



MAISONS & DOMAINES
HENRIOT

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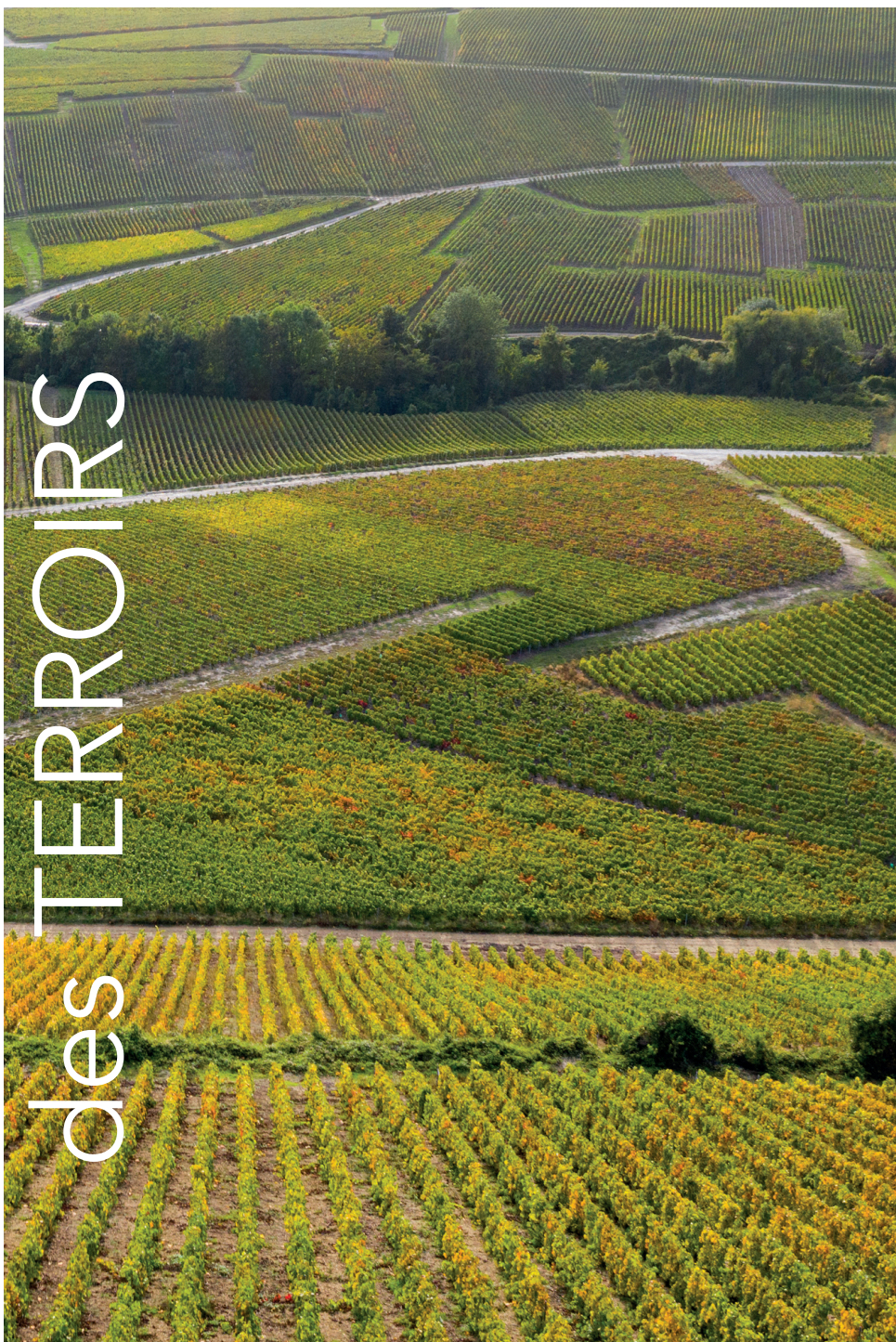
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“Whilst making all efforts to adapt to the difficult circumstances, we also spent time planning our future.”



After an extended and very strange period that has certainly tested our nerves and put our old habits on hold, it would appear that life is finally getting back to relative normality. Of course, the pandemic is by no means over and we should remain cautious, but activity is certainly picking up around the world, helped by the mass vaccine rollout. Fortunately, we have come through 2020 without too much difficulty. Our ability to react and adapt, coupled with our sense of responsibility, have enabled us to become more financially secure and keep our business ticking over nicely. Our decision to focus on high-end wines rather than high volume certainly paid off and we can now look to the future with optimism and confidence in the decisions we have taken. The pandemic turned out to be a catalyst for several projects and improvements across the board for us. We paid more attention to the finer details in our business management. Digital now plays a more important role in our working practices, communication methods and the portrayal of our brand images. Whilst making all efforts to adapt to the difficult circumstances in which we

found ourselves, we also spent time planning our future. This included the acquisition and planting of an additional plot to complement our Beaux Frères wine domaine and the search for new partnerships in Italy and Australia. Likewise, our position in South-East Asia will enable us to rapidly grow our business in this geographical zone.

