

THE NEW LIFE FOR A GREAT CHAMPAGNE HOUSE

New blood for Canard-Duchêne: the takeover by the independent Champagne Group Alain Thiénot and the arrival as Managing Director of Jean-Louis Malard, who founded his own Champagne House, will give a fresh start to this 135-year-old famous and beautiful Champagne brand. More than ever, Canard-Duchêne, the only great Champagne House to be situated in the middle of the vineyards of the Montagne de Reims, is a brand which is both famous and accessible, to celebrate great and small moments in life, with all the charm of a Champagne rooted in the country.

P R E S S C O N T A C T

Cap & Cime Group

Pain Vin & Company - 8, rue Royale 75008 Paris - France

Nathalie Massoni-Brouard - Tel: 01 55 35 08 16 - Fax: 01 55 35 08 20 - n.massoni@painvincompany.com

A HOUSE ROOTED IN THE VINEYARDS

Canard-Duchêne House was founded in 1868 in Ludes, a small village in the Montagne de Reims, and has always stayed there.

It all started with a love story between Victor Canard, cooper, and Léonie Duchêne, daughter of a family of winemakers in Ludes, who put their names together to found this Champagne House.

In 1890, their son Edmond brought international fame to the House and even penetrated the very closed circle of the suppliers to the Court of Tsar Nicolas 2nd. Hence the two-headed eagle, emblem of the Russian Imperial family, which has been present on the labels since then. It was soon joined by the sabre, to commemorate a tradition which is intimately linked with Champagne: celebration and reward

The third generation picked up the challenge. From 1930 onwards, Victor Canard gave a new dynamism to the House. A true Lord of Champagne, he pioneered modern distribution channels, presided with charisma as president of the Stade de Reims football team in its heyday, and associated the brand with major events such as the 1968 Winter Olympics in Grenoble, when the French ski team (with Jean-Claude Killy) reached its peak. In that year, the House celebrates its centenary and the Special Cuvée Charles VII crowns its range.

In 1978, Canard-Duchêne joined the Veuve Clicquot group. Under the guidance of Pascal Andriveau, Victor Canard's son-in-law, the House learned about modern communication techniques, strengthened its presence in large distribution networks, without forgetting its traditional clientele of "brasseries", quality restaurants and off-licences. The subsequent integration within LVMH Group brought in rigour, search for quality and gained the House substantial growth on European markets.

In October 2003, joined the Alain Thiénot Group.

THE GUARANTEES OF A GREAT HOUSE

Jean-Louis Malard, General Director, born and bred in the Champagne region, has a passion for Champagne. He created his own House, before joining Canard-Duchêne, to which he brings his knowledge of the region, of the trade, as well as his dynamism.

Laurent Fédou, cellar-master, both oenologist and production manager, spent "a year of happiness" learning the Champagne trade in the Moët & Chandon team, before joining, at the age of 25, Alain Thiénot and embarking on winemaking adventures, from Champagne to Bordeaux and Languedoc. As a winemaker, he intends to pay due regard to the history of Canard-Duchêne by discussing his own blending techniques with the former cellar-masters, thus endeavouring to maintain the elegant, fruity style of the House.

For its grape supplies, the House uses the vineyards in the Alain Thiénot Group as well as partnerships based on long-term contracts with vine-growers, representing 400 hectares (1000 acres) in about 60 villages, spread over the whole Champagne region.

The House style is guaranteed by blends of Pinots Noirs from the "Montagne de Reims" and Aube region, bringing structure and ageing potential, Pinots Meuniers from the "Montagne de Reims", renowned for their suppleness and fruitiness, and Chardonnays which give finesse and elegance to the blends.

More than ten million bottles are ageing in the chalk cellars of Canard-Duchêne, which were dug by hand in the 19th century. They extend over 6 kilometres and 4 levels, between 12 and 38 metres deep. Part of these galleries was decorated, to celebrate the 125th anniversary of the House, by artist Michel Le Brun, who gave his vision of Canard-Duchêne through allegorical works of art on the history of Champagne and of the House.

WINES FOR PLEASURE

First of all, Canard-Duchêne Champagnes want to remain accessible in order to give a touch of informal elegance to simple moments of warmth and authenticity. The House has created a range of Champagnes which can match various occasions and meet all expectations.

All the House wines are fruity, balanced and round. Seductive, they offer an immediate pleasure.

The Canard-Duchêne House produces two separate ranges of Champagnes:

- The classic range
- "Grandes Cuvées"

The Canard-Duchêne range:

Canard-Duchêne Brut

A balanced and well-structured Champagne, composed of 40% Pinot Noir, 40% Pinot Meunier and 20% of Chardonnay. This pleasurable wine, fresh on the nose and round on the palate, gives gorgeous flavours of white fruits. A Champagne for pleasure, ideal as an aperitif.

