

PRESS RELEASE

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1-DATA AND FACTS

1 GRAND CRU

Champagne Mailly creates its cuvée with grapes exclusively coming from the village of Mailly Champagne. Mailly Champagne was classified Grand Cru in 1920

70 HECTARES

The size of our vineyards

35 NAMED PLOTS

Our vinegrowers own vineyards on each of the the 35 named plots of the village. We harvest and vinifie by named plot

25 FAMILIES

The same 25 families since 1929. They watch over the future of our company

1KM

Between 1931 and 1964 our founders dug 1km of gallery in the Chalk, 19 metres below earth. Our Champagne are till today aged in these cellars.

500.000 BOTTLES

We sell 500.000 bottles per year, 70 % of which are exported in 35 countries

100% HVE and VDC

Since 2021 all our growers are certified “ Viticulture Durable en Champagne” (VDC) and Haute Valeur Environnementale (HVE). This is the result of many years of collective work.

2 – A HUMAN ADVENTURE

The Village of Mailly Champagne

As attested in eighteenth century writings on Champagne wine, Mailly Champagne has always ranked among the most remarkable of the Champagne Villages.

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*: literally “ladder of growths,” or the rating system for determining grape prices in the Champagne area. The first was in 1911 and the second in 1920, both defined by the Syndicat du Commerce des Vins de Champagne in consultation with Champagne growers. Mailly has enjoyed 100% Grand Cru status virtually without interruption ever since.

With daring as our watchword

First steps

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 bought a piece of land at the entrance to the Village and constructed a large building intended to house a wine press and a vat room.

Their plan was to install an innovative three-tier gravity-fed system that would take advantage of the slope in the ground.

But the Champagne Houses were having none of it, keen to discourage any attempt to increase the price of their bought-in grapes. So for the first two years of its existence, the newly formed Mailly wine company did no business at all.

With no money coming in, our 25 growers decided to go it alone, never mind that they had no financial backing and no facilities of any kind. 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.

Eighteen months later, they sold the lot – all 3,600 bottles to a single buyer. It was their first sale since the company was founded and they did not intend to stop there.

No sooner had they banked the cheque, than they ploughed the profits back into the business, bought a job lot of 50,000 bottles and got started on their second bottling.

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 producers who joined forces under a motto that summed up everything they stood for: *A la tête par la main* (together to the top).

Travelling winegrowers

The rise of the brand

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.

Mailly Grand Cru Champagnes were now much sought after by a discerning clientele, served in all the most fashionable restaurants – Plaza Athénée, George V, Colisée, Tour d’Argent – and stocked by all the best wine merchants: Les Caves Pétrissans and Legrand Père et Fils, to mention but two.

The Post War boom was also the time that saw the brand make inroads into global markets, particularly North America where MAILLY Grand Cru Champagne became a favourite of revered New York wine merchant Sherry Lehmann.

That was fifty years ago and a lot has changed in the industry since then. Not so our business strategy, which remains unchanged, forever committed to making MAILLY Grand Cru Champagne a tangible reflection of the pride we take in our work.

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.

A now emblematic building

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 “for the very first Champagne House that trusted in my abilities.”

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.

Over the years, Pace also rebuilt the vat room and barrel room, together with the reception area.

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

3 – THE ROOTS OF A GRAND CRU

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.

Vineyard aspects facing the four points of the compass impart unique characteristics to the Mailly Grand Cru terroir.

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.

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 sub-soils have been fashioned by geology – such as the tectonic shifts that destabilised the northern flank of the Montagne de Reims, triggering massive landslides that destroyed everything in their path. Further up the valley, the mudflows combined with different sediments to produce a whole variety of soils with very particular characteristics.

In recent years, working in partnership with the Bécheler Conseils design office, 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.

Cellar secrets: An artist's workshop

Grapes from selected parcels in our 35 *lieux-dits* are harvested, pressed and vinified separately in small tanks or casks.

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

All of our wines are matured in the type and size of container best suited to their particular profile, aiming to bring out those complementary organoleptic qualities that make every blend more than the sum of its parts.

Successful blending does of course begin in the vineyards – in this case 35 different vineyard plots, each with its own subtle character that shows through in the wines. The art of the Cellar Master lies in composing a blend of still wines to create a cuvee that embodies all of those subtleties, and with it a range of Champagnes that voice the excellence of their terroir.

