



CHAMPAGNE
GREMILLET
★ ★ ★ ★ ★

PRESS KIT - 2016



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A FAMILY AFFAIR



It all begins with Lulu...

When Jean-Michel Gremillet swapped his job with the EDF electricity company to take up champagne making,

it was all thanks to Lulu, his mother, who gave him 30 ares of vines in 1978. The following year, he himself bought his first plots, totalling almost a hectare. To begin with, he sold his grapes to the trade, but it wasn't long before this bubbly character wanted to create his own wine.

In 1984, he invested in his first presses (second-hand Coquard hydraulic ones), carried out contract work for neighbouring winegrowers, and labelled 1000 bottles of champagne with his own name. Ten years later, 20,000 bottles would bear the Jean-Michel Gremillet stamp.

Over the years, the vineyard has steadily grown (to 40 ha today), and the various winemaking process have been integrated into the estate, including turning and sediment removal, since 1990.

... and continues with her children

Jean-Michel and Arlette Gremillet's dreams came true with the successive arrivals of their two children. In 2003, Jean-Christophe, the eldest son, in turn wrote a new chapter in the Champagne Gremillet story by adding, with help from a consultant oenologist, the final production and vinification procedures, blending, bottling, and ageing, giving the family complete business autonomy. In 2006, his younger sister Anne took charge of marketing and communication. Their respective spouses, Karine and Stephane, soon joined them, forming a complete family working together on the same project.



From 1000 to 500,000 bottles

In 1998, some 300,000 bottles bore the Jean-Michel Gremillet brand.

A pioneer in its day given its size, its initial focus was on export, and this remains a priority for the company. Always pro-active, Jean-Michel Gremillet called up embassies, during the night due to the time difference, to persuade them to serve his champagne at their prestigious receptions. These French embassies and consulates abroad have remained loyal ever since, and the company supplies around fifty of them worldwide.

Its champagne has also been used since 1997 to celebrate all Ariane rocket launches in Guyana.

Airline companies including China Airlines, United Airlines, Jakarta Airlines and Delta Airlines have adopted it in recent years to welcome their passengers onboard.

Thanks to the ambition, hard work and dedication of its founders Champagne Gremillet has experienced rapid growth.

To meet sales demand (around 500,000 bottles per year), the company has developed upstream activities in terms of grape supplies allowing it to optimise its blends, with Chardonnays from Montgueux, Cramant and Beton for example. Every year, 60 partner winegrowers entrust their harvests to Champagne Gremillet, representing an additional supply of 50 ha.

Follow your heart: Jean-Pierre Rodolphe Lédé

Jean-Pierre Rodolphe Lédé, a larger-than-life character who is an oenologist, poet and author of the book “Voyage dans ma bouteille” (Journey in my bottle) has agreed to provide advice to the Gremillet family since 2004. He is a man who follows his heart. Pleasantries do nothing for him. He’s not one for small talk. What he wants is sincerity. And with the Gremillet family, that’s exactly what he gets. They aren’t in the business of telling stories. They’re too busy writing their own story.

Jean-Michel Gremillet was keen to employ this “original” character, knowing of his reputation and expertise in the world of wine:

He came across as a bit of a mischief-maker, but I really liked him, and I could tell he had talent.



THE UNIQUE TERROIR OF LES RICEYS

The Gremillet estate covers an area of 40 ha (28 owned and 12 leased) including 7 ha on the hills of the famous terroir at Les Riceys. It is located in the commune of Balnot-sur-Laignes, 45 km from Troyes. Planted on Kimmeridgian clay-limestone soil, the same as that found in neighbouring Burgundy, Pinot Noir dominates at 94%, with Chardonnay accounting for the rest of the vine stock.



New land is purchased as and when the opportunity arises.

Jean-Michel Gremillet has an unstoppable desire to expand his little vineyard. As he explains its: “I was in the construction business, where ambition was set aside. Building, creating, innovating, is what interests me. Not necessarily success. If it happens, so much the better, but it’s not an end in itself.”