Being better prepared for the future is also about further enhancing the quality of our wines, preserving our wine domaines and protecting the interests and wellbeing of all our staff. This is why we have decided to work toward the achievement of official organic certification by 2024. The objective for us is not the certification in itself but rather to work in a manner that is ever more respectful of the environment. Our approach is more than just 'organic' and affects all of our business activities and the ecosystems within which they operate. We have an enormous responsibility on our hands, not just because our vineyards are listed as world heritage sites, but because our actions of today will determine what we pass on to our children tomorrow.

Gilles de Larouzière Henriot

CHAIRMAN & CEO,
MAISONS & DOMAINES HENRIOT



ORGANIC CONVERSION

Focus on our houses

JULY 2021

WILLIAM FÈVRE

WILLIAM FÈVRE

William Fèvre has been a forerunner in the use of organic practices since 2000 with 50 hectares of organically certified vines as well as the use of biodynamic practices in all of its Premier and Grand Crus since 2010. It was the first wine domaine in Chablis to be awarded Level 3 HVE (High Environmental Value) certification in

2014. The decision to convert the whole of Domaine William Fèvre (vineyards and vat house included) to organic practices by 2025 illustrates a strong ongoing commitment to the use of eco-friendly practices.

With a conservatory orchard of 35 fruit trees, isolated trees and vineyard hedgerows as well as the 'William Farm' which is home to a dozen

chickens, a cockerel, geese, sheep, donkeys and goats, it is clear that biodiversity is now at the heart of the domaine and fundamental to its development.

Didier Séguier and his team strive to uphold this philosophy and the organic certification will be the reward for their 20 years of commitment and hard work.

BOUCHARD PÈRE & FILS

BOUCHARD PÈRE & FILS

The decision to convert all of the vineyards at Domaine Bouchard Père & Fils to organic growing practices was a joint decision made by the family, the directors and the team at the domaine.

Discussions began back in 2009 and sustainable practices were adopted

from 2012 with a view to completely eliminating the use of pesticides by this current year. In 2015, Bouchard Père & Fils was one of the first domaines in the Côte d'Or to be awarded Level 3 (the highest level) HVE (High Environmental Value) certification. By 2026, the whole of the domaine will be certified organic. The

conversion process needs to be gradual and carefully thought out.

Conversion began with the Monopoles and currently covers 50 hectares of vines. By the end of the conversion process, all 130 hectares of the domaine's vines will be certified organic. This approach also requires a greater consideration of

biodiversity and, because of this, numerous forests and grasslands have been preserved, hedgerows have been replanted and over ten kilometers of dry-stone walls surrounding the vineyards are being restored using the traditional lime mortar technique and as high a proportion of the domaine's stones as possible.

MAISON HENRIOT

HENRIOT

As part of the Alliance Terroirs project, Maison Henriot is further building its knowledge of its vineyards so that it can tailor its viticultural practices to each terroir. The objective is to build stronger foundations for the future of the Champagne region and make environmental issues an integral part of its approach in order to combat global warming. Observation is a fundamental part of this process and is vital to the day-to-day management of

the vineyards. The Champagne House has decided to take its eco-friendly approach one step further by officially converting to organic growing. Organic certification advocates the use of only natural products and requires an in-depth understanding of the vine as well as a constant presence in the vineyards. Maison Henriot also considers this to be an opportunity to improve working conditions for its employees.

Organic viticulture requires a detailed

study into the vine throughout its growing cycle. Plenty of time is allocated for observation and the decisions in terms of intervention are taken with great care and precision. Such measures also enable the Champagne House to fulfil another of its objectives: that of ensuring its growing methods are as varied as the terroirs themselves. This demanding approach to viticulture requires a significant amount of time and financial investment.

N°2 — LA LETTRE DES TERROIRS

ALLIANCE TERROIRS



Gilles de Larouzière Henriot and Alice Tétienne

The terroirs of the Champagne region include a multitude of exposures, gradients, soil compositions and growing practices as well as hardworking winegrowers who contribute to the incredible diversity of the vineyards in the Champagne region. From the creation of Maison Henriot, Apolline Henriot had a strong desire to share the beauty of the Champagne region and accentuate its diversity, a desire that has been shared by those who have succeeded her at the helm of the Champagne House. This ethos has also enabled Maison Henriot to produce champagnes of remarkable aromatic complexity, generosity and distinction. From the beginnings of the Maison Henriot, Apolline was determined to understand the vine and the environment in which it grows, including the soils and the climate. She paid close attention to growing methods in order to produce exceptionally high-quality wines. This ensemble of factors has since become referred to as 'the terroir'. Following in the footsteps of Apolline, many of the Henriot family's directors have studied agronomy engineering and

