



CHAMPAGNE
Veuve Clicquot



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1772	Philippe Clicquot-Muiron establishes Clicquot-Muiron et Fils, a wine business in Reims, France.
1805	Philippe's son, François Clicquot, marries Barbe-Nicole Ponsardin in 1798 and died in 1805 leaving the business to her
1810	Veuve Clicquot produces its first known vintage Champagne, a significant step in the brand's history.
1816	Barbe-Nicole invents the riddling table to clarify Champagne, revolutionizing the production process.
1821 - 1830	Creates the first blended rosé Champagne by mixing red and white wines, setting a new industry standard & brand expands throughout Europe
1866	Madame Clicquot dies at the age of 89, leaving behind a global empire.
1877	The now-famous "Yellow Label" becomes Veuve Clicquot's signature, helping distinguish the brand in the competitive Champagne market.
20th C	Veuve Clicquot cements its status as a global luxury icon
1987	The brand joins the luxury conglomerate LVMH Moët Hennessy Louis Vuitton
2008	Divers recover bottles of Veuve Clicquot from a 19th-century shipwreck in the Baltic Sea. Still drinkable and auctioned for record prices.
Present Day	Veuve Clicquot continues to innovate, with sustainable vineyards, global cultural events like the Veuve Clicquot Polo Classic



"Barbe-Nicole Ponsardin: The Visionary Behind Veuve Clicquot"

Barbe-Nicole Ponsardin became one of **the first female entrepreneurs** of her era.

Under her leadership, Veuve Clicquot **expanded internationally**, even smuggling bottles into Russia during the Napoleonic Wars, which secured the brand's global fame.

She invented the **first vintage champagne** in 1810 and the first blended **rosé champagne** in 1818. During the **Napoleonic Wars**, she smuggled champagne to Russia, and the shipment sold out instantly, making Veuve Clicquot famous.

Known as “**La Grande Dame de la Champagne**,” she was a pioneer in business and innovation. By 1866, the company sold **750,000 bottles** annually, and today, Veuve Clicquot produces **19 million bottles a year**.

The company focuses on the finest grapes (particularly **Pinot Noir**) and perfecting the art of ageing wine.

The brand owns **390 hectares** of premium vineyards across top crus in Champagne.



Veuve Clicquot®
MAISON FONDÉE EN 1772

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LOGOTYPE

Veuve Clicquot

SLOGAN

“Only one quality, the finest”

COLOR PALETTE



Iconic Yellow-Orange (Pantone 137C): The signature color was chosen by Madame Clicquot herself in the early 19th century. It symbolizes boldness, vibrancy, and optimism, standing out from competitors.

Complementary Tones: Soft golds and whites are often used alongside the yellow-orange, reinforcing elegance and luxury.



SOCIAL MEDIA



 **Veuve Clicquot**



#YELLOWYOURWORLD CAMPAIGN





BRUT YELLOW CARD, 12%

€44



BRUT ROSÉ, 12,5%

€58



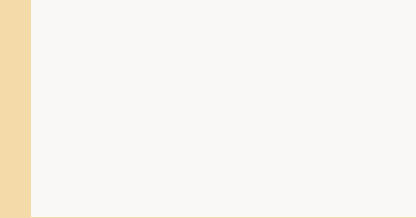
LA GRAND
DAME 2015, 12%

€220



EXTRA BRUT EXTRA
OLD 4, 12%

€69



SEMI
DRY, 12%

€49



PACKAGING

Veuve Clicquot does a lot of unique packaging. An example is the travel-themed packaging called the “Clicquot Arrow,” which features metal boxes pointing to cities worldwide and their distance from Reims.

- Theme: Inspired by the Clicquot Journey, celebrating 29 global destinations.
- Design: Modeled after traditional road signs, symbolizing travel and exploration.
- Packaging: Signature arrow-shaped metal case with a sliding door.
- Contents: Holds a 75cl bottle of Veuve Clicquot Yellow Label Brut.
- Purpose: A stylish keepsake for champagne lovers, blending functionality with artistry.



DOING THE MOST



Swarovski (2012)

Lady Gaga (2020)

Marc Newson (2014)

Yayoi Kusama (2021)

Event Sponsorships and Partnerships: Veuve Clicquot sponsors high-profile events, including fashion shows, art exhibitions, and sporting events like tennis and polo.

The "Clicquot Lounge" and Pop-Ups: The brand hosts pop-up lounges worldwide, offering exclusive experiences and showcasing champagne in lifestyle settings.

Exclusive Product Launches: Veuve Clicquot frequently releases limited edition bottles and collaborates with luxury designers and artists.

Sustainability Initiatives: The brand promotes eco-friendly packaging, responsible sourcing, and environmental stewardship in its campaigns.

Digital Innovation: Veuve Clicquot embraces virtual tastings and interactive social media content to engage a wider audience.

**GREEN
WASHING**

VINEYARDS

Veuve Clicquot owns 390 hectares (960 acres) of vineyards, making it one of the largest vineyard holdings in the Champagne region.

