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CHAMPAGNE  
**Pierre Gimonnet  
& Fils**

House Book

By Olivier and Didier Gimonnet

Cuis, Côte des Blancs en Champagne, 2017



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Meet our Champagnes  
and discover how they speak to you of elegance and mineral freshness.

All have their origins and virtues  
in the great *terroirs* of the Côte des Blancs, these legendary soils of Champagne,  
exposed to a northern climate.

We, Olivier and Didier, wine growers, are going to tell you the story.



# I

## Noble origins

### A land of Great Chardonnays

From the first hectares, located exclusively in Cuis, up until 1950 and the 28 hectares we now own, **all our parcels have been chosen and acquired in the lovely vineyards classified Premiers and Grands Crus de la Côte des Blancs**: 'land blessed by the gods' with its chalky subsoil where **the noble Chardonnay vine reigns supreme**:

**Cuis** always,

**Chouilly** (including 3 hectares on the well-recognised site known as 'Montaigu', planted in 1951),

**Cramant** (beginning in 1958, coming in large part from our mother, *née* Larmandier),

**Oger** since 2005, **Vertus** since 2008.

The Pierre Gimonnet & Fils House put down its roots in these *terroirs* more than two centuries ago and continues to expand its estate there. In 2016 and '17, 47 additional ares have come to enrich our vineyard in Cuis, the cornerstone, especially in the elaboration of our non-vintage *brut*.

**These envied *terroirs* of the Côte des Blancs provide 100% of our supplies**, for we buy no grapes.

Atypical for a wine grower, owing to its size and location, this is one of our family House's advantages. For decades, its observation, passion, and cultivation methods have enriched our knowledge and forged our expertise for the great Chardonnays of Champagne. We are doubtless one of the largest, most important producers of 'Blanc de Blancs' Champagnes and, moreover, recognised as such by our peers.



## Old vines

Our family has always favoured the cult of the beautiful grape, for is there a great wine without beautiful fruit?

The age of the vine seems primordial to us for obtaining fruits at perfect maturity and, above all, expressive of the earth from which they come.

The deep rooting of the wine stocks ensures the wine's mineral expressions, which give additional soul to our Champagnes.

We have therefore always been careful to let our vines age, especially in the Grands Crus.

The oldest parcels were planted in 1911 and 1913, in the heart of the Grand Cru de Cramant.

50% of our vineyard is more than 35 years old;

80% of our 'Grand Cru' parcels were planted more than 45 years ago.

In this exceptional estate, **massal selections** are favoured in order to perpetuate this varietal diversity chosen by our grand- and even great-grandparents: the most interesting vine stocks are meticulously selected on the finest parcels in order to be grafted during replanting.





## Exceptional parcels

In the Gimmonnet family, we have the peasant soul and are firmly convinced that owning one's vineyard is the enviable condition for better mastering the elaboration of one's wines.

Wine growers above all, we know all our parcels - if not every vine stock - viscerally, along with their ability to produce a given typicality of wine. Thorough knowledge of our supplies is the secret to our decades-old regularity.

Thus, nothing is left to chance in the extension of our vineyard. In the very heart of the Côte des Blancs, guarantor of our style, we seek the diversity of *terroirs*, crus, and localities, almost in the sense of the Burgundy climates.

Today, the purchase of a new parcel is conceived only to make great wines.

For the person interested in Champagne vineyards, we have and love 'Buissons', 'Fond du Bateau', 'Bionnes', 'Bauves' and 'Grosmonts' on the Grand-Cru de Cramant, 'Montaigu' and 'Les Ronds Buissons' on Chouilly, 'Les Terres de Noël' and 'Champs Nérons' on the Grand-Cru d'Oger...

Not to overlook the indispensables of the Gimmonnet style: 'Croix-Blanche', 'Roualles' and 'Basses vignes' on the Premier Cru de Cuis.

Approximately 12 hectares of the Pierre Gimmonnet & Fils vineyard are classified Grand Cru (according to the Champenoise classification), but the majority - nearly nine hectares - is located in 'the heart of Grand Cru' (as defined by the family). For decades, this veritable heritage has shaped the renown of our finest vintages.



## Viticulture that respects the land

'We do not inherit land from our parents; we borrow it from our children.' (Antoine de Saint-Exupéry)

In this spirit, and **constantly questioning ourselves**, my brother Olivier and I practice meticulous, **reasoned viticulture** to...