all have contributed to developing the Champagne House's expertise and improving growing techniques in the vineyards. The Alliance Terroirs project, which was initiated by Alice Tétienne in 2020 in close collaboration with Gilles de Larouzière Henriot, is the continuation of this ethos. There are three main parts to the project: acquiring an in-depth understanding of the terroirs, adapting growing practices in light of this knowledge, and making every possible effort to preserve and uphold the values and reputation of the Champagne region. The Henriot family remains deeply committed to the promotion of its terroirs. As part of the Alliance Terroirs project, the Champagne House has adapted its growing practices to further enhance the quality of its vines whilst contributing to the protection of the environment. It has made several positive changes to reduce its impact on the environment and has worked closely with its partners to this end: HEV (High Environmental Value) and VDC (sustainable viticulture in Champagne) certifications and the work towards organic conversion. The



family strives to increase biodiversity at the domaine, is committed to further enhancing the beauty of this wine region as a whole, and plays an active role in the research and development of new tools. The Champagne House has taken a collective approach to this project by involving its partners, thereby allowing a greater number to benefit from the technical expertise and in-depth research undertaken by Alliance Terroirs.



THERE ARE THREE MAIN PARTS TO THE PROJECT: ACQUIRING AN IN-DEPTH UNDERSTANDING OF THE TERROIRS, ADAPTING GROWING PRACTICES IN LIGHT OF THIS KNOWLEDGE, AND MAKING EVERY POSSIBLE EFFORT TO PRESERVE AND UPHOLD THE VALUES AND REPUTATION OF THE CHAMPAGNE REGION.



PLANTING A NEW GENERATION

With 35 years of growing Pinot Noir in the Ribbon Ridge (the smallest viticultural area within Oregon's Willamette Valley), the team at Beaux Frères is just beginning to understand the power of multi-generational stewardship. Three generations of Etzels, Beaux Frères' founding family, now live on or adjacent to the Beaux Frères Vineyard and Winery. This configuration delivers a dynamism to day-to-day operations that both inspires and propels progress – it honors and celebrates the traditions that have established this beautiful wine-making story, while pushing forward the potential that the younger generation exudes. The scope of the Beaux Frères farm and its story has expanded this year with the planting of a new 16-acre Estate vineyard. In a move that has both symbolic and concrete connections to the

evolution as a multi-generational farm, second-generation Winemaker, Mikey D. Etzel, was inspired in recent years to launch a full-scale, on-site vine grafting program. Using bud wood cut from the very first vines that his father planted in 1988, his team has successfully grafted more than 50,000 vines onto rootstock that is resistant to phylloxera. To bring it full circle, most of these baby vines were planted in the Ribbon Ridge soil beginning in March of 2021. The new vineyard rests on a sweeping vista that bridges two flagship sites, The Beaux Frères Vineyard and The Upper Terrace. With the lineage that these vines possess and represent, the story that will emerge from the wines they go on to produce will have the depth of connection and tradition that the Etzel family and Beaux Frères winery team hold dear.



Mikey D. Etzel's grafted vines



USING BUD WOOD CUT FROM THE VERY FIRST VINES THAT HIS FATHER PLANTED IN 1988, MIKEY D. ETZEL'S TEAM HAS SUCCESSFULLY GRAFTED MORE THAN 50,000 VINES ONTO ROOTSTOCK THAT IS RESISTANT TO PHYLLOXERA.



Beaux Frères estate



Omar working on the vine grafting program

THREE QUESTIONS FOR

Alice Tétienne Cellar Master, Maison Henriot

What has been the greatest challenge for you as cellar master?

AT: I have been given the task of perpetuating the spirit of Henriot through its champagnes and their signature styles. We live in a fast-moving world, not just on a societal level but also in terms of the environment. It is my duty to embrace this

new dimension without ever losing sight of the initial objective. The challenge is therefore to combine our focus on meeting consumer expectations with the development of eco-friendly practices whilst adapting our decisions to the context of global warming.

What can you tell us about the 2020 vintage and its wines?

AT: The harvests were heterogeneous which was confirmed by the vins clairs (the still base wines) that had very diverse profiles. The wines are particularly expressive and almost a

caricature of their own personalities. In my opinion, the vintage did not leave a distinctive aromatic mark on the wines but rather pushed the intrinsic character of each terroir to its limit. The Henriot blends made from the 2020 harvest are therefore composed of a smaller proportion of reserve wines than previous years because the wines from that year were already very diverse in terms of their aromas.

What is your favourite champagne from the Henriot collection?

