



CHAMPAGNE

MAILLY

GRAND CRU



SUMMARY

THE ROOTS OF A GRAND CRU

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THE VILLAGE OF
MAILLY-CHAMPAGNE

THE
ROOTS
OF A GRAND CRU

Long-standing recognition

THE VILLAGE OF MAILLY CHAMPAGNE

Only seventeen of the 319 villages in the Champagne AOC production area currently enjoy Grand Cru status.

In 1816 André Julien published the first international classification of wines in his seminal work *Topographie de tous les vignobles connus*. (The topography of all known vineyards).

There, he divides French wines into five different classes, with Mailly belonging to a select group of six Marne Villages classified as “First Class” for the quality of their red grapes.

The following century saw the establishment of the first *échelle des crus* (the rating system) The first was in 1911 and the second in 1920, Mailly has enjoyed 100% Grand Cru status virtually without interruption ever since.

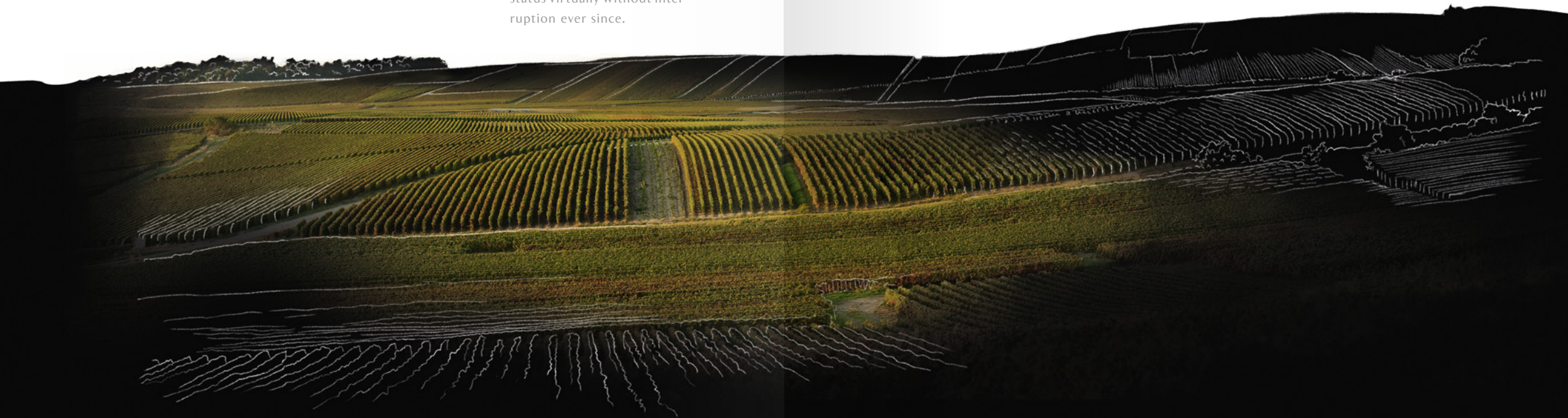
The influence of the soil

NATURE'S PALETTE

Mailly Champagne, with its terroir encompassing 35 different lieux-dits, is a Champagne Village like no other.

For millions of years now, its landscape, soils and subsoils have been fashioned by geology.

In recent years, we conducted an in-depth study of the soils, geological history and landscape of Mailly Champagne. Based on our findings, we were able to establish a typology of the soils found in some of the Village lieux-dits.



Our findings also revealed that Mailly Champagne is likely unique in terms of vineyard slopes and aspects, which face all **four points** of the compass, North, South, East and West. Some of the limestone slopes indeed enjoy exposures unequalled elsewhere in the

region. Arranged in staircase fashion, their south- and southeast-facing aspects make them the warmest slopes on the northern side of the Montagne de Reims. The more we learn about our history, the more we understand our terroir and the importance

of parcel-based winemaking: harvesting and vinifying the grapes from individual lieux-dits separately to bring out the characteristics unique to each plot. The resulting blend is that much more complex, making for a wider range of wines with quite distinct profiles.

An inspiring patchwork of terroirs

**35 LIEUX-DITS,
4 DIFFERENT ASPECTS...**

MAILLY Grand Cru is one of the few Champagne estates to enjoy 100% Grand Cru rating. Our vineyards extend over more than 70 hectares, located wholly in the Village of Mailly Champagne in the heart of the Montagne de Reims nature park.

Plantings consist of 75% Pinot Noir and 25% Chardonnay, the unusual freshness of the Pinot Noir marrying beautifully with the Chardonnay.

The estate is composed of 35 different lieux-dits, most of them exposed to the west (facing the setting sun) or north, favouring subtle, well-balanced wines. Planted in chalky sub-soils, the grapevines acquire mineral, slightly saline nuances.

