



OPENING OF POLYCHROME
WITHIN THE HISTORIC HEADQUARTERS OF MAISON TAITTINGER

14 JUNE 2025

9 PLACE SAINT-NICAISE, REIMS

TAITTINGER

POLYCHROME

BLENDING TABLE

TAITTINGER

MAISON TAITTINGER OPENS ITS “TABLE POLYCHROME” ON 14 JUNE 2025 IN THE HEART OF ITS HISTORIC SAINT-NICAISE HEADQUARTERS IN REIMS: BE A PART OF A UNIQUE CULINARY EXPERIENCE

BE A PART OF A UNIQUE CULINARY EXPERIENCE TAITTINGER

Maison Taittinger is delighted to announce the opening of its “Table Polychrome”, scheduled for 14 June 2025, at its historic headquarters at 9 place Saint-Nicaise in Reims. This unique place pays tribute to the art of blending. It immerses visitors



in the heart of the creative process, encouraging them to experiment with flavours.

At the Table Polychrome, each guest becomes an artist responsible for their own blend. By pairing the flavours created by chef Charles Coulombeau – the first to create a practical interpretation of the concept of polychromy – with Taittinger Champagnes, each guest is introduced to the art of the perfect match. The Table will be open to all visitors to Champagne Taittinger, and also to anyone seeking to enjoy a unique culinary experience. Whether you're a gourmet food enthusiast, a Champagne lover or simply looking for an adventure in taste, this unique venue invites you to explore a new dimension in the art of blending, in which each dish is harmoniously paired with the House's exceptional Champagnes.

The experience is an integral part of the Maison Taittinger offering, which also includes cellar tours and the Chromatique concept store. This combination enables visitors to experience a complete adventure, combining the discovery of Champagne, fine dining and an exploration of the Taittinger universe through exclusive products.

THE CULINARY ARTS :
WHY INCORPORATE GASTRONOMY INTO THE
TAITTINGER EXPERIENCE?

Far from being just a celebratory drink, champagne is a versatile table companion, capable of elevating a multitude of dishes, from the most refined to the most daring. It is central to our gourmet pairing approach, in which each dish is intended to magnify the aromas and flavours of the Champagne.

Since 1967, Maison Taittinger has supported the culinary world through the Signature Culinary Prize, now known as the Ars Nova International Signature Culinary Prize. Launched by Claude Taittinger as a tribute to his father Pierre Taittinger, a great gourmet, the competition celebrates the talent and creativity of young chefs around the world while preserving culinary heritage.

“The table is a symbolic place: a forum for encounters, dialogue and emotion. It’s not just a place to “eat”, but a place where people can share, be generous and pass on ideas. Every meal offers an opportunity to create memories, forge bonds and celebrate together.”

*Vitalie Taittinger,
President of Champagne Taittinger.*

POLYCHROME :

THE ART OF BLENDING

COLOURS AND FLAVOURS

With 288 hectares of vines spread over 40 crus, Taittinger is a House with an intimate understanding of blending. This diversity of terroirs forms the inspiration behind the Table Polychrome, designed to encourage visitors to become involved in their own culinary experience by creating their own pairings.

By giving the visitor a central role in the creative process, Taittinger offers an immersion into the art of blending – much like the creation of a Champagne cuvée – while drawing inspiration from the harmony of colours. Polychrome is an experiential space in which cuisine speaks through colour and texture, awakening curiosity and asserting a bold, innovative identity in the world of dining.

The concept of the “Table Polychrome” is based on a number of commitments dear to the House:

/ A “palette” of long-life products from the various countries to which our Champagne is exported: a tribute to cultures from all over the world.

/ Local seasonal vegetables, served raw, cooked or fried

/ Four specially-created condiments for connecting dishes with Champagnes

/ Two “palettes” of cheeses selected with a cheese ripening expert in partnership with the chef

/ A menu of light, fresh fruit-based desserts.