- > have the minimum impact on the environment, and
- > 'tame' and channel the robustness of the vine in order to reveal the identity of each parcel. In other words, favour the mineral over the fruit.

### **We are not ideologues but quite simply pragmatists with common sense.**

We respect the soil, limiting the use of herbicides by planting grass on certain parcels or tilling the soil on others.

Fertilising is practically non-existent. We bring little or no enrichment, in order to encourage the root system to go deeper into the chalk and search for nutrients.

We favour the protection of the vineyard by:

- > the reasoned fight, minimising phytosanitary products,
- > creating sexual confusion to avoid insecticides,
- > respect of biodiversity to maintain a living ecosystem.

This is the indispensable condition in seeking the expression of great *terroirs*, and, nothing being certain or definitive, it is an **ongoing questioning of vine-growing practices**.





## II Perfection as a signature

When vine et family have always been one

Since 1750, the history of the Gimonnet family has been indissociable from that of the Champagne vineyard. For in the beginning, the Gimonnets were wine growers, delivering their harvests to the Champagne trade. Anecdotes, legends and experiences grew richer with passing centuries and were passed on from generation to generation - as were know-how and love of the vine.



DIRECTEMENT DE MES VIGNOBLES A VOTRE TABLE	
CHAMPAGNE	
LA BOUT.	LA BOUT.
Carte Blanche, Sec, Demi-Sec ou Doux 14. *	PERLE, Carte Verte, Blanc de Blancs, . . . . 12. *
Carte d'Origine Réserve Sec, Demi-Sec 16. *	
Brut 1933 Sec, Demi-Sec. . . . . 18. *	VIN ORIGINAIRE DE LA CHAMPAGNE
Brut 1915 . . . . . 30. *	NON MOUSSEUX
	LA BOUT. L'HECTO
LA BOUT.	Blanc de Blanc, Côte des Blancs . . 12. *
Très Vieux Marc de Champagne 34. *	RECOMMANDÉ
	Blanc de blanc, extra . . . . . 10. *
LA BOUT.	1934, Blanc de blanc . . . . . 10. *
Jus de Raisin frais . . . . . 11. *	1934, Rouge extra . . . . . 9. *
Ces Prix s'entendent franco toutes Gares françaises (grands réseaux P. V. R.) en de 200 km. tous Droits compris par Caisses de 25 et 30 bouteilles, et Gare départ Epernay, par Caisses de 6, 12, 15, 18 bouteilles.	
Les fûts vides rendus en bon état franco gare Epernay dans le délai de 1 mois sont repris au prix facturé.	
Paiement par Chèques Postal : Paris 1565-49, ou Chèque-Banque à réception ou par traite à 30 jours sans escom.	

It was during the between-the-wars period that the House's wine-making activity really began. Around 1935, **Pierre**, our grandfather, published his first price list. On it, fresh grape juice cohabits with the 'still wine native to Champagne' and 'Vintage Champagnes'...

Here we find a wine from 'Les Roualles', a very typical place-name of the Cuis *terroir*. And the unusual pricing shows that the Champagne vineyard did not have the current affluence.



**Starting in 1955**, our father, **Michel Gimmonnet**, Pierre's son, joined the family business and revolutionised wine-making.

His passion and rational, scientific mind made him **a precursor in wine-making according to parcel**, using small stainless-steel vats to ensure the respect of each origin, the traceability and precise knowledge of every locality.

He knew how unique the family vineyard was. His countryman's common sense pushed him to elaborate Champagnes with 'a spirit emanating obviously from the earth'.

**He was the initiator of the Pierre Gimonnet & Fils style, reflecting the Côte des Blancs:** complex, balanced Champagnes of a finely-wrought elegance and inimitable mineral freshness. Distinguished 'Blanc de Blancs'.

## Uncompromising, painstaking vinification

Our father, Michel, having passed on his high standards and near-obsessive concern for perfection to us, **Olivier and Didier**, we avail ourselves of his legacy to make **Pierre Gimonnet & Fils an exceptional estate, expert in 'great wines of Chardonnay'**.

Without fuss, we have been working the vine and making wine in close collaboration for more than 30 years with the sole aim of perpetuating this style that we love.

Every vintage is a new challenge. For even though the typicality of our wines is perfectly defined, each harvest pushes us to improve those little details that will sublime our Champagnes.