It is this mosaic of parcels that gives our Cellar Master such a rich palette of expressions and aromatic nuances.



Cellar secrets

AN ARTIST'S WORKSHOP

Each parcel has its own unique expression, providing the Cellar Master with a range of exceptional still wines from the most recent vintage.

And therein lies the key to successful blending: in this palette of aromas and nuances, made richer still by our impressive collection of reserve wines. These are still wines from more than ten different vintages, carefully matured in our cellars and

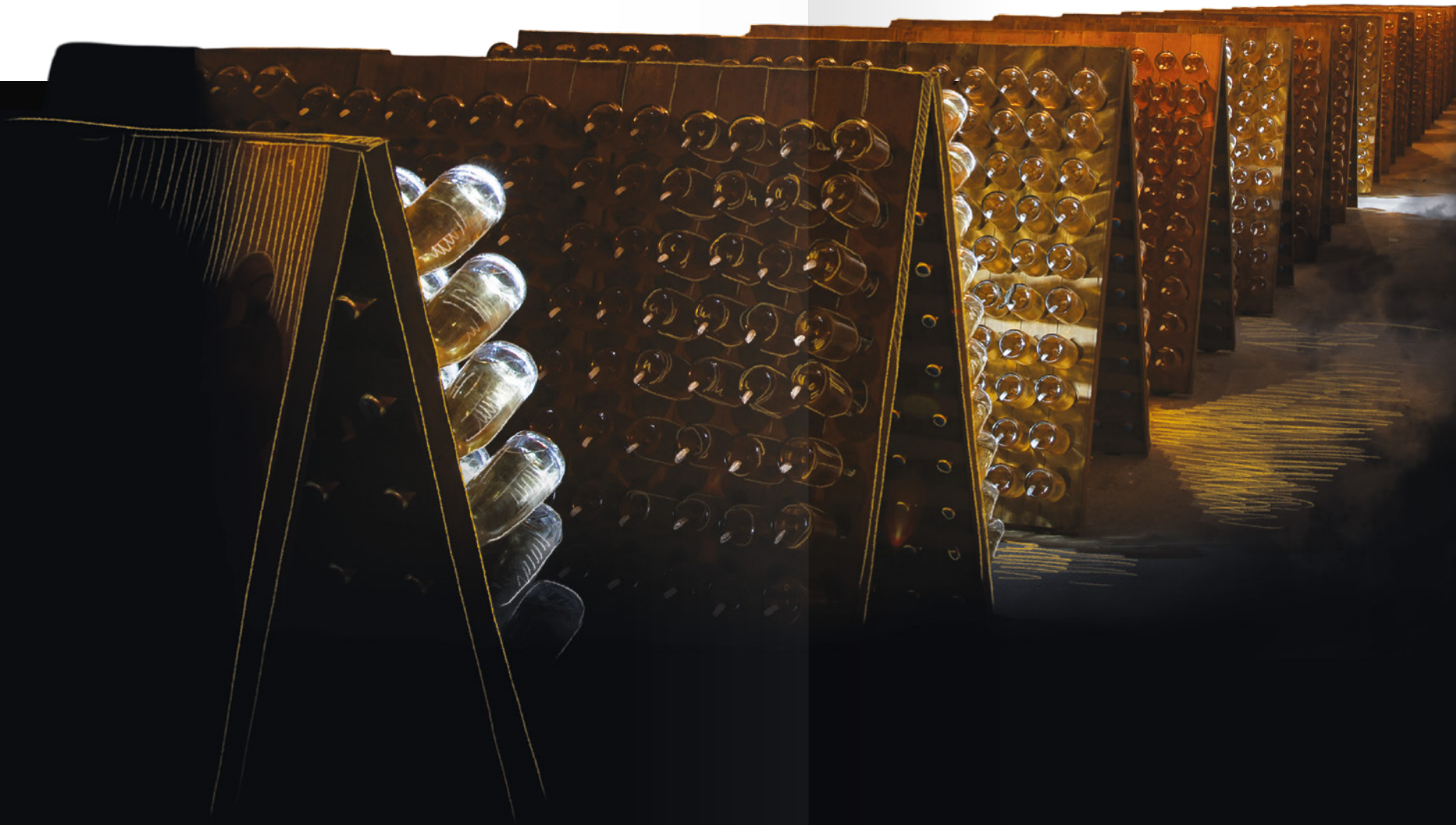
classified according to year of harvest and variety. Reserve wines represent the backbone of our non-vintage Champagnes, ensuring a consistent style from year to year.

Some of our cuvees are singled out by our Cellar

Master for aging in oak barrels using the “solera” or “perpetual reserve” system.