“The rule is simple: colours, textures, seasonal produce, and all of the House’s cuvées... this is your palette. Have fun and, at this table, share your curiosity with those you love. It’s a place for surprises, learning and exploration. So come and play, and enjoy this place where beauty meets taste!”

*Vitalie Taittinger,
President of Champagne Taittinger.*

POLYCHROMY :
THE FIRST INTERPRETATION,
BY CHARLES COULOMBEAU

Each year, a different chef will be invited to share their own vision of polychromy. This lively concept will enable visitors to rediscover new culinary interpretations inspired by the diversity of cultures.

The first chef to play the Polychromy game is Charles Coulombeau, winner of the Taittinger International Signature Culinary Prize in 2020, he also contributed to the development of this new concept hand in hand with Vitalie Taittinger. Charles is a Michelin-starred chef who heads up the “Maison dans le Parc” restaurant in Nancy and the “Yozora” restaurant in Metz, he will be contributing his creativity throughout the year, across four culinary seasons.



“Being part of the creation of Polychrome is a real creative challenge. It’s an adventure in which ideas, flavours and influences come together to form a collective work. Striking a balance between the Maison Taittinger identity and my own sensibilities, while exploring new territories, will be key to this project.»

*Charles Coulombeau,
Michelin-starred chef of “La Maison dans le Parc” and “Yozora” in Metz.*

THE ARCHITECT OF OUR WINES' STYLE

For the first time, all ten cuvées in the Taittinger range will be here in one place, giving visitors the opportunity to broaden their knowledge and discover the full excellence of the House's Champagnes.



“Maison Taittinger invites you to discover the union between its Champagnes, the art of blending, and gourmet dining. It offers cuvées that reflect its expertise and commitment to excellence. Each cuvée is carefully crafted to deliver a unique taste experience. Our wines come from an exceptional terroir in which each plot of land contributes to an effervescent symphony. Blending is at the heart of our cuvées, enabling us to create pairings with refined or contrasting high-quality cuisine. For me, Champagne is a creative wine, in which nature and craftsmanship combine to create a dialogue with gastronomy.”

Alexandre Ponnvoy,
Maison Taittinger Cellar Master.

THE POLYCHROME BAR :

AN EXPLORATION OF TAITTINGER'S CUVÉES

In addition to the Table, the Polychrome bar gives visitors the opportunity to learn more about Taittinger's cuvées. Each of the House's cuvées will be available in bottles, as well as in other formats, for an exceptional tasting experience.

The bar will also offer an “afternoon tea” and seasonal tasting “palettes”, enabling visitors to explore the different nuances of Taittinger Champagnes.



A UNIQUE ARCHITECTURAL SETTING FOR POLYCHROME

The “Table Polychrome” boasts a bold, innovative architectural design by architect Giovanni Pace. This extension to the historic Saint-Nicaise building blends harmoniously with the history of this place, preserving its 1930s heritage and drawing inspiration from the Saint-Nicaise abbey that once occupied the site. The design of this space not only respects tradition, it reinvents it by incorporating modern, refined elements, with the creation of a peristyle, a perfect fusion of past and present.

The interior design brief was assigned to the Homeage agency, headed by Grégory Guillemain. This choice reflects a desire to combine aesthetics and functionality, creating an environment that is both intimate and spectacular. The restaurant has a panoramic view over a landscaped park designed by the Triptyque / CDCP agency: a natural, evolving place, conceived as a living tableau that changes with the seasons. This direct link with nature offers an immersive, sensory, poetic experience.

The architecture of this place strikes a subtle balance between minerality and warmth, using quality materials such as glass, wood, leather and stone. The space features a number of works of art created by Sarah Walbaum and the Simon Marq studios, who have captured the essence of the blend by working with transparency, textures and colours to transform each space into a truly collective work of art.

This makes Polychrome not just a restaurant, but a place of blending where architecture, art and gastronomy meet and complement each other, offering visitors an unforgettable experience at the centre of the world of Taittinger.