AT: Henriot Brut Souverain! I was born and bred

in Champagne and I have a strong attachment to my region. Champagne is a symbol, an icon, and must be preserved and perpetuated through a unique savoir-faire. I want to play my part in keeping alive the history and legacy of this wine region. Brut Souverain perfectly embodies the history and beauty of Champagne and its vineyards. This champagne has an incredibly diverse aromatic profile and is well suited to all drinking moods and occasions.



Mikey D. Etzel Cellar Master, Beaux Frères

Looking back on what has been an exceedingly challenging year across the globe, what have been the bright spots for you in your work and your life on the family farm?

MDE: Having our 2-year-old son, Jack, and our 1-year-old daughter, Judy, throughout the pandemic has been a blessing. It has forced me to create a work/family rhythm that fosters consistency in both areas. It yielded more quality time with my kids and wife than I probably would have had under normal circumstances, while enabling me to hone my leadership skills and pull out of the micro-managing of my team. I think this has allowed Aaron, Omar, Rogelio, Jeff, and the rest of our vineyard team to really take pride and ownership in the work they do.

What originally inspired you to launch an entirely in-house grafting program and what gave you the confidence that our company could successfully take a project like that on?

MDE: The fact that you cannot find a commercial grapevine nursery using organic growing practices was really the primary reason. In addition, the lack of ability in Oregon to find high-quality, field grown plants, as opposed to the more typical greenhouse grown plants, made me realize that there is opportunity for this to work well, especially when considering that the labor-intensive period of this operation happens during the slow time of the year for the production team while we wait for bud break. Ultimately, it melds perfectly with the idea of how Beaux Frères operates: we experiment with an idea or a project on a very small scale, and we are then able

to realize our own capabilities and limitations. In this case, having completed the 5th year of grafting vines, we can say that we have peaked our production capabilities to produce no more than 30,000 vines per year. We are sure that the quality will be unmatched when compared to what is available commercially, and we are further closing the loop in our holistic mindset.

Heading into your sixth vintage as the cellar master at Beaux Frères, what elements of your work are you most excited about as the 2021 harvest approaches?

MDE: I feel blessed to have learned an enormous amount from the great people and experiences in my life in this small but growing wine valley. Wine growing is ten months of deliberative and methodical actions, followed by a short stretch when the "shit-hits-the fan" and we rely on a



purely instinctual decision-making process. We have an opportunity to rebound in 2021, for sure. Coming out of a year that was extreme for both periods, which resulted in a tragic shortage of potentially viable product, I feel very ready for a vintage where we can get those second chance points. It's a year where we can look to another opportunity for optimistic growth, just as long as Mother Nature doesn't give us another major threat. I feel very strong during these deliberative months, but I am most excited to put my confidence and experience to the test in those rapid-fire decisions that harvest demands – we have a more consistent rhythm with our team and its new leadership, and I know we can rise to the occasion.



Frédéric Weber

Cellar Master, Bouchard Père & Fils

How long ago did you join the company and what made you want to work with vines and wines?

FW: I started as a seasonal worker in the vineyards back in 2002 after completing my studies in viticulture and oenology. I was asked to carry out green harvesting as a very abundant harvest was expected. I then moved to

the vat house on an oenology internship in late August where I handled the vinification at the Colbert site which was in Beaune at the time. It was an important experience for me! I officially joined the Bouchard team as Philippe Prost's assistant in May 2003 and then took over from him as cellar master in 2013. 2021 will be my 18th vintage. There are almost two decades between the 2003 and 2021 vintages although both were characterised by extreme weather conditions and very low volumes.

Do you have a 'favorite' plot? And if so, what do you love about it so much?

FW: The Chevalier-Montrachet terraces are just magical with breathtaking views of what are the finest white terroirs in the world. And I can say that objectively as I'm not from this region!

Two levels of geological strata interspersed with faults give us these incredibly distinctive terroirs with strong personalities. Those who want a better understanding of the

concept of terroir in Burgundy, in order to understand how there can be such a difference between vines growing just a few meters apart, should come on a pilgrimage to the terraces of our Chevalier-Montrachet!

Which terroir is the greatest source of inspiration for you and why?

FW: Oregon, the world's second-largest region for Pinot Noir. Its latitude is close to that of Burgundy with big temperature variations that are conducive to the expression and complexity of this varietal and a multitude of different soil types resulting in remarkably diverse wines. And, most importantly, it has passionate people, deeply attached to the land and countryside, free-spirited, fearless and determined to rival (which they already do) the finest terroirs of the Côte-d'Or.



BOUCHARD PÈRE & FILS
FONDEUR 1820



Didier Séguier

Cellar Master, William Fèvre

How long ago did you join the company and what made you want to work with vines and wines?

DS: I joined Bouchard Père & Fils in February of 1992 and William Fèvre in 1998.