The finished cuvee is then laid to rest in our cellars, buried 19 metres underground in the cool, silent ambiance of our crayères. And there it

will remain for many years to come because it is here, in these historic chalk pits, that still Champagne wines “capture” their sparkle.





A
HUMAIN
ADVENTURE

With daring as our watchword

**FIRST STEPS FOR
THE SOCIÉTÉ DE
PRODUCTEURS DE
MAILLY CHAMPAGNE
- CHAMPAGNE MAILLY
GRAND CRU**

**A beautiful journey
anchored from the
very beginning in its
terroir and driven by
winegrowers who have
received much more
than just vines as an
inheritance**

Founded in 1929, Champagne Mailly is one of the oldest cooperatives in Champagne. That year 24 local grape growers with vineyards exclusively planted in the Village of Mailly Champagne, joined forces to secure a better price for the wines they sold to the Champagne Houses.

They eventually decided to go for it alone and they would make and market their own Champagne wines using rented equipment and recycled bottles. And they pulled it off, to the tune of 3,600 bottles of Mailly own-label Champagne.



Together to the top

**DETERMINATION
AGAINST ALL ODDS**

In 1929 our new-born company had no cellars – which play a critical role in the making of Champagne.

So our President and founder, Gabriel Simon, a former engineering officer who had dug trenches in World War I, decided to “use the same approach in peacetime as we used in the war”.

In the winter of 1931-1932 winegrowers armed with shovels and pickaxes dug out a

15-metre long cave 19 metres underground, accessed by a flight of 77 steps carved out of the chalk.

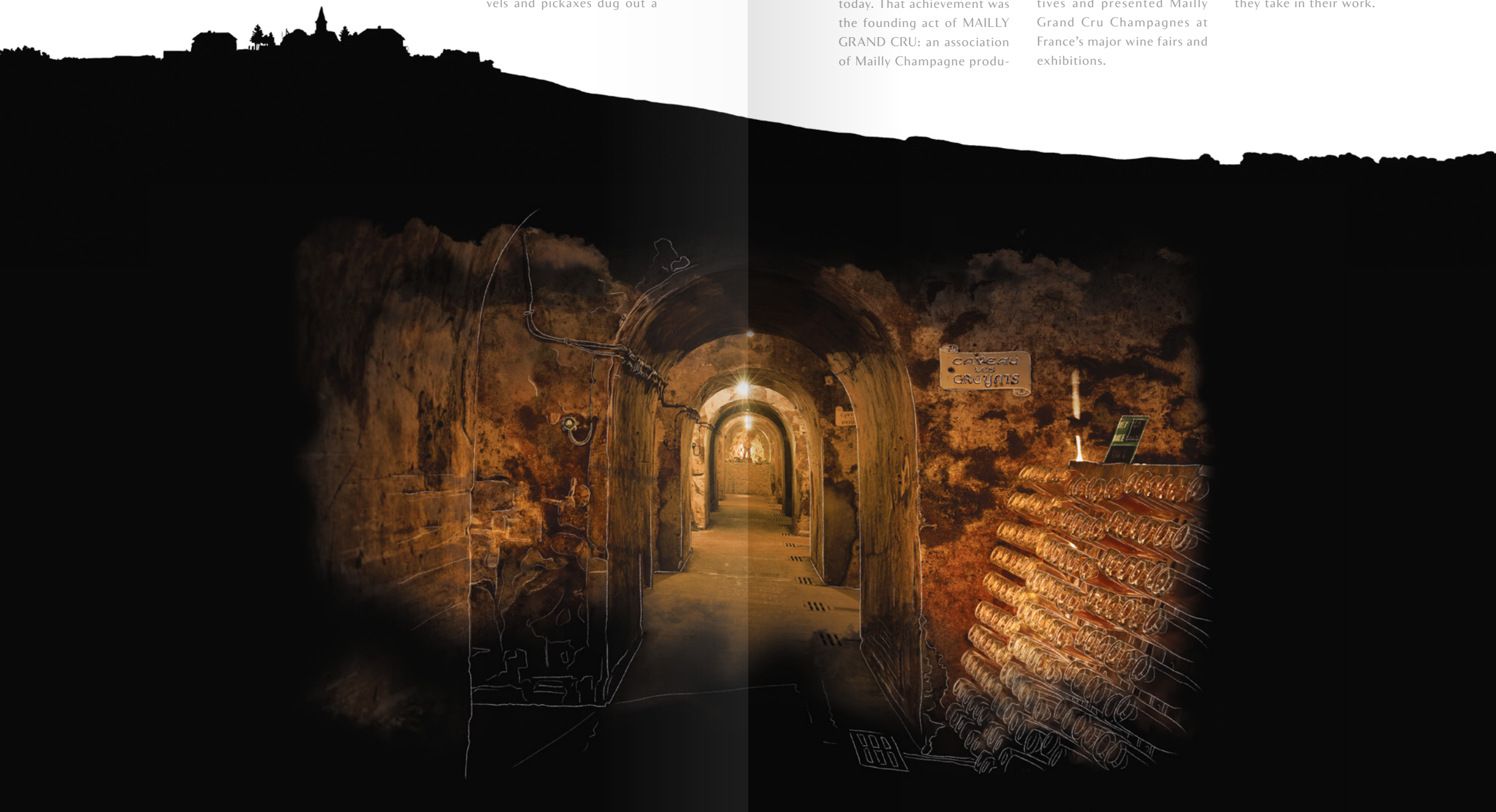
It was the start of the kilometre-long stretch of cellars, dug over the course of the next thirty winters, where Mailly wines are matured today. That achievement was the founding act of MAILLY GRAND CRU: an association of Mailly Champagne produ-