POLYCHROME

VISITOR INFORMATION

Table polychrome :

40 covers

Open Thursday to Monday

12:00 pm – 3:30 pm (last service at 1:45 pm)

Polychrome bar :

20 seats

Open monday to sunday (high season)

11:00 am – 7:00 pm (last service at 6:00 pm)

Reservations available :

Via our experience booking platform:

www.book-a-visit.taittinger.fr

Access via the Cellar Tour reception desk

BIOGRAPHIES

CHARLES COULOMBEAU

BIOGRAPHIE

Charles Coulombeau is a renowned chef, born on 22 August 1992 in Évreux. He grew up in a family with a passion for cooking, which had a major influence on his career. After a basketball accident that prevented him from writing for several months, he decided to focus on cooking, and joined the Lycée Hôtelier in Biarritz.

Charles began his career at the Relais de la Poste in Magescq, then worked for the Ibarboure brothers in Bidart.

He then joined the Maison Guérard in Eugénie-les-Bains, where Olivier Brulard trained him. In 2013, he became Chef de Partie at Maison Lameloise in Chagny. In 2016, he moved to England to work at Gravetye Manor, where he stayed for three and a half years. In 2020, he won the prestigious Taittinger prize.

Charles currently runs La Maison dans le Parc, one Michelin star restaurant in Nancy, as well as the Yazora restaurant, which has also one Michelin star, and the Ume brasserie at the Centre Pompidou-Metz.



GIOVANNI PACE

BIOGRAPHIE

Giovanni Pace is a renowned architect, born in Troyes and based in Reims since 1970. Born into a family with its roots in the Naples region, he discovered his vocation for architecture in Rome. In 1986, he entered the École Nationale Supérieure d'Architecture in Nancy, graduating in 1991.

After his studies, Giovanni worked in Paris with Stanislas Fiszer before returning to Reims to collaborate with the Thiénot Ballan agency.

In 1996, he founded his own practice, PACE Architectes, which has become one of the most influential in the Champagne region. The agency is known for its varied projects, ranging from housing to offices, hotels, restaurants, schools and wineries for champagne houses. Giovanni is best known for his humble, generous approach to architecture, inspired by the modernism of Mies van der Rohe.



GREGORY GUILLEMAIN

BIOGRAPHIE

Grégory Guillemain is a French interior architect and designer, born on 9 March 1976. He is the founder of Homeage, a Reims-based design office and contemporary furniture shop. Homeage is renowned for creating fluid, harmonious interiors for hotels, restaurants, offices and private homes.

Grégory and his team work on a variety of projects, bringing an aesthetic and ergonomic touch to the spaces they design.



VITALIE TAITTINGER

BIOGRAPHIE

President of Maison Taittinger: Vitalie Taittinger was born on 29 June 1979 in Reims. She is the great-granddaughter of the founder of the House.

An art graduate from the Émile Cohl School of Drawing in Lyon, she joined the House in 2007 and became Artistic Director from 2009 to 2012. She was then Marketing Director from 2012 to 2015, and then Marketing and Communications Director until 2020. Since 1 January 2020, Vitalie has been President of Champagne Taittinger. She has also chaired the Fonds Régional d'Art Contemporain de Champagne-Ardenne (FRAC) since 2017.



ALEXANDRE PONNAVOY

BIOGRAPHIE

Maison Taittinger Cellar Master since 2018. Originally from Burgundy and from an agricultural background, he studied agronomy and plant physiology in Dijon before fully dedicating himself to the world of Champagne.

After graduating in oenology, Alexandre worked in the world of sparkling wines in California and South Africa. He then joined the Station Œnotechnique de Champagne, where for ten years he advised more than 150 estates, merchants and cooperatives in Champagne, both in France and abroad, on the production and marketing of their sparkling wines.

