



P R E S S K I T

# CHAMPAGNE LALLIER BRINGS A FRESH PERSPECTIVE TO THE ICONIC WORLD OF CHAMPAGNE

*Born in 1906, France, Champagne Lallier is rooted in the heart of the Champagne region, in the village of Aÿ, the only Grand Cru village of the Vallée de la Marne and creates some of the most exquisite terroir-driven Champagnes.*

Lallier is characterized by its curiosity, its sincere care for nature, its constant quest for quality and its willingness to transcend what its environment has to offer.

For more than a century, Champagne Lallier has continuously looked ahead with expertise and intuition as its guide, preserving the historic art of Champagne winemaking while refusing to set limits to its contemporary thinking and creative instincts.

This permanent questioning offers Lallier a greater freedom, embodied by the Réflexion cuvée. A perfect interpretation of a specific annual harvest, Réflexion favours the expression of the base wine (wine of the year) over taste consistency and captures Lallier's winemaking ethos – one that believes that Champagne should be reflective of its terroir, both in quality and character.



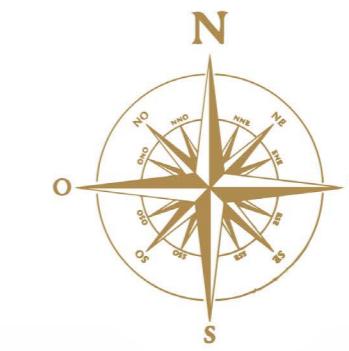
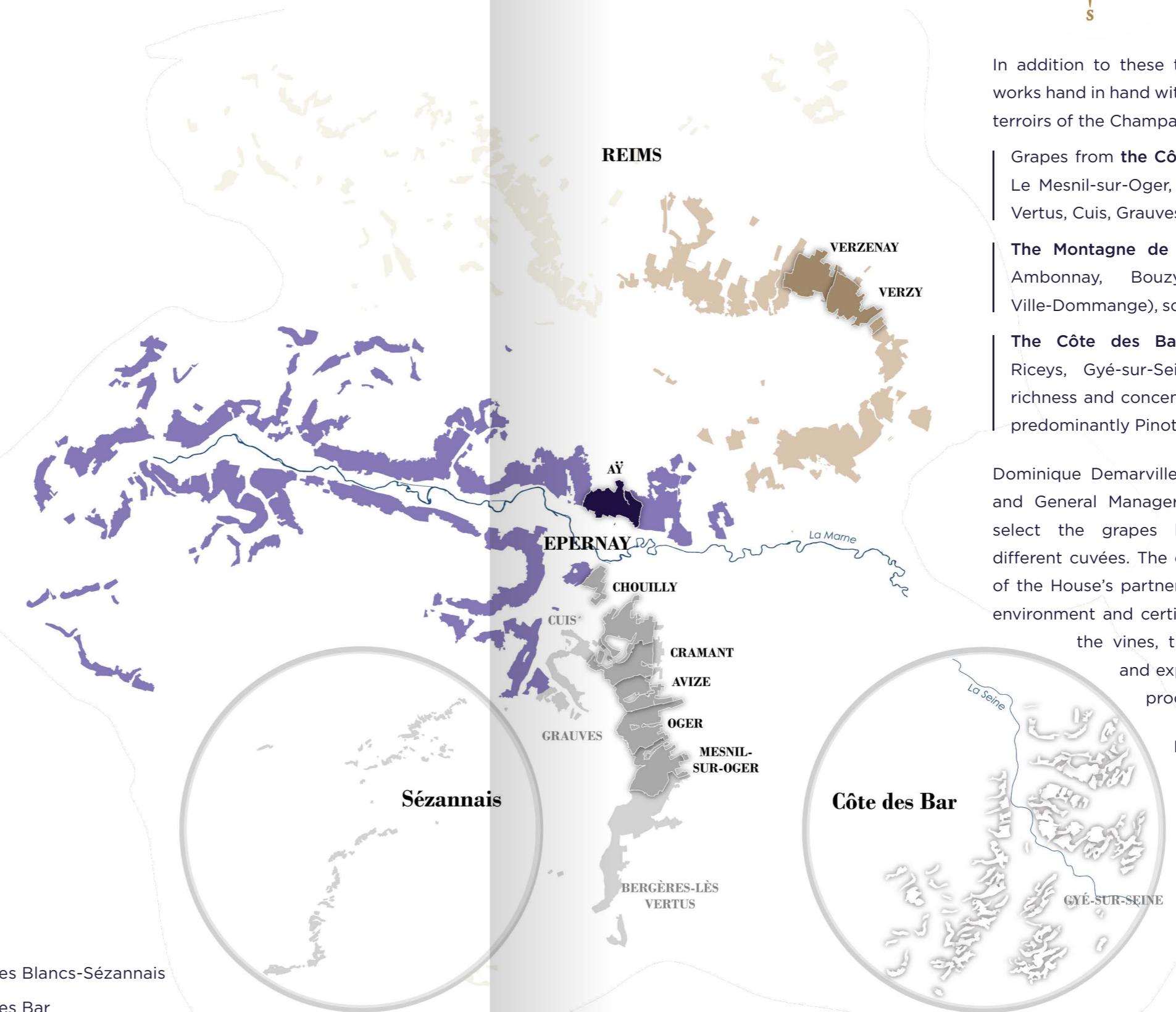
# CELEBRATING LALLIER'S DISTINCTIVE TERROIRS