I was born in Cognac and grew up in Blaye, near Bordeaux, surrounded by the vineyards. I have always loved nature and it was a natural decision for me to carry out my studies in winegrowing and wine-making.

Do you have a 'favorite' plot? And if so, what do you love about it so much?

DS: The 'Côte Bouguerots'. It is a terroir that we discovered when I arrived in Chablis in 1998 and which was previously only used in the wine from Bougros. It's a truly outstanding terroir that lies alongside the

Serein river. It benefits from a south-facing exposure with gradients as steep as 52% in certain areas.

It's a very demanding plot, difficult to work owing to its steepness, vulnerable to frosts owing to its proximity to the river and usually gives us quite low yields. But the wines it produces are of unrivalled quality, powerful, rich and concentrated with an impressive mineral backbone. It gives us wines with excellent cellaring potential and is, along with Les Clos and Les Preuses, one of the finest terroirs in the whole of Chablis.

Which terroir is the greatest source of inspiration for you and why?

DS: The outstanding terroirs of the Loire (Savennières, Vouvray, etc.) planted with the Chenin varietal and vinified as either a dry or



demi-sec. These wines are incredibly fresh and mineral with remarkable cellaring potential.

Also the Rieslings from Alsace and Germany. They are taut, chiselled and disclose the endless nuances of their different terroirs.



WILLIAM FEVRE
GRANDS VINS DE CHABLIS

COMPANIES' CALENDARS

2020
2021

USA

BEAUX FRÈRES

May 29th 2021

Annual Open House

Being held outdoors with tastings across the property, we are calling it our "Not-So-Open House"

August 1st 2021

Chardonnay Release Celebration

Oysters provided by Nevør Shellfish Farm (Netarts, Oregon)

August 29th 2021

Wine Club Dinner in the Vineyard

Our annual tradition returns with an exciting culinary collaboration

M&DHA

18th May

"Vintage 2019 Winemaker Zoom"



Introduction of the 2019 vintage by Frédéric Weber and Didier Séguier to an audience of 150 journalists and professionals in the USA.

22nd May

The Food Network & Cooking Channel South Beach Wine & Food Festival

It is a nationwide event showcasing the talents of the world's most renowned chefs, culinary personalities and wine and spirits producers. It is held in partnership with Wine Spectator and Southern Glazer

Wine & Spirit, the largest distributor in the United States. This year marks the 20th anniversary of the festival. On this occasion, the "Icons of Burgundy" seminar was hosted by Bruce Sanderson Wine Spectator's Senior Editor and Gilles de Larouzière (virtual event).

All proceeds from the festival go to the Florida International University Chaplin School of Hospitality & Tourism Management.

France

Autumn 2020

William Fèvre, Journey In

After the 2019 success of the Journey In Beaune gift set, three new gift sets were available for purchase in 2020: the Journey In Meursault, the Journey In Chablis Premiers Crus and the Journey In Chablis Grands Crus. These selections, which showcase the finest of our domaines' appellations and wines, are the ideal way to discover more about the 'climats' of Burgundy. Photographed - the Journey In Chablis Grands Crus gift set composed of the following wines: Bougros, Vaudésir, Valmur, Bougros 'Côte Bouguerots', Les Preuses and Les Clos.



October 2020

The 'Trophées Champenois' awards

Alice Tétienne was voted best Cellar Master of 2020 at the Trophées Champenois awards ceremony which was held on 2nd October 2020 at the Theatre of Epernay. This event has been organised by 'Bulles et Millésimes' magazine since 2015 to celebrate outstanding contributions to the international renown of the Champagne region. The nominees are selected by a panel of journalists and industry professionals. The shortlist, which includes 4 or 5 nominees per category, is then put to public vote during the summer.

December 2020

Pop up store in Paris: Henriot Millésimé 2008 and Fragment

The elegance and refinement of Champagne Henriot Millésimé 2008 have accompanied "Fragment", a new limited edition pâtisserie, for the end-of-year celebrations. 'Fragment' is a unique creation combining the art of gastronomy with the world of modern art thanks to a collaborative project between the visual artist Hopare and head pastry chef François Daubinet.

April 2021

Baghera/wines:

'La Romanée Memories' 1862 – 2005. A rare collection of wines from the historical cellars of Bouchard Père & Fils

Baghera/wines hosted the 'La Romanée Memories 1862-2005' wine auction on 18th April at the Hotel Beau-Rivage in Geneva. This prestigious *cru* was the prime focus at a grand vertical tasting spanning over a century and a half. Almost 2,000 bottles of La Romanée Grand Cru were presented at this historical event. The auctioned bottles, which were still in a near pristine condition, came from the historical Bouchard Père & Fils cellars. The sale was a huge success. Gilles de Larouzière Henriot commented that 'this extraordinary result clearly shows wine lovers' undiminished enthusiasm for the wines of Burgundy. It also demonstrates the remarkable savoir-faire of Bouchard Père & Fils, a historical wine domaine and a true icon in Burgundy'.