Canard-Duchêne Rosé

As is traditional for the Champagne region, our Rosé is a blend of Brut and of Pinots Noirs fermented as red wine. Clear and pale salmon in colour, it is a true rosé, dominated by ripe red fruit, reminding Laurent Fédou of "strawberry jam slowly bubbling in the jam pan". This cuvée can be drunk as an aperitif, or with white meats and light meals.

Canard-Duchêne Millésime 1993

For an exceptional harvest, an exceptional wine. This vintage champagne, aged over 10 years in our cellars, expresses the Canard-Duchêne personality. It is composed of wines from a single year: 1993. The blend of this cuvée (28% Chardonnay, 46% Pinot Noir and 26% Pinot Meunier) is dominated by Pinots from the "Montagne de Reims", which bring structure, complexity and length on the palate. This well-structured wine is now reaching its full potential and gives secondary aromas of fresh leather, toasted notes and quince fruit. It still remains beautifully fresh in the mouth.

Le Demi-Sec Canard-Duchêne

Made from the same blend as the brut, it is more sweetened (42 grams of sugar per litre). This fruity and mellow wine is a perfect match for desserts but can also be enjoyed on its own at any time of the day, while nibbling some pastry, purely for pleasure. A noticeable straw-yellow colour, intense fragrances of fresh fruit, and sweet on the palate

Grandes Cuvées

Canard-Duchêne Grande Cuvée, elaborated for the first time in 1968 to celebrate the centenary of the House and to pay homage to King Charles VII, crowned in Reims Cathedral by Joan of Arc. In 1998, the House launched its Grande Cuvée Rosé and in 1999, the "Blanc de Noirs".

These wines come from the best "crus" in the region and are a blend of Champagnes from the best years. With a great finesse and subtle elegance, they are the quintessence of the Canard-Duchêne style.

Grande Cuvée Brut

Canard-Duchêne Grande Cuvée Brut, with its pale golden colour and green hues, expresses a great balance between maturity and freshness with a surprising contrast: a lovely fine nose, fruity and flowery, brings the Chardonnay element to the fore. It is long on the palate, with complex flavours. This well-structured wine is a harmonious match with fish and seafood dishes.

Grande Cuvée Rosé

Grande Cuvée Canard-Duchêne Rosé is noticeable by its rich coppery tints. This wine, both floral and fruity, combines vinosity and finesse through red fruit and morello cherry aromas. It is a perfect rosé for parties, celebrations or intimate moments.

Grande Cuvée Blanc de Noirs

Grande Cuvée Canard-Duchêne Blanc de Noirs, composed exclusively of black grapes (70% Pinots Noirs and 30% Pinots Meuniers), is a wine for connoisseurs, which can be drunk throughout a meal. Its complex aromas, richness and finesse suggesting mushrooms and forest undergrowth, together with stewed fruit, are typical of pinots: Pinot noir finds its best expression with time.

THEY TRUST CANARD DUCHENE

For over fifteen years, Canard-Duchêne has been associated with numerous prestige events in the French "Grandes Ecoles" and Universities.

Canard-Duchêne Champagne is a regular guest for special events in student life: galas, diploma ceremonies, end-of-year cocktails in the most prestigious Schools and Universities in France. (about 80 galas throughout the year).

Saint-Cyr and Polytechnique, where "Canard-Duchêne sabring" is both a symbol and a tradition, remain the most faithful Schools, without forgetting: ESSEC, Ecole des Mines, Ecole de la Marine Marchande, EDHEC, numerous universities such as Pharma Lyon, Kiné Lyon, Paris-Dauphine, medical universities and the famous ENA.

It is also the perfect champagne for elegance and friendship. In a partnership with about fifty "Belles Brasseries", Canard-Duchêne accompanies throughout the year, with an adapted serving and decoration kit, eateries with a similar atmosphere: French "brasseries", warm and friendly, providing good value for money; where people feel comfortable drinking Canard-Duchêne by the glass.

In 2004, Canard-Duchêne will continue and intensify its partnerships with "brasseries" all over France.

PRACTICAL INFORMATION

THE CLASSIC RANGE

Canard-Duchêne Brut

750 ml

Canard-Duchêne Demi-Sec

750 ml

Canard-Duchêne Millésime 1993

750 ml

Canard-Duchêne Rosé

750 ml

GRANDES CUVÉES

Grande Cuvée de Canard-Duchêne Brut

750 ml

Grande Cuvée de Canard-Duchêne Rosé

750 ml

Grande Cuvée de Canard-Duchêne Blanc de Noirs

750 ml

CONTACTS

Alain Thiénot:	Chief Executive Officer
Jean-Louis Malard:	Managing Director
Laurent Fédou:	Oenologist and Cellar-Master
Alexis Petit-Gats:	International Sales Director
Aude Ceccarelli:	Product Manager France and International

Head Office : Canard-Duchêne, 1 rue Edmond Canard, 51500 Ludes

Tel : +33 (0)3.26.61.10.96 Fax : +33 (0)3.26.61.13.90

Internet : www.canard-duchene.fr

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