The plots (51 in total) have south / south-east exposure, allowing them to enjoy maximum levels of sunshine.



CHAMPAGNES PRODUCED EXCLUSIVELY FROM FIRST PRESSES

The harvests generally begin in mid-September and last around ten days. Depending on the vintages, Chardonnay and Pinot Noir share priority.

In accordance with the requirements of the appellation, picking is exclusively manual, in order to keep the grapes intact until pressing,

a strictly regulated stage at which the Gremillet family excels, as seen by the fact that they continue to offer their services to neighbouring winegrowers.

From 4000 kg of grapes, just 25.50 hl of must can be extracted. The pressing is split between the “cuvée” (20.50 hl) and the “taille” (5 hl). Champagnes Gremillet are exclusively produced from the first press (the cuvée).

Sent to tanks for pumping, after cold washing for 24 hrs, the must undergoes fermentation, first alcoholic at 16°C, then malolactic at 18°C. This phase is generally completed in December. In January, the wines are drawn off then fined before brief exposure to cold (-0.5°C) and crossflow filtration, which produces no waste (this procedure is developing in Champagne but Gremillet was one of the first to acquire the equipment in 2005).

The device is autonomous and runs at night, with a low output of 10 hectolitres per hour.

In April, Jean-Christophe Gremillet adds the bottling liqueur, made up of clear wine, yeast and sugars for the second fermentation in the bottle.

This takes place slowly (2 to 3 months), at 10°C in an underground cellar, giving Champagnes Gremillet great bubble finesse.

All these procedures are designed to support the wine, and not to overwhelm it.

For greater complexity and finesse, ageing sur laths exceeds the standards required by the appellation (15 months), since at Champagne Gremillet it lasts at least 22 months for the “non-vintage brut” and up to 5 years for the great vintages.



FULLY TRACEABLE QUALITY

Whereas most winegrowers make their dosing liqueur with rectified concentrated must, Jean-Christophe Gremillet opens bottles of champagne especially to concoct his preparation. A quality standard demanded by Champagne Gremillet. Following the same optimal quality approach, he keeps his reserve wines at a constant temperature, in a climate-controlled room at 14°C.

“We prefer to control the room rather than chill the tanks, because, with time and moisture, mould can develop”.

During sediment removal, the bottles undergo a double examination:

- **“jetting”, using a little device which sends a drop of sulphited water into the bottle before corking. This process favours the expulsion of air to obtain the most homogenous sulphur dosage possible, thus encouraging better preservation of the wine.**

- the vision camera which controls turbidity, volume and cork depth. This can be used, in particular, to check cork quality. Some corks will only have a 2% rejection rate, for others it can be as high as 17%. Needless to say, the latter soon lose their position as suppliers to the company.

They are next laser engraved to indicate the date of sediment removal, the sugar content, the type of champagne, the initials of the person responsible for sediment removal, and the year. This means that when a customer indicates a problem, the bottle can be traced.

It is only once the wine and its liqueur have fully mixed, around 3 to 6 months after sediment removal, the date of which is indicated on the bottles, that they leave the storehouses at Balnot-sur-Laignes. Wines which have far to travel undergo a special sediment removal procedure. Performed at the last minute, it is intended to protect the wines from the hazards of lengthy transportation and temperature fluctuations.



THE SEVEN BOTTLES OF THE GREMILLET RANGE



- **LES CLASSIQUES**

Selection (brut or demi-sec) and Rosé d'assemblage (blended rosé).

- **LES PURS**

Nature Zéro Dosage, Blanc De Blancs and Blanc De Noirs.

- **LES UNIQUES**

Millesimé and Cuvée Évidence.

LES CLASSIQUES

In its literal sense, classic means something which does not surprise. At Champagne Gremillet, the classics are the must-have champagnes, the essential ones.

SELECTION

70 % pinot noir, 30 % chardonnay

The nose is agreeable thanks to an invigorating combination of floral and fruity notes with a moreish character. There are suggestions of acacia, hawthorn, peach, pear and apricot.

