



SUMMER 2023

Enter the world of Champagne MAILY GRAND CRU :

- New : the first thermoformed cellulose champagne packaging
- Beehives in the vineyard, the continuity of Maily Grandeur Nature project
- Discover the terroir of Maily Grand Cru with our winemakers
- Meet our partners



CHAMPAGNE MAILY GRAND CRU

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www.champagne-maily.com

A REINVENTED PACKAGING

Mailly Grand Cru reinvents its box with molded cellulose pulp, an all-natural fiber that, thanks to thermoforming, conforms to the shape of the bottle.

To mark the launch of its 2017 vintage, the L'Intemporelle cuvée is adorned with a new, lighter and totally recyclable case, while retaining the refinement befitting this cuvée.

As part of a global environmental approach, Mailly Grand Cru is pursuing its commitment to greater sustainability from vine to bottle. Mailly Grand Cru has abandoned plastic in favor of a noble, robust and more responsible material.



THE FIRST WEDGE IN THERMOFORMED CELLULOSE PULP

Cellulose, an organic material of plant origin, is combined with an innovative thermoforming technique not yet used on champagne boxes. A technology previously used on small perfumery and cosmetics containers, the molded pulp wedge is now being developed on a larger format, limiting the use of cardboard and its heavier weight.

The thermoformed cellulose wedge ensures the bottle's aesthetic appeal and perfect hold, for ideal case closure.

“ *We wanted to set ourselves apart by choosing a material that was respectful, yet original and aesthetically pleasing. Thermoformed pulp gives our packaging the sensoriality to which our customers are used to. Lightweight, attractive and ultra-protective, this new-generation single-material box perfectly conveys the exclusive image of our cuvées, while further reducing our environmental footprint.* ”

SÉBASTIEN MONCUI, CELLAR MASTER





BEEHIVES IN THE VINEYARD

One can't exist without the other: flowering plants and bees have an exclusive relationship. These insects pollinate 80% of the plant world, enabling flowers to reproduce.

In the vineyard, bees play a vital role, even though they don't work directly on the vines. Thanks to their presence and their unique link with the plant world and the flowers that surround the vineyard, they guarantee a strong and long-lasting biodiversity in the vineyard.

We installed our first beehives with André-Claude Deblock, who, after an introduction to beekeeping, developed a passion for it and made it his profession. Our beekeeper helps maintain this endangered species and the good health of our Mailly-Champagne vineyard.

MEET OUR WINEGROWERS

For your next visit to Champagne, our winegrowers now welcome you at weekends for tastings in our boutique.

Join us to discover our terroir through 3 tasting formulas together with our team.

To find out more about our mono Grand Cru of Mailly Champagne and our philosophy of vinification by lieux-dits, please book your tasting slot by contacting us directly at :

contact@champagne-mailly.com
+33 (0)3 26 49 41 10

Our summer opening hours:

- Monday to Friday, from 9:00 am to 6:00 pm
- Weekends and public holidays, from 11:00 am to 5:00 pm





LES DOMAINES NANCY

2 RUE CLAUDE CHARLES
54000 NANCY - FRANCE

This is one of Nancy's oldest and most emblematic wineries. The Domaines and its representative Gautier Maire, a native of Champagne, have been located right next to Place Stanislas since 1997: the boutique was even inaugurated in the company of Mailly Grand Cru.

Les Domaines offers no less than 1,200 references, including the Mailly Grand Cru range for over 25 years.

The year is punctuated by a variety of tastings on a wide range of themes, enabling everyone to discover all these references from France and beyond.

A SHARED PASSION

With passion and proximity as its watchwords, the Domaines team supports its customers with a philosophy and values in line with those of Mailly Grand Cru.

A long-standing partner, Gautier Maire is one of our most loyal ambassadors, and organizes a weekend of tastings every December to coincide with the festive season.

This convivial event is an unmissable rendezvous for Mailly Grand Cru, which is showcased there. It is with great pleasure and gratitude that we are present in this warm wine cellar, which represents an art of living and sharing that we also embody.

