Pinot Noir  
40% Meunier  
20% Chardonnay

### Reserve wines

Up to 15%

### Dosage

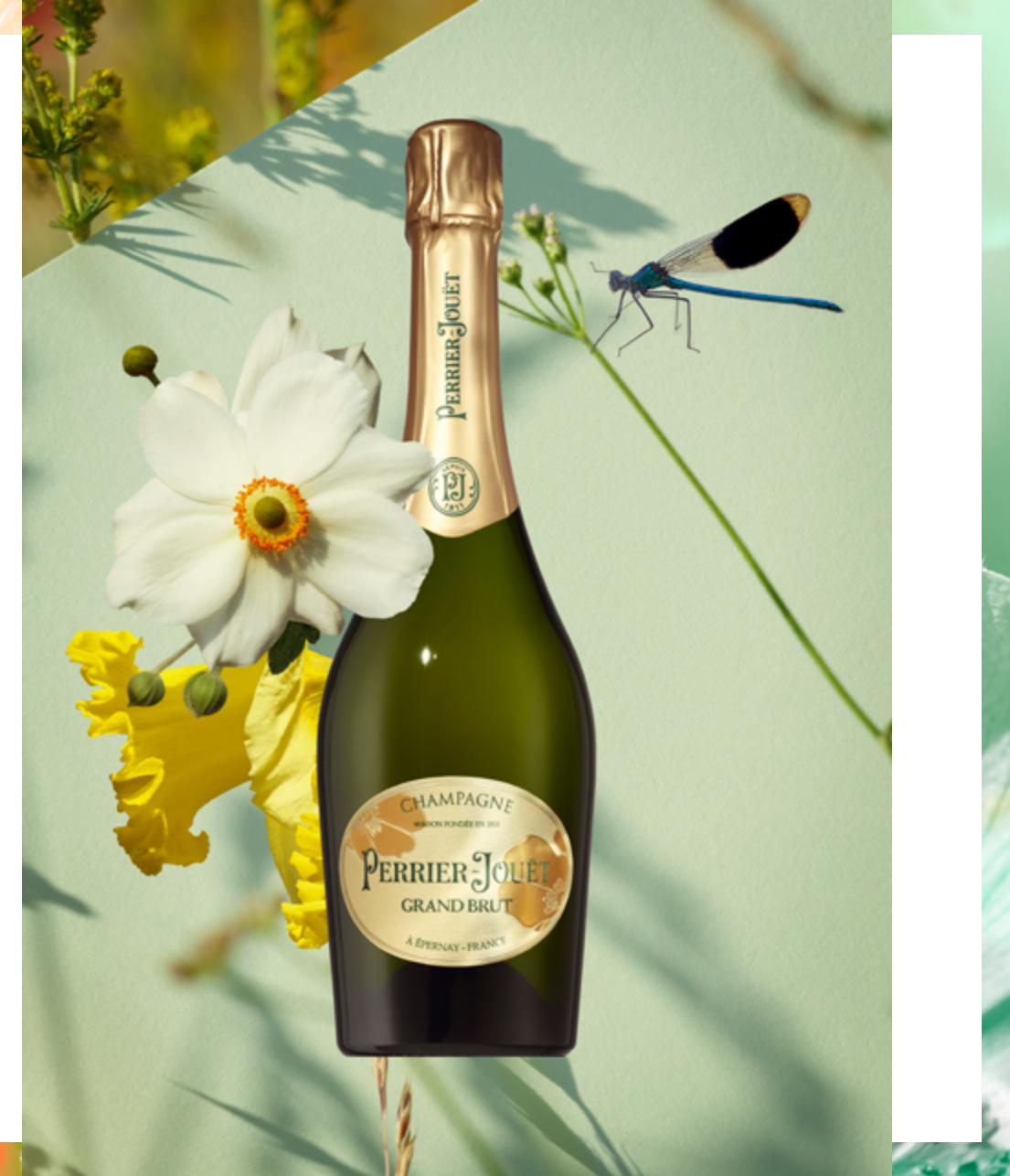
8-10 grams per litre

### Minimum ageing

3 years

### Serving temperature

Around 10°C



*"Perrier-Jouët Grand Brut reminds me of a parrot tulip. There is a density about this flower that evokes the richness of the cuvée. It is a wine whose texture is firm and fresh, yet also soft and supple."*

—Séverine Frerson

# Perrier-Jouët Blanc de Blancs

— *Floral, Vivacious*

A vibrant, free-spirited cuvée representing the enduring expression of Maison Perrier-Jouët's expertise in revealing the quintessence of Chardonnay.