In the mouth, the freshness provides a fine balance between acidity and maturity. We rediscover the fruitiness we adored so much in the nose, enhanced by fine toasted and spicy notes.

Food and wine pairing: serve as an aperitif to accompany appetisers and to toast friendships.

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A word from Jean-Christophe Gremillet, cellar manager: *An enjoyable champagne, synonymous with conviviality, great for*



ROSÉ D'ASSEMBLAGE

70 % pinot noir, 30 % chardonnay

The nose is distinguished by its strength and generosity, exuding the whole spectrum of red and black fruits: strawberry, raspberry, blackberry, blackcurrant, cherry and gooseberry... In the mouth it is full, round, fleshy, smooth, flavoursome, pleasantly fruity, with a remarkably fine bubble.

Food and wine pairing: why not serve it with meat, for example squab, quail or mallard with baby vegetables, or with a fruit charlotte.

A word from Jean-Christophe Gremillet, cellar manager: *I wanted to create a rosé version of our non-vintage brut, whose composition – 70% Pinot Noir, 30% Chardonnay – creates, in my view, the finest blend.*



LES PURS

The word 'pure' speaks for itself. At Champagnes Gremillet, it expresses the purity of the wine, pour le sans dosage, the purity of the Chardonnay grape for the 'blanc de blancs' (white wine made from white grapes) and the Pinot Noir for the 'blanc de noirs' (white wine made from black grapes).

ZÉRO DOSAGE

50 % pinot noir, 50 % chardonnay

Like a breath of fresh air, the nose is pleasant and delicate from the outset, with aromas of undergrowth. It evokes a beautiful summer morning amid the fragrances of the garden. Aromas of dried fruits, hazelnuts and almonds, with a vegetal finish and a tender hint of menthol. Rich and moreish in the mouth, with a perfect balance between vivacity and roundness. Its long, voluptuous finish is what truly sets it apart.

Food and wine pairing: it could be served with starters such as a small bowl of crayfish-tail broth and champagne, oyster and saffron soup, baked scallops, or an escalope of foie gras with white peaches.

A word from Jean-Christophe Gremillet, cellar manager: *With the dosage reduced to a minimum, this is an excellent way to discover and appreciate champagne.*

BLANC DE BLANCS

100 % chardonnay

The nose is like a bouquet of flowers in bloom which you'll immediately want to return to. There are white flowers, hawthorn, honeysuckle, dogrose, as well as multi-coloured roses and peony, their scents underpinned by fresh notes of citrus and lemon grass. After being allowed to breathe, candied, caramelised, brioche notes are slowly released... We are carried away by its floral alchemy, offering a perfect balance between wine and liqueur. Heady and seductive, this is a champagne for the very finest restaurants. Its long, perfumed finish confirms all its charm.

Food and wine pairing: baked white fish, or even poached turbot with hollandaise sauce.

A word from Jean-Christophe Gremillet, cellar manager: *Freshness is the key characteristic that I look for in a champagne. This 'blanc de blancs', exudes a wealth of aromas.*

BLANC DE NOIRS

100 % pinot noir

The nose is extremely agreeable, an explosion of fruit and sunshine. The Pinot Noir deploys the entire range of aromas at its disposal, particularly quince, enhanced with spicy, almost peppery, notes. In the mouth it is rich, ample, voluptuous, nourishing as much as quenching the thirst.

Food and wine pairing: This is an appetising wine with a thoroughly moreish appeal. It will work equally well with roasted sea bass, a fillet of venison or a warm caramelised fruit tart.

A word from Jean-Christophe Gremillet, cellar manager: *The finest expression of our terroir combined with our in-house know-how.*



LES UNIQUES

The unique champagnes are incomparable, even exceptional. Only great years or special winemaking techniques can produce unique champagnes.