End of 2021

Towards the end of 2021, Maison Henriot will be unveiling its new Cuvée.

IN THE SPOTLIGHT

Maison Henriot

CUVÉE HEMERA 2006

The end of 2020 saw the release of the new vintage of Maison Henriot's prestige champagne: the Cuvée Hemera 2006.

When Apolline Henriot founded the Maison in 1808, her vines were located in the heart of the Montagne de Reims, in Verzy, Verzenay and Mailly Champagne. In 1880; Paul Henriot (the 3rd generation of the family) wed Marie Marguet, the daughter of a reputed family of vineyard owners

in the Côte des Blancs. Their marriage resulted in the addition of three crus to Henriot's existing vineyard estate: Avize, Le Mesnil-sur-Oger and Chouilly.

By blending Henriot's six founding grands crus in a single champagne, the Henriot family is paying homage to the beauty of Champagne's finest terroirs. With its perfect balance between freshness and strength of character, Cuvée Hemera embodies the family's values and displays the quintessence of the Henriot style.



'MÉMOIRES' COLLECTION

Eight generations of the Henriot family have contributed to 'Mémoires', a collection of rare and precious wines that have been carefully conserved in the family's cellars for many long years. A century has passed since the production of the oldest creation

in the family legacy, the 1921 Vintage. Gilles de Larouzière Henriot has chosen to honour the family's savoir-faire and the remarkable history of Champagne with the release of three rare wines: the Cuvée des Enchanteleurs 1981, the 1971 Vintage and the Cuvée des Enchanteleurs

1959 in magnum. Gilles de Larouzière Henriot allowed his emotions to guide him when tasting several wines pre-selected by cellar master Alice Tétienne. Each bottle in the collection is tasted by the cellar master before being individually numbered as a testament to its rarity.

Bouchard Père & Fils

2021 EASTER EGG BY MARIE SIMON

Marie Simon, world champion in Confectionary Art, has been in Beaune for the past few months working on a project in honour of Maison Bouchard Père & Fils, and in particular Château de Beaune, as part of this year's Easter celebrations.

Her Easter Egg 'Mille et une tuiles du Château de Beaune' ('A thousand and one tiles of Château de

Beaune) was inspired by the glazed tiles of the Château's roof. This dark chocolate egg weighs 1.2kg, measures 30cm in height and is decorated with around 500 tiles.

200TH-ANNIVERSARY GIFT SET

An important element in the identity of Burgundy as well as the history and legacy of Bouchard Père & Fils, the Château de Beaune glazed roof tiles served as inspiration for two eco-friendly, plastic-free presentation boxes designed by the Pozzo di Borgo Styling design office and Les Ateliers de Langalerie.

Less than 100 presentation boxes were produced for the magnum of the Bouchard's famous Beaune Grèves Vigne de l'Enfant Jésus Premier Cru in the exceptional 1978 vintage.

'La Vigne de l'Enfant Jésus' is one of the oldest and most prestigious of the Domaine's vineyards. This 3.92-hectare plot in the heart of the 32-hectare Beaune Grèves appellation has been owned by Bouchard Père & Fils since 1791 and remains its exclusive property. Each of these gift boxes and magnums is numbered.

The 'Monopoles' gift box is composed of two of the Domaine's most iconic wines: Clos Saint Landry and Clos de la Mousse from the Beaune Premier Cru appellation. This elegant and sophisticated red and white duo pays homage to two historical Premier Crus whilst revealing the unique savoir-faire of Bouchard's wineproducers and their ability to bring out the very best in Burgundy's outstanding terroirs.



A CLOSE UP ON OUR REGIONS

Gilles de Larouzière Henriot

President of the Association for the 'Climats' of Burgundy -
World Heritage Site

Pierre-Emmanuel Taittinger

President of the Hillsides, Champagne Houses and Cellars
of Champagne - World Heritage Site

What does being listed as a UNESCO World Heritage Site mean for the appellations of the two largest wine regions, Champagne and Burgundy?

GDLH: We have been included in a specific category on the list, that of 'cultural landscapes' meaning landscapes that have been shaped by the hand of man.

These territories benefit from a unique natural environment in which a distinct set of cultures, traditions and expertise has been developed.

Being listed as a World Heritage Site is recognition for the exceptional nature of these two wine regions and acknowledgement of their outstanding universal value.

PET: Being included on the UNESCO List of World Heritage Sites is a great honour to the men and women who have shaped these two appellations. The 'Climats' of Burgundy and the Hillsides, Champagne Houses and Cellars of Champagne make up unique territories that have been responsible for the production of Burgundy and Champagne's wines for many centuries using a traditional savoir-faire, perfected and honed over time and passed down from generation to generation.