Champagne Lallier's exceptional terroirs claim an enviable provenance. The House calls home two complementary places located in iconic Grand Crus villages:

**Aÿ**, symbol of heritage, of respect for time, of patience. Aÿ's winemaking history dates back almost 1,700 years to the Roman era. In the 16th century, Henry IV, "his Majesty of Aÿ and Good Wine," spread the reputation of still white wines from Aÿ throughout his kingdom. Two hundred years later, the invention of blending, and the méthode champenoise process of secondary fermentation in the bottle, gave birth to Champagne, the sparkling wine that we know today. Of the seventeen villages classified as "Grand Cru" in the Champagne region, Aÿ is the only one to be located on the Montagne de Reims, a clear indication of the quality of the grapes that grow on its famous hillsides and the remarkable wines they produce. Grapes from Aÿ are present as a signature hint of spice in 100% of our blends.

**Oger**, where Lallier's dynamic and evolving production facilities foster a modern approach. Grand Cru of The Côte des Blancs, the homeland of the Chardonnay grapes, Oger is the place where the magic happens, where Lallier's Champagnes are elaborated. In the production site, biodiversity is fostered by planting areas with fruit trees, hazelnut trees, truffle oaks and flowering trees. Animal habitats are created there as well, along with beehives and insect shelters.

Vallée de la Marne      Côte des Blancs-Sézannais  
Montagne de Reims      Côte des Bar



In addition to these two locations, the House works hand in hand with winegrowers in the best terroirs of the Champagne region:

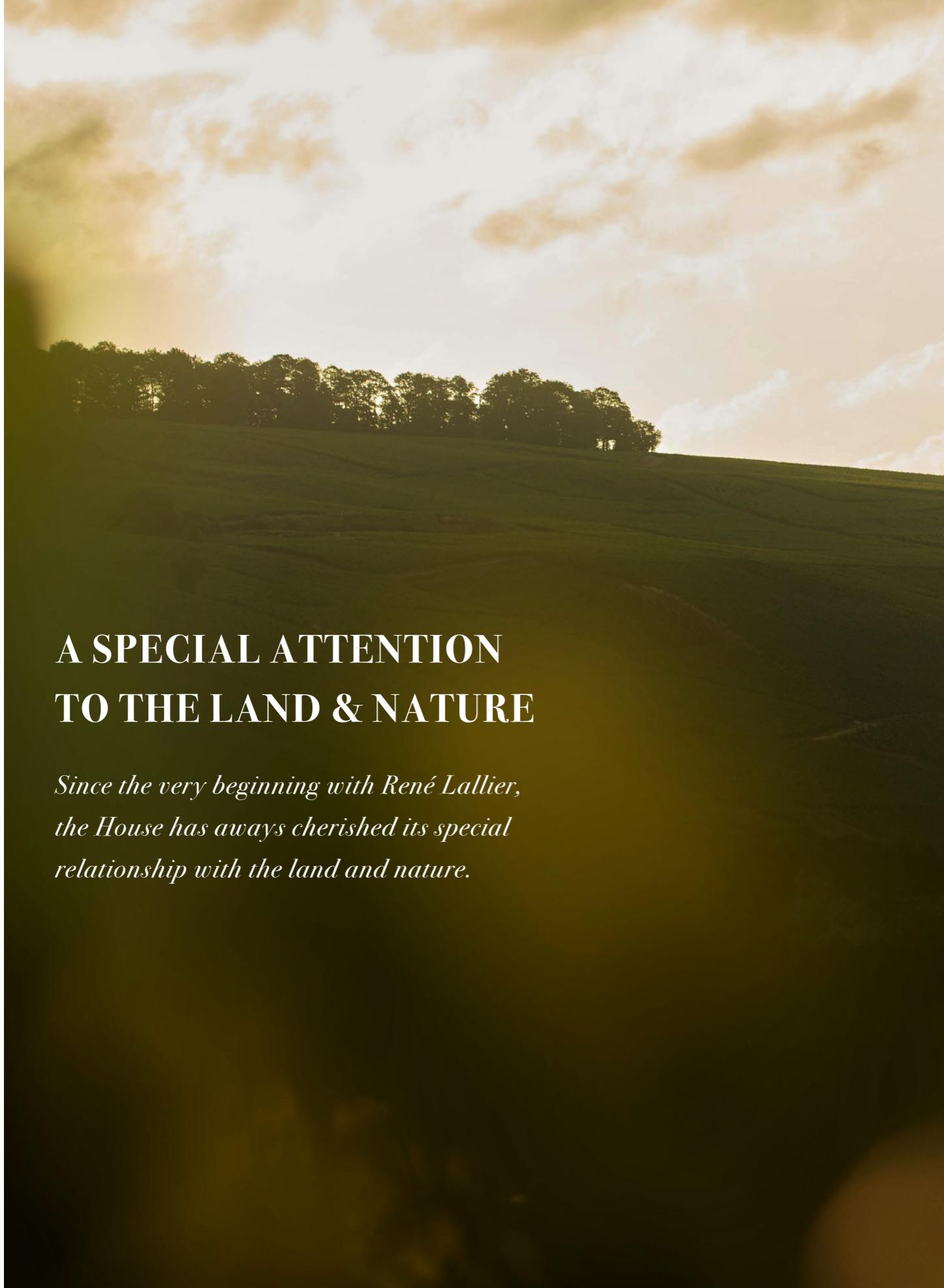
Grapes from **the Côte des Blancs** come from Le Mesnil-sur-Oger, Avize, Cramant, Chouilly, Vertus, Cuis, Grauves.

**The Montagne de Reims** (Verzenay, Verzy, Ambonnay, Bouzy, Tauxières, Louvois, Ville-Dommange), source of intense Pinot Noir.

**The Côte des Bar** (Celles-sur-Ource, Les Riceys, Gyé-sur-Seine), renowned for the richness and concentration of its grapes, also predominantly Pinot Noir.

Dominique Demarville, Lallier's Chef de Caves and General Manager and his team carefully select the grapes blended to create the different cuvées. The essential criteria for most of the House's partners include respect for the environment and certifications, care taken with the vines, the quality of the grapes and expertise in the winemaking process.

Each location complements the other, marrying age-old techniques with the latest advances in winemaking.



## A SPECIAL ATTENTION TO THE LAND & NATURE

*Since the very beginning with René Lallier, the House has always cherished its special relationship with the land and nature.*