## Composition

A single-grape cuvée blended from around 15 crus in the Côte des Blancs, the Montagne de Reims and the up-and-coming regions of Sézannais and Vitryat. Chardonnay grapes from Sézannais and Vitryat are selected for their freshness, which complements the floral and mineral notes characteristic of the Côte des Blancs.

## Key words

Fresh – Dynamic – Mineral

## Facts & figures

### Composition

100% Chardonnay

### Reserve wines

Up to 15%

### Dosage

8 grams per litre

### Minimum ageing

3 years

### Serving temperature

Around 10°C



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*"Perrier-Jouët Blanc de Blancs reminds me of a white freesia, not only for its vibrant personality, but also for its structure and elegance."*

—Séverine Frerson

# Perrier-Jouët Blason Rosé

— *Floral, Gourmet*

The exception among Perrier-Jouët champagnes – a gourmet cuvée in which the floral nuances of Chardonnay are boldly juxtaposed with the rich fruit of Pinot Noir. Well balanced and superbly structured, it overturns traditional rosé stereotypes and lends itself to audacious food pairings.

## Composition

A blend of around 20 crus from the Montagne de Reims, Côte des Blancs and Vallée de la Marne. Pinot Noir red wines (10-15%) create this cuvée's distinctive salmon-pink hue.

## Key words

Rounded – Complex – Generous

## Facts & figures

### Composition

50% Pinot Noir  
25% Chardonnay  
25% Meunier

Reserve wines  
Up to 15%

Dosage  
8-10 grams per litre

Minimum ageing  
3 years

Serving temperature  
Around 10-12°C

*"Perrier-Jouët Blason Rosé is like a rose petal, with a delicate texture on the top and, hidden underneath, the veins which bring strength, structure and tension."*

—Séverine Frerson



# Perrier-Jouët Belle Epoque

— *Floral, Majestic*

The iconic, original Belle Epoque vintage cuvée, an outstanding example of the art of blending in the Perrier-Jouët style, which perpetuates the philosophy of the House over time.

## Composition

A harmonious blend of Pinot Noir and Chardonnay. Pinot Noir grapes from chalky soils in the north of the Montagne de Reims are specifically selected to enhance, rather than overwhelm, the delicate floral structure of Chardonnay from the Côte des Blancs.

## Emblematic crus

Chardonnay: Cramant, Chouilly, Mesnil-sur-Oger  
Pinot Noir: Mailly-Champagne, Verzy, Ambonnay

## Key words

Elegant – Complex – Harmonious – Diamond-cut

## Facts & figures

### Composition

50% Chardonnay  
45% Pinot Noir  
5% Meunier

### Dosage

8 grams per litre

### Minimum ageing

6 years

### Serving temperature

Around 12°C



*“The structure of this cuvée recalls the grace of the carnation, an emblematic motif of Art Nouveau. Its notes evoke the delicacy of this flower.”*

—Séverine Frerson

# Perrier-Jouët Belle Epoque Blanc de Blancs

— *Floral, Mineral*

The jewel of the collection, this rarest of all Perrier-Jouët cuvées represents the pinnacle of the House's 200-year expertise in revealing the intricate floral facets of its signature Chardonnay grape.

## Composition

The quintessence of Chardonnay, crafted from grapes from a maximum of five Grand Cru terroirs in the Côte des Blancs, including the House's two legendary plots, Bouron Léroi and Bouron du Midi, within the village of Cramant.