They share an Outstanding Universal Value which is reflected in their vineyards, their built heritage and their cellars, all of which have shaped the wines of Burgundy and Champagne in such a unique way.

In 2015, the same year, they received a recognition for the universality of their appellations. This was a historical moment which celebrated and further strengthened the reputation of these two major wine regions.

It is a tremendous honour for the people of Burgundy and Champagne to belong on the prestigious UNESCO List of World Heritage Sites.

What responsibility does this engender for the economic players in these two wine regions?

GDLH: Our responsibility becomes a responsibility to mankind as a whole. It is a wide-reaching responsibility,



Gilles de Larouzière Henriot



Pierre-Emmanuel Taittinger

from environmental commitments to preserving the integrity and authenticity of our landscapes, respecting the practices specific to each region and raising awareness of the beauty of this legacy with future generations. The responsibility becomes even greater when we are fortunate enough to work in blessed lands such as these. Our wine and champagne Houses, being the icons of these two regions that they are, have a specific role to play and they do so by actively participating in the above.

PET: It is so much more than just a form of recognition. It reflects a deep commitment to exalting, upholding and passing on this remarkable legacy in its entirety to future generations. We stand united in our desire to preserve and enhance our winegrowing terroirs. It is a continuous quest. The beauty of a region is simply the reflection of its soul and its generosity and it is our attention to detail that enables us to succeed in our work. Identifying and removing imperfections in the landscapes, respecting biodiversity, being mindful of the beauty of our architecture in all its forms. All with the ultimate aim of sharing and facilitating the discovery of what still lies a little north of our dear planet! The world is moving fast and it doesn't wait for anyone!

It is also an invitation to the citizens of the world to discover these histories, landscapes, architectures and subterranean worlds which disclose the truly unique identities of Burgundy and Champagne in their finest forms.

Who bears this responsibility?

GDLH: This responsibility is incumbent on all of us. It is a commitment that must be upheld every single day. It lies not only in enhancing and maintaining our architectural, cultural and historical heritage but also in keeping alive the memories and origins of our inherited practices and regional cultures.

It also lies in the preservation and improvement of our landscapes through a deep respect for nature and the promotion of eco-friendly and sustainable growing practice. Our wine and champagne Houses must lead by example as our actions will go on to shape the history of these wine regions. Our responsibility is therefore more personal and specific, perhaps even greater than that of others.

That is why Pierre-Emmanuel and I are in constant contact!

PET: Being included on the UNESCO List of World Heritage Sites provides additional moral strength in what is an extraordinary, apolitical commitment. For each inclusion on the list, a management body is formed – made up of local players working in close collaboration with State departments and the services of the UNESCO World Heritage Centre - in order to ensure the preservation of the Outstanding Universal Value in question. Gilles de Larouzière chairs the 'Climats' of Burgundy and I am his counterpart for the Hillsides, Champagne Houses and Cellars of Champagne. These bodies inspire a joyful appreciation for dialogue and interaction, the wonderful ability to listen and coordinate with the aim of better experiencing our heritage, our culture, our environment and ourselves.

EXPORT



Brolio castle in Italy (Ricasoli)

Italy: new distribution channels for Maison Henriot and Bouchard Père & Fils

Up until now, our wines have been distributed to wine stores and regional distributors in Italy via a national agent. Our sales’ team has now negotiated new partnerships with two regional distributors: Ricasoli for Maison Henriot and Ceretto for Bouchard Père & Fils. Belonging to reputed winemaking families in Tuscany and Piedmont, these distributors are already well-positioned in high-end restaurants which will enable us to increase our own presence in this sector.

The new distribution agreement commenced on 1st March 2021 for Maison Henriot and was followed by Bouchard Père & Fils on 15th June 2021.

Asia-Pacific: a fresh start and new ambassadors for Maison Henriot

The beginning of 2021 saw major changes to our distribution in what is the world’s 6th largest market for Champagne. Winestock, the former distributor of Laurent Perrier, became the exclusive importer of Maison Henriot in Australia on 1st March 2021. After six months of discussions with Victor Petiot, Head Sommelier at the Four Seasons in Hong Kong and

the organisation of a virtual tasting with all of the Four Seasons hotels in Asia-Pacific last autumn, we are delighted to announce the signing of two new key accounts: the Four Seasons Hong Kong and the Four Seasons Macao.

For the next three years from June 2021, Henriot Brut Souverain is listed by the glass at these two iconic establishments.

M&DHA: new office

After fifteen years at the Flatiron office location on 5th Ave and 18th Street, Maisons & Domaines Henriot America is starting a new chapter in its history, reopening their office after a move to a new space. In April of 2021, M&DHA moved HQ office locations further north to the Garment District of Manhattan, just south of Times Square at 141 West 36th Street. The busy Garment District, home to many of NYC’s showrooms and major fashion labels, pulses with life and crowds, especially in the heart of Harold Square. The new office marks a pivotal moment for the M&DHA team as they navigate the reopening of their markets, especially in New York City.