Such a demanding nature, involving rigorous technical precision, not to mention **artisanal work comparable to that of a watchmaker, is the secret of our success.**

A great wine must be the expression of its *terroir*. Making something good when one has good land is natural, but to make something exceptional is the degree above and always difficult to achieve. Yet that is what drives us.

The care paid to our wines is always of extreme precision for, in our opinion, **wine-making must simply preserve the natural, original qualities of each parcel.**

Here are a few simple examples:

> all the grapes are picked by hand and carefully pressed to separate the 'flesh juices' (vintage) from the 'peripheral juices' (near the skin and stem: pruning) according to the composition of the grape and always less than 6 hours after picking.

> natural cold racking for 24 hours.

> fermentation less than 36 hours after pressing to preserve the purity of the aromas,

> 'single-parcel' vinification in stainless-steel vats

> aging on fine lees without stirring. The duration of maturation is adapted according to tasting.

**We want our Champagnes to embody the natural expression of a grape born of a 'climate' and not induced by vinification.**

**In the final analysis, might we as wine growers be 'interpreters of the land'?**



## The philosophy of assemblage for harmonious vintages

As we have seen, this style of ours, notable for its freshness and minerality, is the fruit of our Côte des Blancs lands and wine-making similar to the precision work of an expert craftsman.

The complexity and harmony of our wines are the result of a **Champagne tradition that is part of our philosophy: the art of assemblage.**

This is our conception of Champagne: **preferring harmony to intensity.**

### Traceability of the grapes

Single-parcel vinification in 'neutral vats', established by our father, Michel, as of 1955, ensures the respect of each origin, the traceability and precise knowledge of the fruit from each locality.

With the coming of spring, some forty different 'clear wines' are tasted several times during their maturing then evaluated according to flavour, personality and potential for aging, which allow for perfecting 'the Gimmonnet style', thanks to **perfectly judged assemblages.**

Certain wine critics have already defined us as '**followers of holism**' or called us '**mixologists**'. This corresponds perfectly to our quest for balance.

Is it not said that complexity and harmony increase when several fine components are added? We think so.

### The key to assemblage

Assemblage is, of course, the basis of our 'yearless' or 'non-vintage' vintages: we blend wines from different years to obtain a 'multi-vintage'.

Every year, 'the Brut', i.e., our 'Cuis 1<sup>er</sup> cru' vintage, is our first assemblage. It is the one we must elaborate as a matter of priority, by choosing all the components we need for this vintage, which is the most widely drunk in the world.

Even the finest localities of Cuis must be integrated; they are not intended solely for the prestige vintages.

### Reserve wines in bottles

In order to enrich the amazing palette of '**clear wines**' from the most recent harvest, '**reserve wines**' from previous years are added to the assemblages to create this 'constant taste' that is appreciated and so sought-after in this vintage, a veritable 'calling card' or 'wine standard' of the House style.

The culture of reserve wines has always been favoured by the family: these are 'guides' that are going to educate the year's wines.

**At Pierre Gimmonnet & Fils, all the reserve wines are kept in bottles (with low pressure), an extremely rare phenomenon in Champagne, and, in particular, the pre-assemblage of the Brut sans Année, isolated every year.**

However, this way of preserving in bottles gives maturity to wines whilst maintaining their freshness. Four or even five years thus go into the assemblage of the House's Brut Cuis 1<sup>er</sup> Cru.

**Blending more than fifty wines, coming solely from fine origins, to create a basic vintage is not commonplace amongst wine growers...**

The assemblage philosophy also applies to our principal vintages (Gastronome, Fleuron, Oenophile, Club Grands Terroirs de Chardonnay, Millésime de Collection).

For the same vintage, the qualities of the different vineyards and 'climates' are combined to create complete, harmonious Champagnes.

**All 'clear wine' deemed too far removed from the House's oenological demands is put aside. The tasters have a single goal: composing by perpetuating the House style, marked by vivacity, great purity, and a rare minerality, enhancing the subtle aromas of the great Chardonnays of Champagne.**

The exceptional supplying on which our family can count quickly led us to create several vintages with nuanced dominant qualities:

- > Freshness for the 'Gastronome' vintage
- > Complexity and 'spirit of vintage assemblage' for the 'Fleuron'
- > Intense minerality for the 'Oenophile' assemblage
- > Elegance and ageing potential for the Special Club Grands Terroirs de Chardonnay vintages

This originality participates in creating the unmistakeable Gimonnet style.

