



REOPENING
OF THE MAISON TAITTINGER
TO THE PUBLIC
ON JULY 22, 2024

TAITTINGER

“After eighteen months of work to restore the historic site of St Nicaise to its former glory, the reopening of the visitor service and the cellars dating from the 3rd century AD, listed as a Unesco World Heritage Site, is announced for July 22nd.”

“The spirit of progress and the desire to always strive for excellence is not only shown in our wines but also through better sharing our history, our culture and our know-how. We hope that through new experiences, each French or international visitor will be able to better discover the history of France and Champagne, our company, our family’s culture and the work that goes into making our wines. We want to make this legacy a warmer, more joyful and more culturally-rich place .”

*Vitalie Taittinger,
President of Maison Taittinger*

REVEALING THE SOUL OF TAITTINGER

THOROUGH RENOVATION
TO HIGHLIGHT THE TAITTINGER SPIRIT

The aim of the renovation of Saint-Nicaise, the historic place to visit the Maison Taittinger in Reims, has been to rewrite the joyful and generous identity of this family house that is four generations old, and to highlight its artistic and creative dimension.

Deeply inspired by its heritage yet resolutely focused on the future, the aim was to tell the story of the Maison, its uncompromising commitment to excellence, and to unveil its creative process. With this in mind, Vitalie Taittinger wants to highlight the subjects that are dear to her and

that every day contribute to shaping her unique adventure. She is dedicated to the legacy as well as the long term, both of which are perfectly embodied in the historic cellars of Saint-Nicaise. She has an eminently positive and luminous vision and a taste for life that are expressed in each of the Arts exhibited within the site.

The itineraries have been designed so that visitors can immerse themselves in the world of Taittinger and understand how it inspires and shapes the creation of its vintage wines.



“The desire to bring
the brand’s experience
to life is obvious. Champagne is a
product for celebrations,
linked to a moment.
Knowing how to create emotion
and memories then takes
on its full meaning”

*Audrey Malacain,
director of the Taittinger experience.*

THREE NEW TOURS TO DISCOVER THE TAITTINGER STYLE

IMMERSE YOURSELF IN THE JOYFUL AND POETIC WORLD
THAT IS THE MAISON TAITTINGER

Each of these three tastings start with a visit to the cellars, which will conclude with a new visual experience, combining poetry and history. The poem “Champagne” was written during the 1st World War by the American Alan Seeger. This poem is an ode to life starting again, it sings of the taste of celebration and the joy of sharing, the land of Champagne and the champagne itself.

Alan Seeger was one of the very first Americans to sacrifice his life, even before

his country committed itself to France and its allies a year later. Bought by Taittinger in 2019 from a collector, this poem is moving, with its optimistic message addressed to those who live there, or who will live there, once peace returns.

This hymn to life is an inspiration for Maison Taittinger, with its impetus for hope for a joyful and bright future, that the family wanted to share with visitors.



“Drink sometimes,
you peaceful walkers,
whose slow step lingers
on the safe paths,
to those who have fallen there
under invisible blows,
have guarded the land for you
where you can harvest.”

*Alan Seeger,
excerpt from his poem “Champagne”*

The three new cellar tours perfectly illustrate all the ranges that express the Maison Taittinger and its champagnes



Instant Rosé

Instant Gourmet

Instant Comtes

An introduction to the brand

A food/champagne pairing brought to life with the help of MOF [Meilleur Ouvrier de France] Cuisine chef Philippe Mille and produced by M Reception, highlighting the gastronomic dimension of the Maison's vintage wines

A spotlight on the history, culture and know-how of our Maison, followed by a unique tasting experience

Tasting of two emblematic vintages : Brut Réserve and Prestige Rosé

Tasting of two vintages : Brut Millésimé and Prestige Rosé

Tasting of three vintages : Brut Réserve, Prélude Grands Crus and Comtes de Champagne Blanc de Blancs Grands Crus

In an opulent space

In a dedicated lounge

In a lounge arranged in the form of a workshop

For up to 20 people

For up to 14 people

For up to 12 people

Lasts 1 hour, 10 minutes

Lasts 1 hour, 30 minutes

Lasts 1 hour, 45 minutes

Price : €40 incl. VAT per person

Price : €80 incl. VAT per person

Price : €80 incl. VAT per person

Discover the reimagined Taittinger experience : <https://book-a-visit.taittinger.fr>

TOURS, SHOP
AND RESTAURANT,
A COMPLETE OFFER

EXTEND THE TAITTINGER
EXPERIENCE

The visitor experience will be complemented by a shop, called “Chromatique”, and a table that will be open to the public in 2025 and will showcase blending from every angle.