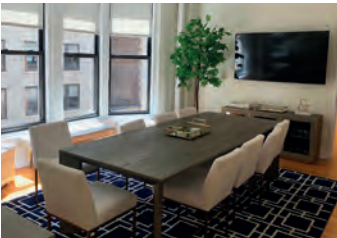
USA: on-premise update

All major US markets have begun opening their doors in some capacity. Most notably, 100% of indoor dining capacity returned in NYC since 1st June and in Los Angeles since 15th June, whereas Chicago remains in the “Bridge Phase” of 75% capacity. Florida remains the #1 open market in the US. The consumers return to on-premise dining!



THE AGREEMENT WITH HENRIOT WAS IMMEDIATE. WE WANT TO STRENGTHEN THE PRESENCE OF THIS HISTORIC AND PRESTIGIOUS BRAND ON THE ITALIAN MARKET.

Francesco Ricasoli



M&DHA office, NYC



Four Seasons Hong Kong



Four Seasons Macao

FRANCE

Hotel de Crillon - A Rosewood Hotel

Ideally located in the heart of Paris, the world-famous Hôtel de Crillon offers the epitome of French refinement and Parisian chic. It is in the sumptuous surroundings of this luxury establishment that, from 1st June and until late 2023, Champagne Henriot Rosé 2012 will be available by the glass in the hotel's various hospitality areas including the Bar Les Ambassadeurs, the Jardin d'Hiver and the Cour d'Honneur. What an achievement!



Hôtel de Crillon, A Rosewood Hotel

Manoir de Gressy

Throughout summer 2021, the terrace at the Manoir de Gressy will be offering a selection of Maison Henriot champagnes as well as a wide choice of wines from Bouchard Père & Fils and William Fèvre. This 17th-century manor house is situated in the heart of a historical village beside the Ourcq canal and has been transformed into a luxury 4-star hotel offering lucky guests the perfect place to relax and unwind.

Domaines de Fontenille

Domaines de Fontenille, a collection of hotels in prestigious locations across Europe, will now be offering an extensive selection of wines from Maison Henriot, Bouchard Père & Fils and William Fèvre on their 2021 wine lists. These luxury hotels fly the flag for the French art-de-vivre whilst promoting our cultural heritage, terroir and local gastronomy with menus created by consultant chef Eric Fréchon. Elegance and simplicity are the bywords of this collection of hotels that we are honoured to include among our customers.



Domaine de Primard (Domaines de Fontenille collection)

Hotel Royal Evian

Michelin-starred gastronomy, authentic French luxury, 1900 architecture renovated in 2015 and beautiful views across Lake Geneva and the French Alps... Welcome to the Royal Evian! Maison Henriot champagnes will be available by the glass and by the bottle at this prestigious 5-star hotel. You will be able to choose from the Blanc de Blancs, 2008 Vintage, Rosé, Hemera and Brut Souverain at this luxury establishment's various bars and restaurants.

Domaine de Preissac

Pierre Lambinon, the Michelin-starred chef from the Py-R restaurant in Toulouse, is taking charge of the Py-Vert pop-up restaurant at Domaine de Preissac. From 9th June, this château and wine domaine has been welcoming guests for a convivial dining experience in a friendly country atmosphere, with space for 600 guests seated outdoors. Maison Henriot, Bouchard Père & Fils and William Fèvre have contributed to the creation of the hotel's outside bar areas and will be offering their Brut Souverain, Rosé, Savigny lès Beaune, Meursault les Clous and Chablis Domaine by the glass and on the wine list.



Hôtel Royal Evian

Maya Bay

The Brut Souverain and 2008 Vintage will be available year-round by the glass at the 'Maya Bay' Thai and Japanese restaurant in Monaco. A touch of Japan in a luxurious setting...

White 1921

The wine list at the White 1921 restaurant in Saint Tropez will see the addition of a selection of bottles and magnums of *Enfant Jésus*, *Clos Saint Landry*, *Clos de la Mousse* and *Meursault les Clous*.

Cabane Bambou

Tucked away on Pampelonne beach, Cabane Bambou is now offering Henriot's Blanc de Blancs and Rosé by the glass. This beach restaurant's wine list also includes a selection of wines from Bouchard Père & Fils. To be savoured with your feet in the sand!

Alain Llorca

Michelin-starred chef Alain Llorca has chosen to make our Blanc de Blancs available by the glass for the reopening of his restaurant on 19th May, in la Collesur-Loup, near Saint-Paul-de-Vence.



THE CIRCLE OF ESTABLISHMENTS THAT FLY OUR COMPANIES' COLOURS CONTINUES TO GROW.