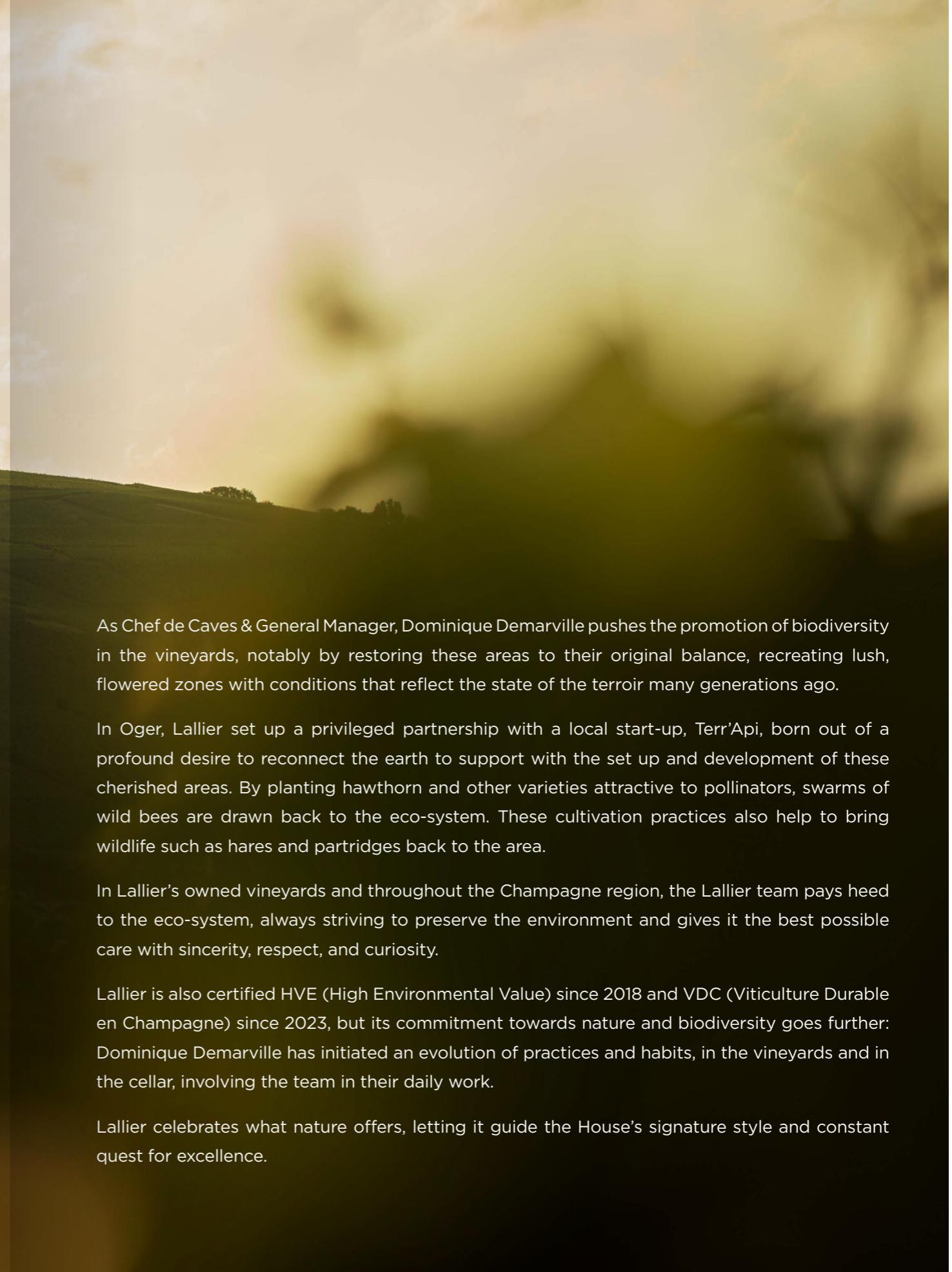
As Chef de Caves & General Manager, Dominique Demarville pushes the promotion of biodiversity in the vineyards, notably by restoring these areas to their original balance, recreating lush, flowered zones with conditions that reflect the state of the terroir many generations ago.

In Oger, Lallier set up a privileged partnership with a local start-up, Terr'Api, born out of a profound desire to reconnect the earth to support with the set up and development of these cherished areas. By planting hawthorn and other varieties attractive to pollinators, swarms of wild bees are drawn back to the eco-system. These cultivation practices also help to bring wildlife such as hares and partridges back to the area.

In Lallier's owned vineyards and throughout the Champagne region, the Lallier team pays heed to the eco-system, always striving to preserve the environment and gives it the best possible care with sincerity, respect, and curiosity.