These vineyards are spread across 12 of the 17 Grand Cru villages and 20 of the 44 Premier Cru villages, ensuring access to top-quality grapes.

Veuve Clicquot adheres to the strict guidelines of the Champagne AOC, which requires that all grapes be handpicked. Handpicking ensures the integrity of the grapes and prevents premature crushing, which could lead to oxidation.

This meticulous process preserves the quality needed for high-end champagne production.



REGION

Origin: Veuve Clicquot was founded in 1772 in Reims, France, in the Champagne region.

Their production remains in the **Champagne region**, specifically in and around Reims. Their Maison Veuve Clicquot is also located in Reims, where they own extensive cellars (Gallo-Roman chalk pits known as crayères), recognized as a **UNESCO World Heritage site**. These cellars are used for aging their wines. They own over 390 hectares of vineyards across the Champagne appellation, one of the largest holdings in the region, with prime locations classified as Grand Cru and Premier Cru.

REIMS, CHAMPAGNE



Soil Impact

Minerality: The chalky soils in particular contribute to the signature minerality of Veuve Clicquot champagne, adding crispness and freshness to the wine.

Freshness and Structure: The combination of soils in the vineyards, especially those with a chalk base, helps retain the acidity and freshness in the grapes, which is essential for creating champagne that ages well.

Complexity and Elegance: The complex soil composition also contributes to the balance and finesse in the final product, allowing for the rich, layered flavors that Veuve Clicquot is known for.



Soil

The region's terroir is a unique combination of **chalk, limestone, and marl soils**, which are highly valued for champagne production. The unique blend of chalk, clay, and limestone in these regions imparts a **crisp, fresh, and mineral-driven profile**, contributing to the house's signature style of Champagne: elegant, structured, and well-balanced.

GRAPES

Veuve Clicquot primarily uses three grape varieties, adhering to the rules of the Champagne AOC (Appellation d'Origine Contrôlée):

- Pinot Noir: The backbone of their blends, providing structure and strength.
- Chardonnay: Adds finesse, elegance, and freshness.
- Meunier: Contributes roundness and fruitiness.

The specific proportions of these grapes depend on the blend and type of champagne. For example:

- The Yellow Label Brut typically has a high percentage of Pinot Noir (around 50-55%), with smaller portions of Chardonnay and Meunier.
- Their vintage cuvées and prestige champagnes, like La Grande Dame, emphasize Grand Cru Pinot Noir and Chardonnay.

Pinot Noir



Chardonnay



Meunier



AROMAS/NOTES



Most Expensive Champagne Ever Sold

A bottle of nearly 200-year-old Veuve Clicquot purportedly broke the record for most expensive Champagne ever sold. In 2011, a bidder paid €30,000 for a bottle of shipwrecked Veuve Clicquot found at the bottom of the Baltic Sea. It was estimated to have been made between 1825 and 1830.

Veuve Clicquot and Royalty

Veuve Clicquot received a royal warrant from Tsar Alexander I of Russia in 1814. The Russian court was one of the first major international markets for their champagne.

“La Grande Dame” Tribute

Veuve Clicquot’s luxury cuvée, La Grande Dame, was named in honor of Madame Clicquot and celebrates her legacy as the "Grand Lady of Champagne."

Clicquot Rich: Champagne for Mixology

Veuve Clicquot introduced Clicquot Rich, a sweeter champagne designed specifically for mixing with ingredients like fruit, herbs, and ice, breaking traditional rules of champagne consumption.