## Emblematic crus

Cramant (for floral notes), Avize (for minerality),  
Chouilly (for chalkiness)

## Key words

Pure – Precise – Refined – Rare

## Facts & figures

**Composition**  
100% Chardonnay

**Dosage**  
8 grams per litre

**Minimum ageing**  
6 years

**Serving temperature**  
Around 12°C



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*“For its elegance, its refinement and its wonderful silken texture,  
I associate Perrier-Jouët Belle Epoque Blanc de Blancs with a white orchid, my favourite flower.”*

—Séverine Frerson

# Perrier-Jouët Belle Epoque Rosé

*— Floral, Alluring*

A delightfully original vintage rosé with a pale, salmon-pink hue and a delicate, charming personality, characterised by notes of pink flowers and small red fruit.

## Composition

A blend of Chardonnay from the finest terroirs in the Côte des Blancs and Pinot Noir from the Montagne de Reims. Pinot Noir red wines (11%) create this cuvée's delicate pastel bloom.

## Emblematic crus

Pinot Noir: Mailly, Ambonnay, Ay  
Chardonnay: Cramant, Avize, Oger

## Key words

Subtle – Delicate – Charming – Dazzling

## Facts & figures

### Composition

50% Pinot Noir  
45% Chardonnay  
5% Meunier

### Dosage

9 grams per litre

### Minimum ageing

6 years

### Serving temperature

Around 12°C



*"This wine's combination of richness and delicacy reminds me of the texture of a ranunculus – preferably a beautiful pale pink one, similar in colour to Perrier-Jouët Belle Epoque Rosé."*

—Séverine Frerson

## 4. History



# A family spirit transmitted through generations

The exceptional continuity from which Maison Perrier-Jouët has benefitted for more than 200 years can be attributed not only to the values of the founding family, but also to the savoir-faire passed on from one generation of Cellar Masters to the next. This section presents some of the key figures who have influenced the history of the House.



## Pierre-Nicolas Perrier (1786 – 1854)

The founder of Maison Perrier-Jouët set the standards of excellence which have been upheld for more than 200 years. He acquired his mastery of viticulture techniques from his uncle, the Abbé Perrier, who was responsible for the family vineyards and – even in the late 18th century – was already advocating improved cultivation methods and pressing grapes as soon as possible after harvest in order to increase the quality of the wines. A keen horticulturalist, Pierre-Nicolas Perrier installed hothouses in his garden in Epernay for his collection of orchids, palm trees, pineapple and orange trees, which was regarded as one of the most impressive in France.



## Rose-Adélaïde Jouët (1792 – 1841)

Born into a family of Normandy merchants, at the height of the French Revolution, Rose-Adélaïde Jouët received a broad education inspired by the Enlightenment. She married Pierre-Nicolas Perrier in 1810, and the following year the couple fulfilled their ambition of founding their own champagne house. Rose-Adélaïde was an equal partner in the business, overseeing the accounts and correspondence, as well as welcoming clients and associates – a role to which her charming personality and extensive culture made her well suited. She also managed the House when her husband was away, while raising the couple's three children.



## Charles Perrier (1813 – 1878)

The son of the founders, Charles Perrier took over the House in 1848, seeing it flourish under his visionary management. He was known for his progressive ideas on viticulture and vineyard management, advocating new methods to combat vine disease and frost damage, and increasing the size and quality of the Perrier-Jouët vineyard. Having inherited his father's passion for botany, he cultivated exotic plants in vast greenhouses in the garden of his imposing residence, the Château Perrier, on Epernay's avenue de Champagne. He also travelled extensively, carrying the renown of Maison Perrier-Jouët beyond the borders of France and familiarising himself with the specificities of international markets, to which he responded by blending cuvées tailor-made to different tastes.

# A family spirit transmitted through generations



## Eugène Gallice (1828 – 1872)

Eugène Gallice was the brother-in-law of Charles Perrier, who married his sister Octavie. He joined Maison Perrier-Jouët in 1858, moving into the founders' house, known today as the Maison Belle Epoque, next door to the Château Perrier. Eugène Gallice was an art lover, a collector of paintings and drawings, and a founding member of the French Art History Society. It was an interest he passed on to his sons, Henri and Octave. Because Charles Perrier's marriage remained childless, his nephew Henri was chosen to succeed him at the head of Maison Perrier-Jouët.