2009 VINTAGE

100% pinot noir

In exceptional years, when the grapes obtain perfect maturity, Champagne Gremillet only produces one vintage blend. In 2009, Pinot Noir was selected to express the terroir and the expertise of the estate. The nose tells of a beautiful end of summer, where you can hear the laughter of the harvesters, with baskets of ripe fruit and armfuls of flowers. In the mouth, it is round and moreish, thanks to an excellent balance between fine bubbles, floral notes and skilful blending which caresses the palate. Its long finish leaves a delicious aftertaste.

Food and wine pairing: this is the perfect match for a rack of lamb in a herb crust or a caramelised pear charlotte.

A word from Jean-Christophe Gremillet, cellar manager: *I like to bring out the specific character of an exceptional harvest while remaining faithful to our in-house style.*



CUVÉE ÉVIDENCE

100 % chardonnay

Malolactic fermentation for 3 weeks in wine barrels.

The nose invites us to plunge into an esoteric, quasi-monastic world of flowers, spices and precious wood. Gently inhale to appreciate all its subtleties.

The well-structured palate, with an excellent balance of vivacity and smoothness, is immediately appealing. Liquorice, vanilla, biscuit and woody notes come together on the finish to offer us a truly pleasurable experience. It meets all our expectations perfectly and effortlessly.

Food and wine pairing: I would match it with the delicate texture of scallops or veal sweetbread, or perhaps a Bresse chicken.

A word from Jean-Christophe Gremillet, cellar manager: *Light vinification in wood gives it greater aromatic complexity while also retaining the freshness of Chardonnay. An atypical and rare champagne!*



GREMILLET, CONSTRUCTING ITS OWN IDENTITY



the brand by the neck of the bottle sticking out from an ice bucket.” Thin at the top of the neck, it gradually broadens towards the shoulder of the bottle. It thus represent the course of life, with its ups and downs, its achievements large and small, personal development, self improvement, and attraction to others. The spiral is often found as a natural form in the plant kingdom. This open, optimistic motif expresses the values and positioning of Champagne Gremillet.

A spiral foil wrapper which evokes life's twist and turns

In 2006, with the arrival of Anne Gremillet, daughter of Jean-Michel and sister of Jean-Christophe, the brand dared to be different in an appellation grounded in conformity, with the introduction of a spiral design on its foil wrappers. The idea was “to be able to recognise

Gremillet, “the champagne of all your successes”.

A glass of Champagne Gremillet is the perfect way to mark all those moments in life where you can take pride in having dared to dream and achieve something, having created and accomplished your objectives, having taken great strides and reached a goal. This is the image Anne Gremillet wishes to portray of this family business where ambition and passion go hand in hand, where hard work and the spirit of enterprise are combined with expertise and perfectionism to produce the finest possible champagne.

The 5 stars of Gremillet

The Gremillet logo features 5 stars, symbols of quality, and a reference to the 4 members of the family who currently work in the estate, plus Lulu (mother of Jean-Michel, grandmother of Jean-Christophe and Anne) who donated the initial plot of land.

LE CLOS ROCHER, A CHILDHOOD DREAM

Le Clos Rocher, created in 2012, was Jean-Michel Gremillet's dream as a child. Le Clos Rocher sits very close to the cellar, just 50 meters away, a 1-hectare plot planted with Pinot Noir, surrounded by low dry-stone walls, with south / south-east exposure. It is one of the few 'clos' (enclosed vineyards) in the Aube Champagne region!

He chose to give his childhood dream the name of Clos Rocher in memory of one of his ancestors, Charles Rocher (a female first name in the 19th century). In 1855, at the age of 8, she laid a stone in a house in the village which at the time belonged to the Gremillet family, on which was written "This stone was laid by Charles Rocher, age 8 - 1855". Jean-Michel was able to recover this artefact, which can now be found at the entrance to the 'clos' which bears this name today. The Gremilletes have a long memory!



Up on the hilltop is a pretty 'cadole'.

A 'cadole' was the traditional name given to the old huts among the vines in the vineyards of the Aube region in Champagne and southern Burgundy. Cadoles were often built with dry stone removed from the vines when creating or maintaining them. They served as shelters for the winegrowers. The example found at Le Clos Rocher was designed to be larger and higher than traditional cadoles, in order to accommodate 8 to 10 people for tastings of Le Clos Rocher wine while looking out over the vines which produced it.