The “Chromatique” shop has been designed as an extension of the visits. In addition to the Maison’s vintages, it will offer exclusive items carefully selected from different worlds dear to Taittinger — photography, gastronomy, tableware, crafts. All of them have an intimate connection to the Maison and exemplify Taittinger’s singular style.



“There was a real study
into products that are in line with
our values, our commitments and our desires.
Giving our visitors the opportunity to continue
their journey within the brand’s family universe.

In addition to offering our champagnes,
we wanted to offer products that are a little
more exclusive. Using partners who are close
to our hearts was a priority,”

*Vitalie Taittinger,
President of Taittinger*

ANNEXES

FIND OUT MORE ABOUT THE TAITTINGER CELLARS

SEVENTEEN CENTURIES OF HERITAGE

Saint-Nicaise, bishop of Reims, and today patron saint of the “coronation city”, was massacred by the barbarians in the 5th century. To venerate his relics, objects of pilgrimage, Benedictine monks had a new abbey church built in 1229 on the site of his burial. Long considered one of the most beautiful Gothic achievements in France and having long belonged to the family of the Counts of Champagne (Tsar Peter the Great came especially to visit it in 1717), it was sold as national property during the Revolution and served as a stone quarry until its complete demolition in the nineteenth century. Today, only the basements remain, forming a network of galleries, crypts and Gothic vaults, built in the heart of old chalk quarries worked in the Gallo-Roman period. These were sometimes used as a refuge for the early Christians and, later, as a shelter for the Champagne wines produced by the monks.

During the Great War, they welcomed soldiers and refugees who marked their passage on the chalk walls, leaving drawings, mysterious graffiti or simple initials; traces of history that can still be seen today. A few births were even recorded there. The Saint-Nicaise site was rebuilt in 1920 by Champion champagne and then Binet, which the Taittinger family then bought.

Today, this magnificent site features on the UNESCO World Heritage List as part of the Hillsides, Houses and Cellars of Champagne category registration. The cellars benefit from the exceptional conditions of the chalk. It is in these underground cathedrals, 18 metres below ground, that the exceptional Comtes de Champagne vintage patiently sleeps for 10 years, before it sees the light. The temperature is constant, between 10 and 12°C, both in summer and in winter, with stable humidity, no condensation as the limestone absorbs excess moisture, which makes it an ideal place for storing and ageing the wines.



HISTORY OF THE MAISON TOURS

The first illustrious visitor to the Abbey of Saint Nicaise was none other than Peter the Great. He stopped there in 1717 during his trip to meet the regent Philippe d'Orléans and paid homage to the Champagne wine and the cellars of the House. A plaque marking his arrival has been erected in the cellars to commemorate his visit.

The Maison Taittinger tours were born in the 1980s, with the idea of sharing this unique cultural heritage with as many people as possible. At the time, a mock-up and an audio-visual



montage allowed visitors to discover how the old buildings looked. Then, accompanied by a guide, visitors took a stroll through the 3 km of galleries dug by the monks. They discovered the chalk pits, the crypts and a vault that has remained intact, with three doors which have religious-inspired ironwork, as well as an eighteenth-century wooden press. The Maison's wine merchants faithfully recreated the methods of the Benedictines, who stirred the bottles manually. There was no tasting at the time. It was not until the 1990s that a setting dedicated to welcoming visitors was created. Scandinavian, German, Belgian and Austrian buses arrived in large numbers to discover the Maison's cultural heritage. Then, in 2006, the visionary Pierre-Emmanuel Taittinger created the tours by restoring the room which was dedicated to tasting and by setting up a sales counter.

In 2010, still under his initiative, several tasting rooms were created, and a more modern film presenting the Maison and its new, international challenges was shown to visitors. Major maintenance work completed the awareness of the new tourist challenges of the time. The classification in 2015 as a UNESCO World Heritage Site in the Hillside, Houses and Cellars of Champagne category will also contribute to international recognition and to the promotion of the region's tourist attractiveness. Every year, Maison Taittinger welcomes more than 80,000 French and foreign visitors who come to discover the chalk quarries of Saint-Nicaise and taste its vintages.

Today, the tours unveil a new page in its history, allowing visitors to fully immerse themselves in the soul of the Maison and to understand the process of creation of Taittinger vintages.

TAITTINGER

CHAMPAGNE TAITTINGER

CLAIRE SARAZIN
COMMUNICATION MANAGER
CLAIRE.SARAZIN@TAITTINGER.FR
+333 26854522