Lallier is also certified HVE (High Environmental Value) since 2018 and VDC (Viticulture Durable en Champagne) since 2023, but its commitment towards nature and biodiversity goes further: Dominique Demarville has initiated an evolution of practices and habits, in the vineyards and in the cellar, involving the team in their daily work.

Lallier celebrates what nature offers, letting it guide the House's signature style and constant quest for excellence.

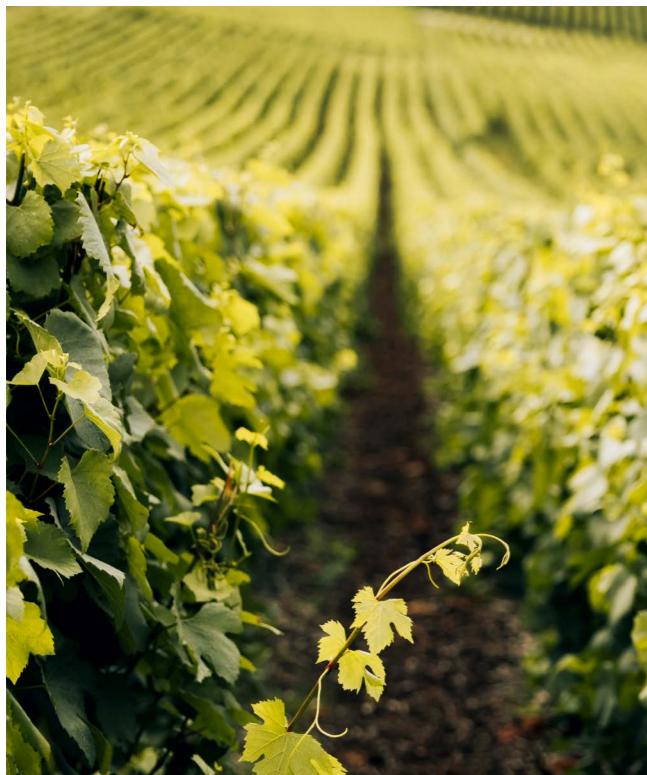


# A SPECIAL ATTENTION TO THE LAND & NATURE

## VINEYARDS

Sustainable viticulture in our vineyards: no herbicides, no pesticides, 100% organic products for fertilization, soil management (tillage), ambition to go further in our commitment towards the preservation of the environment, in every stage of the vine cultivation.

Converting a select number of plots to 'agriculture biologique' and to a biodynamics model.



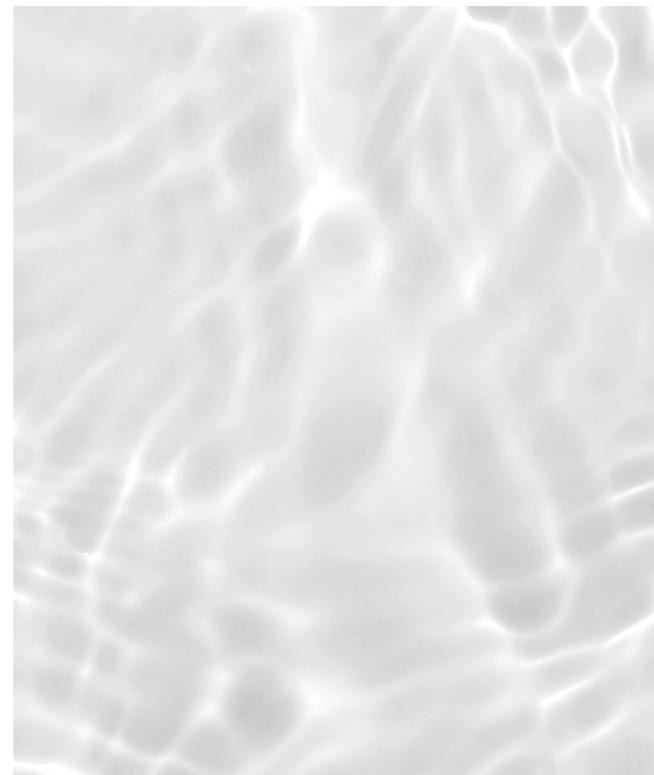
## FACILITIES

Lessen the impact of all facilities, by insulating buildings and installing solar panels, and restoring the area to its original balance

| Waste: recycling: 99% of production waste

| Water Use: develop a system to efficiently treat the wastewater on site

Energy use: to be a leading actor of the local project in the Oger commune to build a major solar cluster



## PACKAGING AND MATERIALS

Choose eco-friendly glass. No use of transparent bottles from the end of 2024.