But you'll have to be patient, Le Clos Rocher wine will not be available until 2017!



Le Clos Rocher, the first bottle of which will be popped in 2017, has inspired consultant oenologist Jean-Pierre Rodolphe Lédé to write a poem entitled “You see, little one!” »

The narrator is Jean-Michel:

“You see, little one, one day we’ll build a wall around this vineyard!

- A wall? But why?

Because it gives us such beautiful grapes, which produce such fine wines, that I feel I need to protect it.

- Protect it from wolves, daddy?

No, not from wolves, my little one, there are no wolves, not any more.

- Protect it from fairies, then?

No - my little one, the fairies will come, the birds and bees too. What I want to do is make it a special place, like an oasis or the garden of Eden...

- With Adam and Eve?

Probably, in fact I think they’re already here!

You see, I want to build a wall around all of this, not to close it off, but to bring it all together...

the key will be in the gate, and anyone who wants to enter may enter.

They can come and sit here in this spot, and be happy.

I want a wall that will be like an act of love, like a caressing hand,
like a collar around the neck of someone you love, like the arms of a mother cradling her child!

You see, little one, why we need to build a wall around this vineyard! »

This wall, this special place, this act of love... Jean-Michel Gremillet built it around his vineyard, the vineyard which offers him such beautiful grapes, used to produce such fine champagne (but you knew that already!).

The Gremilletts have a long memory and place great importance on family!

Thus was founded Le Clos Rocher, since Rocher was the surname of this distant ancestor.





THE ARBORETUM, AN ORIGINAL IDEA BY THE GREMILLET FAMILY



An arboretum is a special botanical garden, generally designed as a landscaped area. It contains many different species of trees in the form of collections, often grouped by theme.

This one is known as the “Arborétum des Vaucelles” in reference to its locality.

As part of its upmarketing approach, Gremillet had already obtained Le Clos Rocher in 2013, from where it intends to produce its flagship wine, available from 2017. Adjacent to Le Clos Rocher, Gremillet has just put the finishing touches to its latest creation, the Arboretum!

This is an original idea conceived by founder Jean-Michel Gremillet, who wanted to see conifers of as many different origins as the number of countries in which Champagne Gremillet is consumed: 82 in total.

It is intended as a homage to his beginnings in export in the early 1980s, to the many French embassies abroad which have been long-standing customers of the company, and as a symbol of longevity for future generations.



THE ARBORETUM, A STRONG SYMBOL EXPRESSING GREMILLET'S VALUES

The symbolism of the tree in a way reflects that of the Gremillet spiral found on the foil wrappers, expressing the course of life and the optimism of the brand.

Through its longevity and its cyclical nature, the tree is the ultimate symbol of life in constant evolution, of hope forever renewed. It is the bridge between sky and earth, spirit, matter, generosity, courage and strength.

"Trees with deep roots are the ones that grow tall".

This quote from Frederic Mistral sums up very well the spirit of the family business, which does not claim a long history, yet is making history every day, and can take pride in having dared to dream and achieve something, as it continues its development.

Myosotis (common name in French: Grémillet), symbol of love and memory.

The Arboretum represents a peaceful location for visitors, who can stop on one of the benches provided for their use and admire the 82 trees planted there, each one identified by a plate showing its name, origin and size.

They can also enjoy the orchids (45 different species) which greatly enhance the site.

A little further along is the forget-me-not. In blue, white and red, it is not there by chance, as Gremillet is one of its common names.

According to legend, a knight and his lady were walking along by a river. He bent down to pick her a flower (a blue forget-me-not), but lost his balance due to his armour and fell into the water. As he was drowning, he threw the flower to the lady, crying out "Forget me not!" This term for the flower is still used today in English. And this is certainly an unforgettably enchanting place, rich in symbolism.




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HAPPY FAMILIES...