## Henri Gallice (1854 – 1930)

Having been trained by his uncle, Henri Gallice further enhanced Maison Perrier-Jouët's reputation for quality. He refused to produce "tisane de champagne", a third category of wine with more sugar and less alcohol than champagne, and blended several legendary vintages. In particular, he introduced the Brut Perrier-Jouët cuvée, the precursor of Perrier-Jouët Grand Brut, and acquired exceptional vineyard plots in the Côte des Blancs.

While Henri managed Maison Perrier-Jouët, his younger brother Octave (1857 – 1906) spent much of his time in Paris, sharing in the excitement of the Belle Epoque and associating with the artistic avant-garde. It is thought that he asked Emile Gallé, one of the pioneers of the French Art Nouveau movement, to create a design for Perrier-Jouët champagne. Four magnums enamelled with a delicate spray of Japanese white anemones were delivered in 1902, inspiring an exceptional cuvée that would later be renowned the world over as Perrier-Jouët Belle Epoque.



## Hervé Deschamps, Cellar Master from 1993 to 2020

While the ethos of Maison Perrier-Jouët was established by the founders, it has been perpetuated by a remarkable succession of Cellar Masters. Following three generations of the family, just three other Cellar Masters – Henri Bérard, Jean Jung and André Baveret – preceded Hervé Deschamps, the House's seventh Cellar Master, who retired in 2020. During a life-long career with Maison Perrier-Jouët, Hervé Deschamps not only created two emblematic cuvées – vintage Perrier-Jouët Belle Epoque Blanc de Blancs and classic Perrier-Jouët Blanc de Blancs, which crystallise the House's historic savoir-faire in revealing the quintessence of Chardonnay – but also brought a new dimension to the role, that of international ambassador, which has become a blueprint for many champagne houses.

## 5. Timeline



# Timeline

**1811**

Maison Perrier-Jouët was founded in Epernay by Pierre-Nicolas Perrier and Rose-Adélaïde Jouët, who married the previous year.

**1846**

Pierre-Nicolas Perrier and his son Charles created Cuvée K, the world's first lightly dosed champagne in the style now known as "brut", in response to the preference of British connoisseurs for a drier taste.

**1854**

Maison Perrier-Jouët was appointed official supplier to the French imperial court.

**1861**

Maison Perrier-Jouët was awarded Royal Warrants of Appointment by Queen Victoria and the Prince of Wales.

**1902**

Art Nouveau master Emile Gallé created the delicate spray of Japanese white anemones that would become the iconic emblem of Maison Perrier-Jouët and its legendary Perrier-Jouët Belle Epoque vintage collection.

**1964**

The archives testify that Perrier-Jouët Belle Epoque was reborn as the signature champagne of the House.

**1971**

Maison Perrier-Jouët introduced the classic Perrier-Jouët Grand Brut cuvée.

**1983**

The first vintage of Perrier-Jouët Belle Epoque Rosé was released, blended from the 1978 harvest.

**1985**

Maison Perrier-Jouët launched the Perrier-Jouët Blason Rosé classic cuvée.

**1998**

The quintessential expression of the House's signature Chardonnay grape, Perrier-Jouët Belle Epoque Blanc de Blancs completed the collection of vintage cuvées.

**2005**

Maison Perrier-Jouët was acquired by the French group Pernod Ricard, the world number two in wines and spirits.

**2012**

Maison Perrier-Jouët established a long-term partnership with the world-leading art and design fair Design Miami/, through which it gives an international platform to contemporary artists who reinterpret its relationship with art and nature.

**2016**

Testifying to the House's ongoing efforts to reduce its impact on nature, 100% of Perrier-Jouët vineyards were awarded a double certification for Sustainable Viticulture in Champagne and High Environmental Value.

**2017**

The Maison Belle Epoque, the historic home of the founding family, was reopened after extensive renovation, while the collection of classic champagnes was completed by the introduction of Perrier-Jouët Blanc de Blancs.

**2020**

Maison Perrier-Jouët eliminated all herbicides from its own vineyards ahead of the 2025 target for the Champagne region as a whole, and united beauty and sustainability with the global launch of the Ecobox, an eco-designed, fully recyclable gift box for its classic collection. Séverine Frerson succeeded Hervé Deschamps to become the eighth Cellar Master – and the first woman to hold the position – in the history of the House.