Use of increasingly eco-friendly materials for shippers & gift boxes.

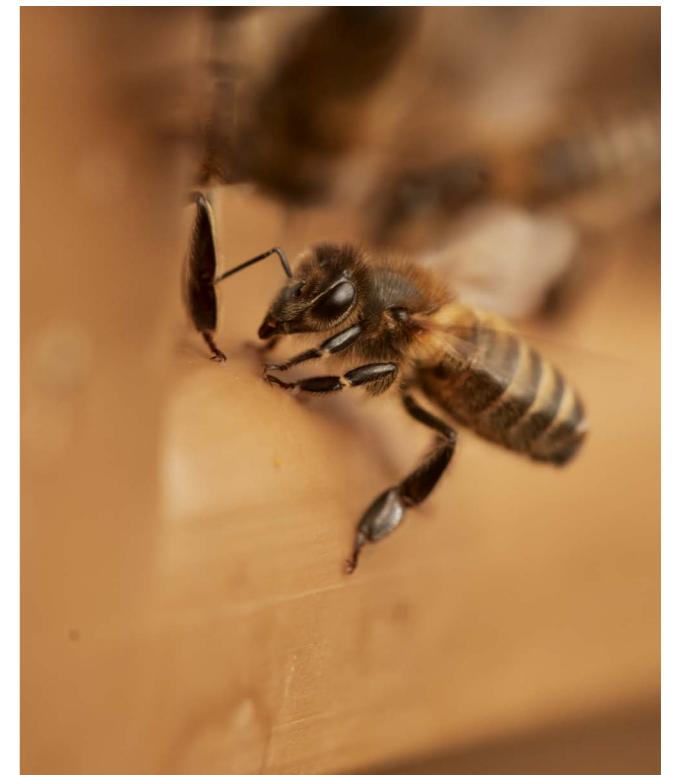


## CORE ACTIONS

Biodiversity projects : Partnership with local experts Terr'Api with an objective to re-implement, protect and promote biodiversity. 2 activities :

- Planting trees and plants in our vineyards to closely monitor and analyze the effects this has on the soil, in the vine development and in the quality of the harvest
- Planting trees and plants and setting up insect hotels and beehives in our production site in Oger – our own biodiversity garden

Carbon footprint: implement a Carbon Footprint study from the vineyard to shipment, with a dedicated team to coordinate.





## RÉFLEXION BRUT

*R.020 is a Réflexion of the Cellar Master on a specific harvest, which captures the purest nature of Champagne terroir individuality and interprets it each year through a renewed expression. The cuvée Réflexion is the heart of Lallier style, the perfect balance of Lallier signature atmospheres: Freshness, Purity, Depth, Intensity.*

### Tasting notes

With its light golden colour with emerald reflections, R.020 stands out with intense aromas of white flowers (acacia and hawthorn), strong notes of fresh citrus, peach or apricot while delivering an added note of mineral salinity on the palate.

### Moment

R.020 can be enjoyed for aperitifs or for starting a meal with fine and fresh dishes such as fish flavored with citrus fruits or shellfish like langoustine. A seasonal vegetables tart or a risotto with green asparagus and parmesan could also be beautifully paired with our R.020.