Pierre, then Michel meticulously wrote down all the formulas of their assemblages in notebooks. Three generations have followed one other in the cellar... Today, we, Olivier and Didier, continue to fill pages of a notebook. Our turn.

Our impressions during the harvests and our assemblage choices are scrupulously noted therein.

We are even more verbose than our elders for we know how precious these notes will be for future generations, a precious heritage for the House.



At Gimonnet & Fils, there is, of course, an exception that proves the rule: the singular vintages, single-terroir Grand Cru.

In 2005, the renting of 1 hectare of vines on the Grand Cru d'Oger (Southern Côte des Blancs) made our state of mind evolve.

How to integrate into our blends, the wines of this singular *terroir*, so different from our customary supply (Northern Côte des Blancs)?

After six vintages (2005-2010), observing that the Oger grapes modified the style of our wines, we quite simply decided to use them sparingly in assemblage ('perfectionist'), and to test them in mono-cru. For the Oger vat was always classified in the top 5 of our large tastings of clear wines.

The first attempt was an 'Oger Grand Cru 2011' marketed in '*Sans Année*'. This amazingly personalised, pleasant wine, a highly expressive Champagne, has since found its followers.

### **Continuing the experiment**

The year 2012 marked an extraordinary vintage year for our Estate. Our Grands Crus were so impressive that we decided to continue the experiment and **create singular vintages, top-of-the-line 'single-terroir Grand Cru'**. These vintages are intended to enrich our collection of 'Special Club' vintages.

The first of these vintages, marketed in the autumn of 2016, is the '**Special Club – Oger Grand Cru 2012**'.

Next, depending on their ageing potential would come two other single-terroir vintages: a '**Chouilly Grand Cru 2012**' and a '**Cramant Grand Cru 2012**'.

We repeated the Estate's new approach with the 2014, 2015 and 2016 vintages.

These unique expressions of a *terroir* will, of course, be quite limited in volume, for 'the best must be shared'.

If we allow ourselves this, it is because, endowed with an exceptional vineyard in Grand Cru (12 hectares), our volumes of exceptional 'clear wines' are sufficient to **maintain the quality of our traditional assemblages**.

### **For we remain true to our convictions.**

In fact, at the very heart of these new single-terroir vintages, we have enjoyed working on the assemblage of localities.

- > The Oger Grand Cru vintage is made up of four localities.
- > The Chouilly Grand Cru vintage is a blend of vines of different ages coming from our three hectares of 'Montaigu'.
- > The Cramant Grand Cru vintage includes no less than a dozen parcels.

## Our signature

> Our House's wines speak to you of **their origins**, of the land from which they come, and of minerality.

> **They procure pleasure** and emotions for you: hence our passionate quest for elegance, refinement and freshness.

> They have rare **ageing potential**. A balanced Champagne need not wait years to be enjoyable but can be kept for years.

Olivier and I would like to assure you: the 'Pierre Gimmonnet & Fils' House creates distinguished Champagnes, with a strong personality and true soul.





### III

## A range of experts in great 'Blanc de Blancs'

**A 'Blanc de Blancs' Champagne** is a white wine elaborated from white grapes, i.e., in Champagne, from Chardonnay, the white vine cultivated on our appellation.

Often considered an addition to the product line or a singular vintage in the great Champagne houses, **it is a rarity.**

**The Pierre Gimonnet & Fils House proposes a very complete collection** of Champagnes, **elaborated exclusively from Chardonnay** from the great Côte des Blancs *terroirs*, the region of reference for this vine. This means that all our vintages, other than the 'Rosé de Blancs', are 'Blanc de Blancs' Champagnes.