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.

4 – OUR RANGE AND CHAMPAGNE

Our wines owe their character to the fruit of a single Grand Cru estate: a vineyard composed of 35 *lieux-dits* (named vineyard parcels) with exposure to all four cardinal points.

Mailly's chalky subsoil brings out a unique mineral freshness in the Pinot Noir—a slightly saline crispness that marries beautifully with the finesse of the Chardonnay.

And there you have it – the spirit and style of Mailly in a nutshell.

Classic cuvees

“Champagnes for every occasion, skillfully crafted to make every occasion uniquely enjoyable.”

- Brut Reserve :
Crafted with consummate precision, Mailly Brut Reserve epitomizes our particular style of winemaking
- L'Intemporelle:
Is a magical blend made in a seductive well balanced style. This wine has become a favourite of gourmet restaurants far and wide
- L'Intemporelle Rosé:
First released in 2004 this cuvée is rare and exclusive
- Delice:
Mature and well balanced Delice is carefully crafted from the same blend as Brut Reserve but with a natural creaminess that comes from longer ageing after dosage

Composition parcellaire

“The ultimate expression of the Mailly terroir – bringing out the nuances in 35 different *Lieux-Dits*”.

- Blanc de Pinot Noir:
Since it was first released (more than 30 years ago) our Blanc de Pinot Noir has become a benchmark in a category of Champagne that is now much sought after
- Extra Brut Millesimé:
Made with very low dosage, this wine draws its excellence from the fruits of selected named plots where the harvest have been outstanding in terms of acid/sugar balance
- Rosé de Mailly
This is a saignée rosé made with grapes coming from the sunniest plots of Mailly's vineyards

Heritage cuvees

Only the best terroirs have the ability to produce wines capable of long aging

- Les Echansons:
This cuvée is dedicated to the Sommeliers who are the ambassadors for our Champagne and have helped us to establish this cuvée as the jewel in our crown.
- Magnum Collection

Available only as a strictly limited release in individually numbered bottle each magnum is riddled by hand and then finishes its long aging neck down (sur pointe).

Coteaux Champenois

In 2021, our Coteaux-Champenois rouge makes its comeback.

The Pinot Noir berries that make up this cuvée have been carefully selected to reveal another facet of the considerable qualities of this grape variety in our village.

The innovative packaging highlights our monocru with a QR code which is a link to a 3D presentation video.

5 – ARTISTIC CUVEE

Our “Les Artistiques” collection comprises five themed Champagnes crafted in long-standing partnership with leading French contemporary artists.

Artistic collaboration

Creative and collectible, our artistic cuvees will delight art lovers and enthusiasts of great wines alike. For more than 20 years now, Mailly Grand Cru has been creating Champagne wines that reflect the qualities of a particular vintage as seen through the eyes of a particular artist. One cuvee, one artist, each cuvee produced as a numbered-edition Champagne presented in a metal gift box.

The collection was launched with “La Terre”: a celebration of the 1996 vintage that speaks to Bernard Pagès eponymous homage sculpture erected at the heart of the Mailly Champagne Grand Cru estate.

Four years later came “Le Feu”: a “solar” Champagne that reflects sculptress Florence Valay’s tribute to our 2000 vintage.

“Le Feu” was followed by “L’Air”: Claude Viallat’s unique take on the 2005 vintage, presented in a gift box signed by the artist who also influenced the packaging design.

Water, fourth of the five elements, is represented by “L’O de Mailly”: a celebration of the 2008 vintage, presented in a gift box designed by photographer Xavier Coulmier.

“Nature”, released in 2020, is the most recent addition to the range: a Zero Dosage Brut Nature expression of the 2013 vintage, elegantly presented in a gift box created in partnership with multimedia artist Charles Neubach.

6 – OUR COMMITMENTS

Creative energy from the living world

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.

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.

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

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.

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 ADELPHÉ (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.

Going further

We support: STOP HUNGER

STOP HUNGER is a global non-profit network of more than 1,200 local NGOs. Supported by its founding partner, the SODEXO global ecosystem of start-ups, its top priorities are to feed the most vulnerable, empower women and local communities, and respond to emergencies.