cers who joined forces under a motto that summed up everything they stood for: “À la tête par la main” (together to the top).

Drawn together by their difficult beginnings, the members of the company scoured France for sales representatives and presented Mailly Grand Cru Champagnes at France’s major wine fairs and exhibitions.

By the 1960s sales of MAILLY Grand Cru Champagnes had risen to an unprecedented level.

The winegrowers are forever committed to making MAILLY Grand Cru Champagne a tangible reflection of the pride they take in their work.



A now emblematic building

A GLASS, PAVILION-STYLE WINERY BUILDING LOOKING OUT OVER OUR VINEYARDS.

A glass, pavilion-style winery building looking out over the entire Champagne wine growing area, designed by architect Giovanni Pace at the turn of the Millennium.

The original 1929 building stands within it, providing the inspiration for Pace's work that nods to Mies van der Rohe's Barcelona Pavilion.

Light is everywhere, suffusing a space where traditional design meets modern style: clean, uncluttered and exclusively built with noble materials such as blonde wood, stone and decorative wrought iron.

MAILLY Grand Cru moves with the times, resolutely turned towards modernity and elegance.

A global wine

THE PRESENT DAY

MAILLY Grand Cru continues to go from strength to strength, its fortunes as zealously safeguarded today as they have been since the beginning.

MAILLY Grand Cru currently has an annual output of 500,000 bottles of Champagne.

MAILLY Grand Cru Champagnes are distributed in France by an exclusive network of wine merchants, sommeliers and restaurateurs.

Seventy per cent of our production is exported to more than 35 countries worldwide, through our exclusive importing agents.





OUR
COMMITMENTS



Creative energy from the living world

Mailly Grand Cru has always placed people and the preservation of its natural heritage at the heart of its economic development.

Since 2021 all of our vineyards have been **VDC (Viticulture Durable en Champagne)*** and **HVE (Haute Valeur Environnementale)*** certified – a welcome recognition of our enduring commitment to sustainability and environmental management.

Over the years, we have made huge efforts to improve our landscapes, soils and vineyards – for instance, by planting nearly 1000 metres of hedges in our vineyards,

setting up beehives and also planting orchards.

Every year, we see increasing use of natural remedies such as plant infusions and herb teas; mechanical weeding in the row and cover cropping between vine rows have become routine; and chemical herbicides are gradually disappearing.

***Viticulture Durable en Champagne (VDC)** : VDC certification is sponsored by the Comité Champagne and aims to apply the principles of sustainable development to Champagne winegrowing,

focusing on the following: vineyard management; soil feeding; sustainable vineyard protection; biodiversity conservation; terroir and landscape enhancement; waste management; and reduction of the industry's footprint.

***Haute Valeur Environnementale (HVE)** : HVE certification demonstrates a high level of commitment to the environment, most particularly in terms of biodiversity-friendly farming practices. The award process requires the careful monitoring of phytosanitary practices, fertiliser use and water management strategies.



Sustainable, thoughtful winemaking.

Champagne-making is a long and complex process that begins when the grapes arrive at the winery and continues right up to the release of the finished wine. The environment is uppermost in our minds at all stages.

One hundred per cent of our winery wastewater and by-products are treated and recycled for other purposes in line with the **circular economy** principles adopted by the Champagne industry. We also optimise our water consumption through improved cleaning procedures, water recycling and reclamation, preventing and/or minimising wastage.

As members of **ADELPHE (eco-friendly household packaging manufacturers)** we make an annual financial contribution to the recycling of French packaging materials.

Climate change is one of the biggest challenges for the 21st century – and as everybody knows, carbon footprint and local economic activity go together. The bulk of our solid waste is produced within a 50-kilometre radius of the winery (labels, foil capsules, bottles, boxes)...

We are meanwhile firmly committed to reducing energy consumption and improving the energy efficiency of our winery buildings.



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