Seven members of the same family work for CHAMPAGNE GREMILLET.



The father, Jean-Michel

The “builder”, a dynamic character who has been operating at top speed since 1979. Nothing can stop him! It was clear that he needed new challenges to make use of his boundless energy. The initial plot given by his mother provided the launch pad. He “built up” sales, 2/3 going to export, even before he had produced his own champagne, since he had his grapes made into wine externally for the first few years. Thanks to him, CHAMPAGNE GREMILLET has grown to become the second largest supplier to the diplomatic corp. He gained his first embassy in 1994, at Damascus in Syria. He has also won contracts for the Jeanne d’Arc helicopter carrier and the Ariane rocket, and offers customised labels to town halls, the French riot police (CRS) and the French Navy, among others.



The son, Jean-Christophe

The “composer” of champagnes.

Since his arrival in 2003 he has provided the missing links in the champagne production chain - bottling, blending and ageing - making Gremillet a fully fledged family enterprise.



The daughter, Anne

“The image of the company”.

Anne had all the skills needed to work in the communication department of a major Parisian company, but... she missed her native area, the Aube Champagne region, where the big brands obtain their supplies and are proud to say so. She is responsible for the marketing and communication side of the champagne brand, and is devoted to its growth.



The son-in-law, Stéphane

“The traveller”.

Anne’s husband left his job as a sales representative in 2009 to join the family business. He “earned his stripes” among the vines. This “apprenticeship” period was a chance for him to learn all the ins and outs of the trade. He is the privileged contact of the partner winegrowers who entrust their harvests to Gremillet, and he helps the company develop in the national market through visits to numerous trade fairs and exhibitions.



The women behind the scenes... or almost

The mother, Arlette, Administrative Director.

It is often said that “behind every great man is a great women”. That says it all! Arlette, Jean-Michel’s wife, has been actively involved alongside her husband for 35 years, helping to build the company.

The step-daughter, Karine, Quality and Human Resources Manager.

The aunt, Corine, Packaging Centre Manager since 1990.

And not forgetting **Lulu, the grandmother**, without whom none of this would have been possible, who now looks after gardening in the estate.



CHAMPAGNE GREMILLET

SALES

500,000 bottles per year, of which 60% go to export (50 destinations around the world), and 40% to France, 80% of which are sold to wholesalers, the catering industry and wine shops.

THE ESTATE

- 40 hectares of vines
- 4000 m2 of cellars
- 10,000 hl of thermoregulated stainless steel tanks
- 1 barrel storehouse currently in development
- 2 pressing centres (1 at Balnot-sur-Laigues, 1 at Les Riceys)

INTERNATIONALLY, 67th brand of 5032

One of the Top 10 brands in the following markets in terms of volume: Taiwan, Tunisia, Nicaragua, Ethiopia, Congo, Serbia, Czech Republic, Senegal, Romania, Laos, Central African Republic, Norway, French Guyana, Poland.

THE BENEFITS OF THE QUALITY SYSTEM

CHAMPAGNE GREMILLET is currently undergoing accreditation for the following 3 standards:

- ISO 9001: quality
- ISO 18001: safety
- ISO 14001: environment

Champagne Gremillet: 23 employees, 7 of them family members

- Jean-Michel Gremillet (the father): Founder and CEO
- Arlette Gremillet (the mother): Administrative Director
- Jean-Christophe Gremillet (the son): Managing Director and Cellar Manager
- Anne Gremillet (the daughter): Marketing & Communications Manager
- Stéphane Gonzalez (husband of the daughter): Grape Supply Manager and Sales Rep
- Karine Gremillet (wife of the son): Quality & Human Resources Manager
- Corinne Paillet (the aunt): Packaging Manager

SALES OUTLETS

Mail order – Catering – Wine shops
Envers de Valeine
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www.champagnegremillet.fr

Picture library at:

<https://www.dropbox.com/sh/ucsjdt7wmj8ug2/AAAKR98S4JwUrCtCECyfnKQfa?dl=0>



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