## 6. Key Words



# Key words

## Maison Perrier-Jouët

Art  
Nature  
Family spirit  
Re-enchantment  
Creative freedom  
Joyfulness  
Sustainability

## Savoir-faire

Transmission  
Cellar Master  
Art de vivre  
Excellence  
Authenticity  
Craftsmanship

## Style

Floral  
Intricate  
Chardonnay  
Precise  
Elegant  
Timeless

## Nature

Beauty  
Inspiration  
Symbiosis  
Biodiversity  
Life  
Renewal



## 7. Language and Tone of Voice

# Language and tone of voice

The language and tone of voice used by Maison Perrier-Jouët define how the House presents itself and **convey its ethos and luxury positioning**. The exceptionally rich identity of Maison Perrier-Jouët offers **great potential for storytelling**, which is always based on its two key pillars: **symbiosis with nature and creative freedom**. Depending on the context, these may be associated, according to the “creative collage” principle, with themes including history, savoir-faire, terroir and artistic collaborations, to infuse **meaning, substance and relevance**.

The Perrier-Jouët tone of voice is **measured and elegant**. It is elevated, **but not pretentious**. It presumes an educated, but not necessarily an expert audience. The language used should be **accessible**, with unfamiliar terms and processes explained clearly and concisely, while the tone should be **inviting and inspiring**, to convey the free spirit of the House and the celebratory aspect of champagne.

In evoking the House’s mission to create re-enchantment, it is however important to avoid “fairy-tale” elements and to remember that Maison Perrier-Jouët remains **grounded in reality, with nature as its source of inspiration**.



## 8. Style Basics



# Style basics

The reputation of Maison Perrier-Jouët is founded on savoir-faire and attention to detail. This should be reflected in texts that are carefully crafted, with correct grammar, spelling and punctuation.

## Spelling

Maison Perrier-Jouët uses British English (colour, ageing, organise, customise, travelling, labelling etc.).

## Name

When referred to by name: Maison Perrier-Jouët (not “the House of Perrier-Jouët” or “the Perrier-Jouët House”).

When not referred to by name: the House (not “the Maison”).

NB House is only capitalised when referring specifically to Maison Perrier-Jouët. It is not capitalised when referring to champagne houses in general.

## Champagne

The word Champagne is capitalised when referring to the geographical region. It is not capitalised when referring to the product.

## People

Always use the correct French spelling with accents (Rose-Adélaïde Jouët, Séverine Frerson).

## Chef de caves

This term is translated as “cellar master” in English. It should be capitalised when referring to a specific individual (“Séverine Frerson, Cellar Master of Maison Perrier-Jouët”), but not when referring to the profession in general.

## Grape varieties

Grape varieties should be capitalised: Chardonnay, Pinot Noir, Meunier (not “Pinot Meunier”). They are invariable. If a plural needs to be made explicit, add the word “grapes” (“Pinot Noir grapes from the Montagne de Reims”).

## Premier Cru / Grand Cru

These terms should be left in French and capitalised. Although they can be used in the plural, in which case an “s” is added to both words (Grands Crus / Premiers Crus), it is often preferable to specify the word “villages” or “growths” (“Cramant, one of the most prestigious Grand Cru villages in the Côte des Blancs”).

## Cuvée

A synonym of “champagne”, this term can be used to avoid excessive repetition. It should be capitalised only when part of a product name (“Cuvée K”; “this prestige cuvée”).

## Brut

This term should be capitalised only when part of a product name (“Perrier-Jouët Grand Brut”; “the first brut champagne”).





## 6/ Banquet Experience

# Banquet of Nature

A new Perrier-Jouët tasting experience in symbiosis with nature.

Using nature's wonders, this tasting experience allows participants to (re)discover the Chardonnay signature of Perrier-Jouët cuvées.

An experience created by Séverine Frerson, Cellar Master, together with Marc Janson, botanist, and Pierre Gagnaire, Chef.

Please refer to the [Banquet of Nature toolkit](#) for detailed guidelines

