



## SPRING 2022

*Enter the world of Champagne MAILLY GRAND CRU :*

- Grapevine maintenance
- Sustainable, thoughtful winemaking
- Rebel Group : a revolutionary partner in Norway



CHAMPAGNE MAILLY GRAND CRU

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NEW WEBSITE [www.champagne-mailly.com](http://www.champagne-mailly.com)

## DESUCKERING & LIFTING

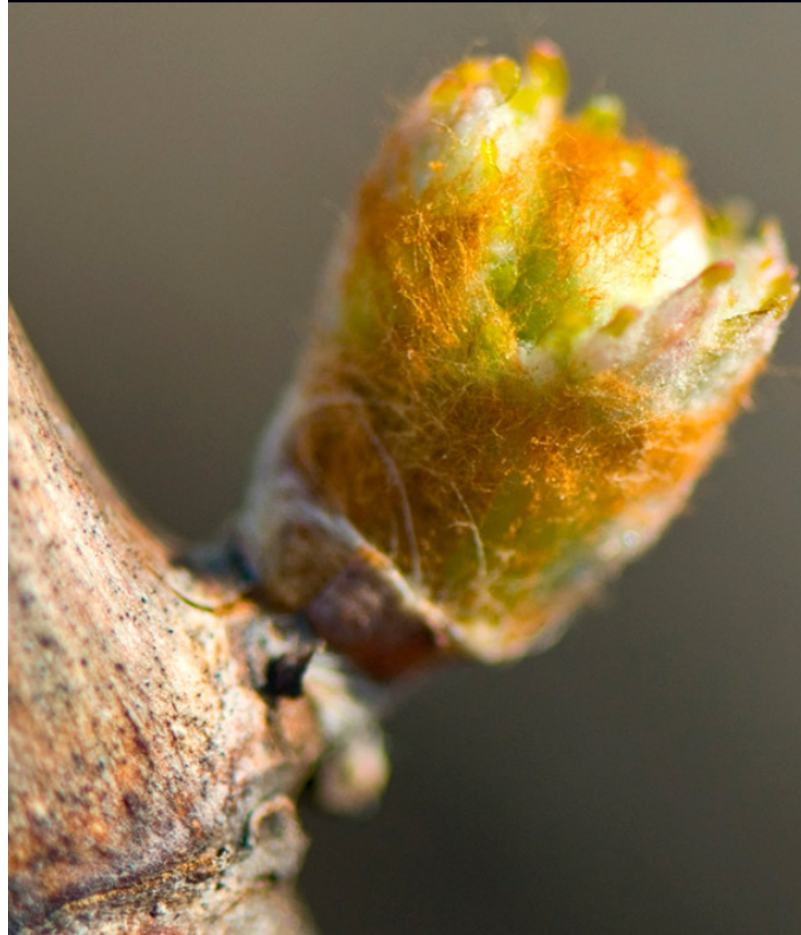
Budburst marks the start of seasonal growth and with it “summer maintenance” :

### DESUCKERING

The first job, *in mid May*, is to desucker the vines: remove any non-fruitful shoots (‘suckers’), encouraging the vine to focus its energies on the fruit-bearing shoots. *This is another manual activity*, executed by the winegrower where necessary.

### LIFTING

By the end of May, the shoots are *50 centimetres long*. They must now be raised from the ground and *attached vertically to wires* running some 30 centimetres above the main support wires. This vertical positioning of shoots is what gives the vines their architecture, also making it easier for operators to do their work. Since not all shoots are the same length and some are not naturally inclined to go vertical, lifting is a delicate business.



## TRELLISING & PINCHING BACK

### TRELLISING

June is the time for trellising: *separating the shoots and stapling them to wires*. This prevents the leaves from crowding each other, *allowing maximum light penetration and also encouraging air circulation* that prevents rot.

Trellising is essential for Champagne vines since high-density planting significantly increases *Trellising is manual labour and very time-consuming*.

### PINCHING BACK

Pinching back is part of summer thinning. *It commences in mid-June or early July*, before or after flowering, and is repeated twice and sometimes as often as four times in a season.

Pinching back is essential in Champagne *to prevent the vine from producing foliage at the expense of fruit*.