This phenomenon is so rare in Champagne that connoisseurs and professionals acknowledge **our expertise in great Chardonnays. This certainly fills us with satisfaction but, in a way, at the same time, it also obligates us.**

## A collection of great Chardonnays

**Our line is made up primarily of six harmonious assemblages, five of which are vintage.**

**These are to be discovered and tasted as veritable testimony to the expression of the great Côte des Blancs *terroirs*. Their style is striking for the successful balance between the matter, the structure of the *grands crus* of Cramant, Chouilly, and Oger, and the freshness of the Cuis *terroir*.**

The different vintages reflect the magic of the assemblages. **We play on variations of the *terroirs* to give each of them a particular expression.**

**Cramant**, is the *nec plus ultra* of the family's *terroirs*, one of the three most sought-after Chardonnay growths in Champagne. It contributes the **highly subtle (lace-like) matter and very chalky minerality.**

**Chouilly** is in the same style but with less depth. More accessible in its 'youth', it brings **fruitiness and elegance.**

**Oger** is a **more 'masculine'** Grand Cru. Considerable **body** and a **different, more 'gunflint' minerality.**

**Cuis 1<sup>er</sup> Cru** does not offer the complexity of the previous three Grands Crus but turns out to be indispensable in 'the Pierre Gimonnet style' with its **great freshness and a fine, light liveliness.**

Finally, **Vertus 1<sup>er</sup> Cru**, just like Cuis, is lighter than the Grands Crus and offers more exotic notes.

The vintage policy owes nothing to chance. Our exceptional vineyard gives us enough assets to elaborate wines of excellence nearly two years out of three.

Our rigour drives us to be strict in our selections: we date only the finest harvests. The vagaries of Nature do not allow for systematically guaranteeing the follow-through of vintages.

Finally, to complete this line, **our singular vintages**: 'Oger Grand Cru' Sans Année and Special Club 'Oger Grand Cru', 'Cramant Grand Cru' and 'Chouilly Grand Cru' vintages.

## The 'senior' and collection vintages



### **Cuvée Brut Special Club, 'Grands Terroirs de Chardonnay'** Recent vintages: 2009, 2010, 2012

It represents a meticulous assemblage of the House's oldest vines (parcels more than 40 years old, the oldest of which were planted in 1911 and 1913), primarily made up of Cramant Grand Cru (60%), supplemented with Chouilly Grand Cru (25%) and a touch of Cuis 1<sup>er</sup> cru (15%), contributing the freshness typical of the Gimonnet style.

This vintage is the object of almost-maniacal intransigence at every stage of elaboration. It embodies the archetype of the Pierre Gimonnet & Fils style: a superbly-structured vintage of silky texture offering superlative matter, subtle and elegant.

### **Cuvée Millésime de Collection, Magnum Vieilles Vignes de Chardonnay, 2006 Bottle Special Club 'Millésime de Collection', 2008**

The Vieilles Vignes de Chardonnay vintage is truly exceptional... And habitués of the House know it!



To elaborate it, the House proceeds to the same assemblage as for the Special Club vintage. Only the choices of vinification differ: in order to obtain the quintessence of the Pierre Gimonnet & Fils style, the second fermentation and maturation of the wine were, up until now, carried out exclusively in magnums.

For the exceptional vintages 'of reference' for us, the '*Millésime de Collection*' denomination can also apply to the 'Special Club' vintage. Only the 2002 and 2008 vintages have had this privilege.

Both very rich and 'very lace', the Millésime de Collection vintage develops a base of floral notes and subtle minerals. The finish of this exceptional wine, ample, blended and airy, leaves the taster with a wonderful oenophile memory.

## The vintages

### Cuvée Extra Brut Cœnophile, 2008



Capable of revealing itself without proportioning, i.e., straightforward, at perfect maturity this complex vintage will gratify any connoisseur of the lively great Chardonnays.

This vintage is not a specific assemblage. In the cellar, the Gimmonnet brothers select the vintage that best expresses it without proportioning.

Currently, the 2008 vintage, coming from the same racking as the Fleuron but unproportioned here and dominated by the 'grand cru' origins is the 'unproportioned' ideal, 2008 unquestionably being a vintage in which the Chardonnay expresses itself powerfully and with complexity. Quite marked by the structure and mineral elegance of Cramant and Chouilly, it is also a vintage in which the Oger *terroir* invites itself (8%). This touch gives the wine additional complexity and depth.

Between discretion and complexity, the Extra Brut Cœnophile 2008 is to be savoured alone, for an intense, intact emotion with a 'chalky' mineral finish.

This is one of Didier Gimmonnet's current favourites.

### Cuvée Brut Fleuron, current vintages: 2010

This Champagne embodies par excellence the Pierre Gimmonnet & Fils House spirit of dated assemblage, the most balanced between our different origins. For example, the 'classic' 2010 is made up of 40% Cramant, 27% Chouilly, 6% Oger, 16% Cuis and 10% Vertus.