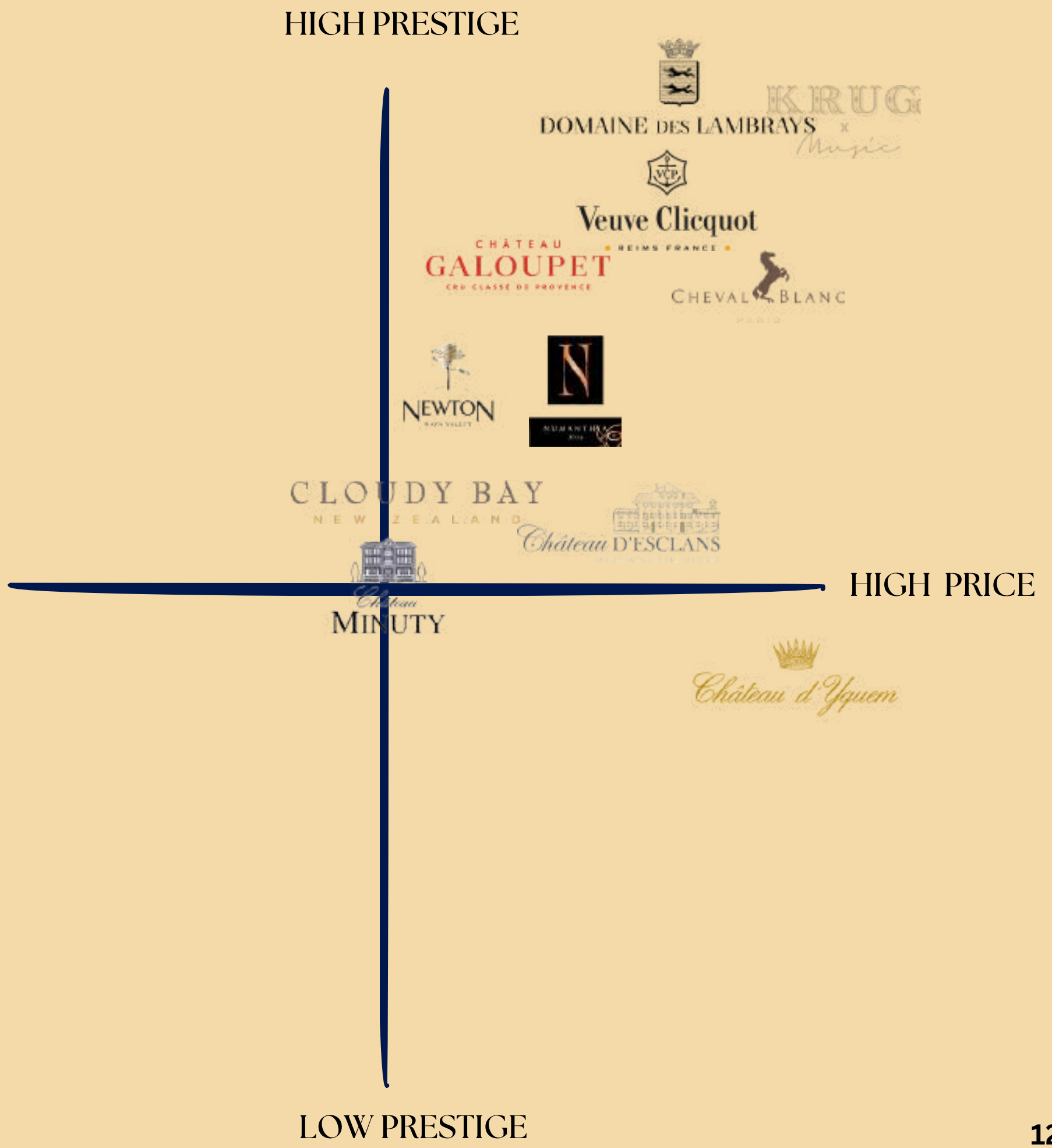
Veuve Clicquot Polo Classic

The brand hosts the annual Veuve Clicquot Polo Classic in New York and Los Angeles, blending luxury, sports, and celebrity culture. These events are famous for their fashion-forward attendees and endless champagne.

FUN FACTS



POSITIONING MAP



IMPORTANCE IN LVMH

1. Historical Legacy and Prestige

- Veuve Clicquot is one of the oldest and most prestigious champagne houses, established in 1772. Its rich history and innovations, particularly under Madame Clicquot's leadership, have solidified it as a cornerstone of the luxury champagne industry.
- As part of LVMH, Veuve Clicquot enhances the group's image of timeless luxury, craftsmanship, and innovation.

2. High Market Position

- Veuve Clicquot is one of the top-selling champagne brands globally, particularly renowned for its Yellow Label Brut. Its consistent popularity ensures a steady revenue stream for LVMH.
- It is considered a "market leader" and embodies the luxury champagne experience, a crucial asset in LVMH's portfolio.

3. Contribution to LVMH's Wines & Spirits Segment

- LVMH's Wines & Spirits division accounted for approximately €7 billion in revenue in 2023, with champagne and sparkling wine playing a vital role.
- Veuve Clicquot, alongside Dom Pérignon, Moët & Chandon, and Ruinart, strengthens LVMH's dominance in the champagne sector.



13
WINE

14
SPIRITS

27
MAISONS



IMPORTANCE IN LVMH

4. Brand Identity and Synergy

- The recognizable branding of Veuve Clicquot, particularly its Yellow Label, complements LVMH's broader marketing strategy of targeting affluent and aspirational consumers.
- The brand creates synergies with LVMH's luxury fashion, jewelry, and hospitality divisions through sponsorships and high-profile events like the Veuve Clicquot Polo Classic and partnerships with luxury brands.

5. Innovation in Champagne Production

- Veuve Clicquot has consistently innovated in champagne-making techniques, from Madame Clicquot's riddling table invention to modern-day offerings like Clicquot Rich, designed for mixology.
- These innovations set trends within the industry and bolster LVMH's image as a pioneer in the luxury goods market.

6. Strong Global Presence

- Veuve Clicquot has a significant international footprint, particularly in the U.S., Japan, and China, markets where champagne consumption continues to grow. Its success in these regions contributes to LVMH's global influence.





**SAVE
WATER
DRINK
VEUVE
CLICQUOT**

DRIVE SAFE

&



MERCI !

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