This green work (desuckering, lifting, trellising and pinching) is aimed to limiting yields and promoting good-quality fruit.

(Source : Champagne.fr / de la vigne au vin)



## A SUSTAINABLE COMMITMENT

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.

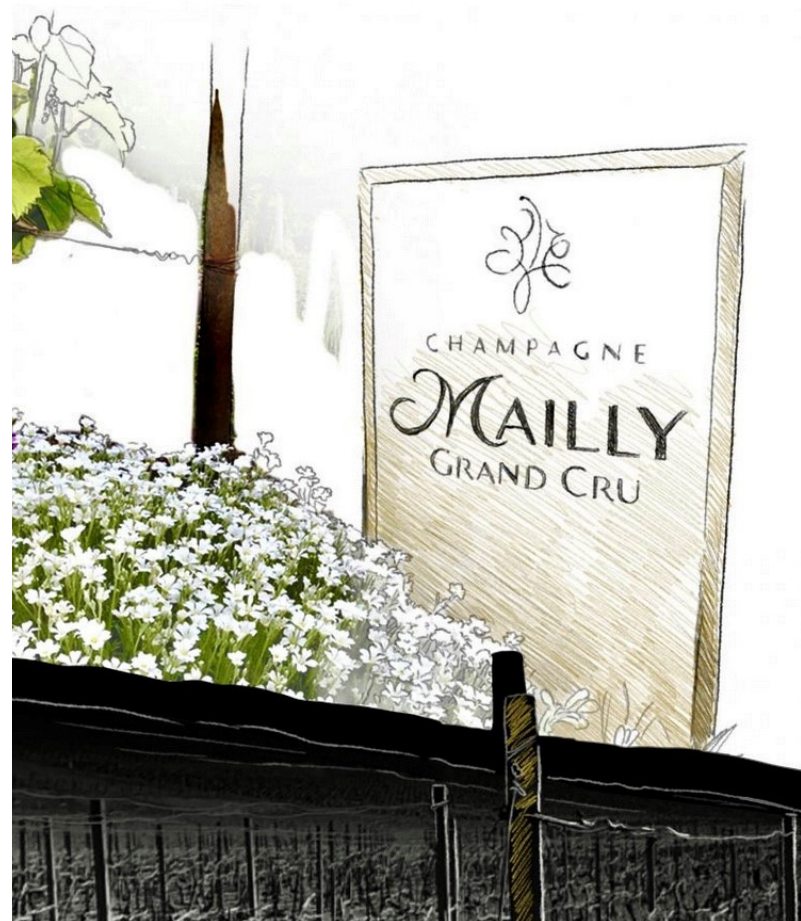
One hundred per cent of our winery wastewater and by-products are treated and recycled for other purposes in line with the circular economy principles adopted by the Champagne industry. We also optimize our water consumption through improved cleaning procedures, water recycling and reclamation, preventing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

## CONTINUAL IMPROVEMENT

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.

We still have a long way to go to achieve our environmental and societal goals, which is what motivates us every day!





## A YOUNG YET EXPERIENCED COMPANY

Founded in 2019 by well-known and respected professionals in the Norwegian wine world, REBEL GROUP is a mix of nordic seriousness in a relaxed way.

With a strong commitment to green values and practices and to building long-term relationship with their partners, it is naturally that our 2 companies have developed a special and strong business relationship from the beginning.

Ambassadors, connoisseurs and lovers of our champagnes long before the REBEL adventure, Marianne, Thomas, Geird and Tulluv are great long-term ambassadors to norwegian consumers.

JOIN THE REBELLION



## AN ORIGINAL MARKET

A country of unparalleled wild beauty, Norway is sparsely populated (5,4 million inhabitants) but extends from north to south on more than 1.700 kilometers, the same distance as the crow flies from Brest to Naples.

This logistical constraint partly explains why a state-owned company (Vinmonopolet) has a monopoly on retail sales through a network of shops throughout the country.

Sales to restaurants are made directly through our partner REBEL GROUP.

Norwegian cuisine is traditionally based on game and fish.

A young generation of innovative chefs is offering exceptional and innovative cuisine. Norway is the country that has won the most medals at the famous Bocuse d'Or competition since its creation.

You will be able to taste our Champagnes in many of them during your next trip to this beautiful country.