#### ID CARD

51% Chardonnay   49% Pinot Noir	AGING: 36 months
81% of wines from 2020 19% of reserve wines (2019, 2018)	DOSAGE: 7g/L



## BLANC DE BLANCS

*As a 100% Chardonnay, Blanc de Blancs is the unexpected combination of two complementary terroirs- Aÿ (a terroir that is mostly planted in Pinot Noir) and Côte des Blancs. This unique encounter brings a distinctive balance between the legendary Purity inherited from Côte des Blancs and the atypical Intensity offered by Aÿ.*

### Tasting notes

A light-yellow colour with emerald reflections. The notes are floral (hawthorn, acacia, vine flowers) with caressing pastry notes (fresh butter, hazelnut and praline). On the palate, the legendary purity and freshness of Chardonnay dominate, but the Aÿ terroir also brings a tender generosity and a delicate power. The finish is tense and mineral.

### Moment

Elevate intimate moments with a touch of powerful elegance. Enjoy Blanc de Blancs legendary purity on its own, or along with a delicate meal.

#### ID CARD

100% Chardonnay	AGING: 36 months	DOSAGE: 8g/L
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## ROSÉ

*Rosé is a “Rosé d’assemblage”. Its singularity results from the unique blend of still white wines from Pinot Noir & Chardonnay grapes, with 7% of Bouzy red wines, vinified to be soft yet powerful. This method consolidates the fullness and intense character of the Pinot Noir with the emblematic freshness of the Chardonnay.*

### Tasting notes

Intense, delicate bubbles combined with a fresh, invigorating, light pink colour. Fruit dominates the fragrance of Lallier Rosé with notes of fresh cherries, red currants and raspberries, enhanced by notes of fresh apple and mandarin. On the palate, greediness sets the tone with red fruits and floral notes. An intense freshness takes over to finish with a delicately lively and salty length.

### Moment

Light up the aperitif with a delicate twist of greed and bursting fruits. Enjoy Rosé distinctive intensity on its own, or along with a light yet gourmet meal (shellfish for example).

#### ID CARD

65% Pinot Noir   35% Chardonnay	AGING: 36 months
80% of base wines 20% of reserve wine	DOSAGE: 8g/L

## BLANC DE NOIRS

*Blanc de Noirs is an exploration around two complementary Pinot Noir terroirs – Aÿ and Verzenay; expressing the House’s attachment to this grape variety in a rare blend of purity and depth.*

### Tasting notes

The colour is intense, golden and slightly amber. The aromatic notes are dominated by slightly candied, ripe fruits such as peach and mandarin. Spring honey takes over, supported by a touch of pastry (Paris-Brest, toast). The attack is rich, intense and generous, with spicy aromas. The finish is dominated by power and depth, the signature of Pinot Noir from great terroirs.

### Moment

Enhance intimate moments with a touch of deep and vinous sophistication. Enjoy Blanc de Noirs intriguing depth along with a delicate yet generous meal.

#### ID CARD

100% Pinot noir	AGING: 5 years	DOSAGE: 7g/L
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# THE RANGE



## RÉFLEXION BRUT

*R.020 is a Réflexion of the Cellar Master on a specific harvest, which captures the purest nature of Champagne terroir individuality and interprets it each year through a renewed expression. The cuvée Réflexion is the heart of Lallier style, the perfect balance of Lallier signature atmospheres: Freshness, Purity, Depth, Intensity.*

### Tasting notes

With its light golden colour with emerald reflections, R.020 stands out with intense aromas of white flowers (acacia and hawthorn), strong notes of fresh citrus, peach or apricot while delivering an added note of mineral salinity on the palate.

### Moment

R.020 can be enjoyed for aperitifs or for starting a meal with fine and fresh dishes such as fish flavored with citrus fruits or shellfish like langoustine. A seasonal vegetables tart or a risotto with green asparagus and parmesan could also be beautifully paired with our R.020.

### ID CARD

51% Chardonnay | 49% Pinot Noir

81% of wines from 2020

19% of reserve wines (2019, 2018)

AGING: 36 months

DOSAGE: 7g/L

## ROSÉ

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### Moment

Light up the aperitif with a delicate twist of greed and bursting fruits. Enjoy Rosé distinctive intensity on its own, or along with a light yet gourmet meal (shellfish for example).

### ID CARD

65% Pinot Noir | 35% Chardonnay

80% of base wines

20% of reserve wine

AGING: 36 months

DOSAGE: 8g/L





LALLIER  
CHAMPAGNE  
AY - FRANCE

PRESSKIT