



SUMMER 2021

Enter the world of Champagne MAILLY GRAND CRU

- A better knowledge of Champagne Maily's terroir to better express it
- A unique bottle, reflection and guarantor of our terroir
- Gottardi : our exclusive importer in Austria for almost 50 years



CHAMPAGNE MAILLY GRAND CRU

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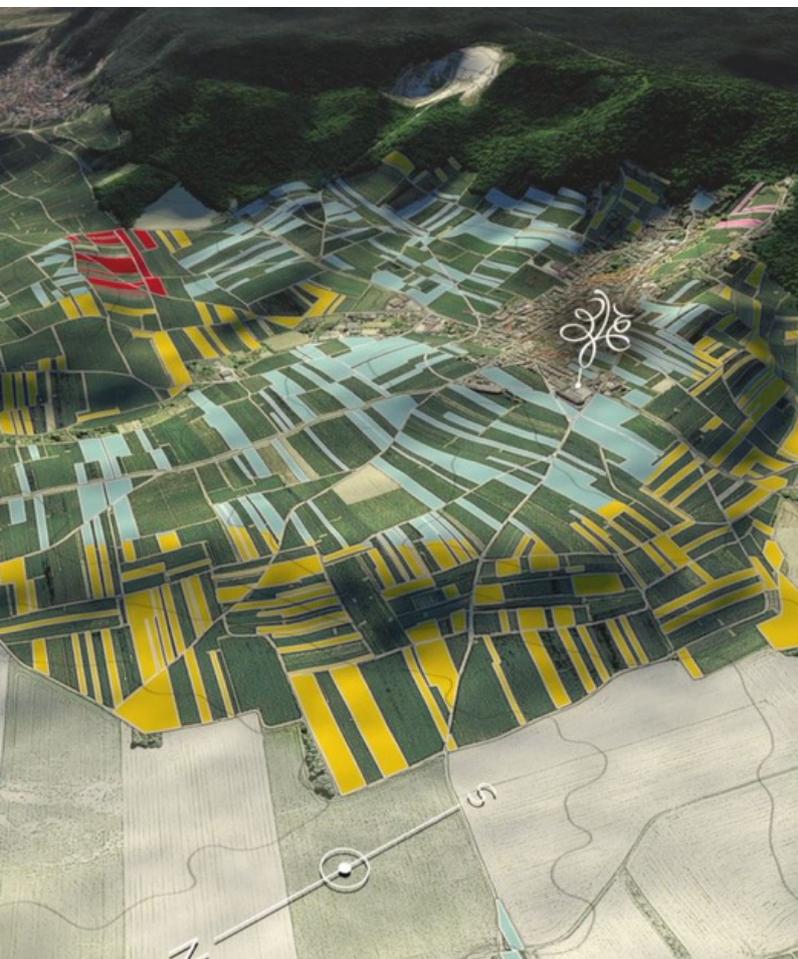
MAILLY, A UNIQUE TERROIR

In Maily Champagne, Grand Cru classified village, our **terroir is divided in 35 plots and it is unique.**

For million years many events have shaped the landscape and also the chalk soils and subsoils.

Old tectonic movements have shaken the northern part of the Montagne de Reims, creating a **massive landslide** followed by **mudslides carrying everything in their path.** Moving forward from the mountain to the valley these mudslides have mixed various sediments. This phenomenon has created **particular and varied soils.**

Following a comprehensive study of the soils, of the geological history and of the landscape of Maily Champagne, made in collaboration with « Bécheler Conseils », we are now able **to draw up a typology of the soils connected to specific plots of the village.**



AN IN-DEPTH KNOWLEDGE OF OUR TERROIR

According to the study realised by « Bécheler Conseils » a singular aspect of Maily Champagne lies in the orientation of the plots. The past events led to the creation of slopes facing either north, south, west or east. **It is quite a unique fact in Champagne (four exposures)** and makes the village of Maily Champagne stand out. **Some of these calcareous slopes even benefit from an orientation almost never found in the region.** Facing south or south-west they are the warmest from the north of the Montagne de Reims. Their shapes are said to be “in stairs”.

Thanks to this precise knowledge of these past events we can better understand our terroir, our plots and **be even more precise while doing our plot vinification.** We harvest and vinify separately our plots **in order to respect their identities.** The range of the wine used to create our blends is wider and richer. This knowledge enriches our blend.

A UNIQUE BOTTLE, REFLECTION AND GUARANTOR OF OUR TERROIR



A UNIQUE BOTTLE

Mailly Grand Cru stands out today thanks to its **new bottle engraved with « Champagne MAILLY GRAND Cru » on the square neck ring and on the bottom.**

Our “Brut Reserve” and “Blanc de Pinot Noir” are now released with this new bottle and will be shortly followed by “Rosé de Mailly” and “Extra Brut Millésimé”.

The embossed, « Champagne MAILLY GRAND CRU », finish and base of the bottle, crafted by French glassmaker SAVERGLASS, brings a new touch of uniqueness.

The embossing confers to the bottle elegance and distinction and allows the brand MAILLY GRAND CRU to shine through the world.

The authenticity and the singularity are found in the bottle but also on the bottle. **A unique bottle for a unique terroir.**

REFLECTION AND GUARANTOR OF THE TERROIR

This exclusive embossing underlines our values, our style and our commitments.

For almost a century the founding members as well as the generation of growers that followed have targeted all their efforts towards a single goal. To offer a great champagne through a common brand with a strong identity : MAILLY GRAND CRU. **This unique bottle is the testimony of that.**

To understand and manage our terroir in order to harvest the perfect grapes is one of our key value.

This embossed signature also translates the richness and the nuances of **our amazing terroir.**

Finally the search for elegance and depth asked for highly meticulous growing practices which we have been practising for years. **This bottle is the guarantor of this engagement.**





A FAMILY STORY

The family Gottardi history starts more than 120 years ago when Alfons Gottardi, merchant of the area of Trente (Italy), moved to Austria the native country of his wife. He then decided to launch the company Gottardi in **Innsbruck** (Tyrol) and to specialise in the distribution of wines from south Tyrol and Trentino.

Generation after generation (the fifth today with Elisabeth Gottardi) the family members joined the company each making a unique contribution. **Special and long-term relationships are built with the suppliers. The collaboration with Maily Grand Cru started in 1973 and since then (almost 50 years) Gottardi has been the exclusive distributor of Champagne Maily Grand Cru in Austria.**

Today more than never **Gottardi** is recognised as **one of the top wine distributor in Austria**. They offer a **wide range of premium wines** from all over the world to the trade and private clients.

A PASSION FOR PINOT NOIR

In Innsbruck, home of the company, a store is opened in 1980. It offers private customers the entire range of the wines distributed by Gottardi thus giving them access to a unique selection. **With an in depth knowledge of the range they offer**, the Gottardi know all there is to know about each wine. Region they come from, estate, grape varieties, winegrower...

Family Gottardi and Champagne Maily share also a common passion for Pinot Noir. Maily enhances Pinot Noir through its Champagne, Gottardi magnifies it through a special cuvée. Indeed **they bought in 1986 a vineyard in south Tyrol (on the Italian side) in the hamlet of Mazzon.** Mazzon is known as **“the paradise of Pinot Noir”**. A wine cellar is built in 1995 and since then a 100% Pinot wine is produced. A must taste.