In 2015, he joined Maison Taittinger to assist Cellar Master Loïc Dupont, before taking over from him in 2018. As Cellar Master, Alexandre is responsible for perpetuating the Taittinger style based on elegance, finesse and purity. He also adds his personal touch to stay abreast of technological and societal developments, while respecting the soul of the House.



APPENDICES

The three new cellar tours reflect the full spectrum of expression of Maison Taittinger and its champagnes.



The instant rosé

An introduction to the Taittinger brand

Tasting of two cuvées:

Brut Réserve and Prestige Rosé

In an exclusive setting

Up to 20 guests

Duration : 1h10

Price : 40 € TTC/ person



The instant gourmet

A food and champagne pairing created in collaboration with MOF Chef Philippe Mille, and brought to life by M Réception — highlighting the gastronomic expression of the House's cuvées.

Tasting of two cuvées:

Brut Millésimé and Prestige Rosé

In a private tasting room

Up to 14 guests

Duration : 1h30

Price : 80 € TTC/ person



The instant comtes

Une mise en lumière de l'histoire, de la culture et du savoir-faire de notre Maison suivie d'une expérience de dégustation singulière.

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

In a dedicated tasting room arranged in a workshop format

Up to 12 guests

Duration : 1h45

Price : 80 € TTC/ person



The instant duo comtes

A rare encounter with the Comtes de Champagne cuvées, the quintessence of the House's style. Each guest is invited to experience a moment of enchantment, where terroir, blending and excellence come together.

Tasting of two cuvées:

Comtes de Champagne Blanc de Blancs Grands Crus 2013 and Comtes de Champagne Rosé Grands Crus 2012.

In an exclusive tasting room

Up to 10 guests

Duration : 1h30

Price : 100 € TTC/ person

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



POLYCHROME

DETAILS OF THE RESTAURANT OFFERING

Restaurant open for lunch only

Two set menus available:

/ 3-course menu

(starter, main, cheese or dessert):

€65 incl. VAT (excluding drinks)

/ 4-course menu

(starter, main, cheese and dessert):

€80 incl. VAT (excluding drinks)

Each dish will be served with
sharing sides and four specially crafted
condiments
designed to pair beautifully with the
Champagnes.

*All Taittinger cuvées
available by the glass or bottle*

/ Champagne by the glass:

from €15 to €60 incl. VAT

/ Bottles & Magnums:

from €80 to €350 incl. VAT

INTRODUCTIONS

in four textures

MAIN COURSE

*in monochrome notes
to be composed and paired with
our polychrome palette of condiments*

CHEESE

in shades of white

DESSERT

from white to colour

3

COURSES

*Introduction, Main,
Cheese or Dessert*

65€

4

COURSES

*Introduction, Main,
Cheese and Dessert*

80€

MAIN COURSES

SUMMER AUBERGINE

RABBIT
ARTICHOKES & TURMERIC

DUCKLING
PAK CHOI & CORIANDER

COCKEREL
CRAB AND ELDERFLOWER

BRILL
CAULIFLOWER & JASMINE

SIDES

SUMMER
VEGETABLE SALAD

YELLOW BEETROOT CRISPS
WITH CITRUS

CONDIMENTS

MISO KUMQUAT

PISTACHIO CONDIMENT

SMOCKED YOGHURT WITH MINT
EARL GREY MUSTARD

CHEESES

N°1

GOAT CHEESE
WITH FLOWERS

24 MONTH AGED
COMTÉ

OLIVET WITH HAY



BRUT
MILLÉSIMÉ 2016

N°2

LE PETIT GROS LORRAIN

HERCULE

WAXED BLUE CHEESE



NOCTURNE
BLANC

DESSERTS

APRICOT ÎLE
FLOTTANTE

WHITE VEIL
PEACH
CARDAMOM

PAVLOVA
FIG



NOCTURNE
BLANC

DEMI-SEC

NOCTURNE
ROSÉ

TAITTINGER

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