It is the perfect expression of what we aspire to create: a subtle balance between matter, refinement, elegance and freshness. And for this vintage, complex, unctuous aromas blossom with much minerality.



## Cuvée Brut Gastronome, vintage 2012

Historically created to accompany a meal, this vintage is elaborated with lower pressure, i.e., its bubbles are particularly fine so as not to perturb either the palate or the taste buds.

At the time of racking in bottles, the second fermentation, at the origin of the effervescence in the glass, is limited by a reduced addition of sugar (20 g rather than 24 g for full bubbles).

With its ultrafine bubbles, the **Brut Gastronome 2012** opens up throughout the meal. It will surprise guests with its fruitiness (50% Chouilly), its lovely freshness (22% Cuis) and elegant matter (15% Cramant and 13% Oger).

For Didier Gimmonnet, this is 'a feasting Champagne. You bite into a juicy fruit with a refreshing texture.'

## The Non-vintage cuvee

### Cuvée Brut Sans Année Cuis 1<sup>er</sup> Cru

In addition to the House's line of vintages, the Brut Sans Année Cuis 1<sup>er</sup> Cru offers a constant style and flavour universe over the years. It bears high the Pierre Gimmonnet & Fils signature and is ideal as an apéritif.

Because, for the Gimmonnet brothers, this wine should awaken the taste buds without aggressing them (hence the importance of the reserve wines preserved in bottles), and flatter with its very fresh, fruity side. The very pure finish leaves the palate 'quite clean and invites to eat'.

**The new assemblage (available at the end of 2017) is a 'blend' of 5 years: a base of 70% 2013 Chardonnay brought up by reserve wines kept in bottles: 2% 2012, 14% 2011, 10% 2010 and 5% of the 2009 vintage.**

These wines deliver peerless freshness and purity of notes: the magic of the great Chardonnays of Champagne.





## A revolution since 2012...

### **Cuvée brut 'Rosé de Blancs'**



#### **A very bold Rosé...**

With this new 'rosé de Blanc', our House dares fantasy and brings a touch of colour to a line reputed for its *Blanc de Blancs* Champagnes for generations. May purists be reassured: they will find in this wine the Pierre Gimonnet & Fils signature, with its purity, freshness and elegance.

'Rosé de Blancs' relates the expression of our great Chardonnays (94% of the assemblage), exceptional hosts of a new, fruity note, created by the addition of a dash of pinot noir grand cru (6%).

Quite atypical for a pink Champagne, after notes of red fruits, it is the expression of a Blanc de Blancs Champagne, which dominates. This makes the Rosé de Blancs a very appealing wine.

Marketed since 2012, the demand for this vintage has surpassed our expectations.

As a result, we have increased our production: 20,000 bottles were bottled in 2016.

Without a doubt, this wine is delighting connoisseurs looking for a refreshing, mineral wine. In 2015, sales surpassed those of our 'Gastronome'!

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## The singular *cuvées* Or the expression of a unique *Terroir*



### **Cuvée brut 'Oger grand cru' blanc de blancs SA**

A different interpretation of our other *cuvées*. Whereas we are enthusiasts of 'great assemblages', with this *cuvée* we let a 'grand cru' *terroir* express its own personality. We describe it: distinguished, opulent, more masculine and powerful than our other *cuvées*, with an intense, more graphite minerality.

### **Cuvée(s) brut Special Club 'single terroir grand cru' blanc de blancs 2012**

Here is the first variety of a new line of 'mono-grand cru *terroir*, mono-vine and mono-vintage' Champagnes.

**This antithesis of our great assemblages produces a very distinctive, mineral expression.**

With **Oger 2012**, we invite you to discover the opulence of a *Terroir* of the southern Côte des Blancs.

With **Chouilly 2012**, it is the spirit of the saltiness of the "Montaigu" lieu-dit, one of the most typical expression of north of Côte des Blancs.

With **Cramant grand cru 2012**, it is just the soul of one of the most elegant terroir of Champagne.

## IV

# Connoisseurs' wines, enjoyed the world over

## Pierre Gimonnet & Fils: a reference for connoisseurs

Striving for perfection, respect of craftsman-like know-how and the optimal enhancement of exceptional supplying guide us towards one objective: delighting curious, gourmet palates and satisfying lovers of great wines.

Thus, the House's faithful clientele includes hedonists, connoisseurs and professionals particularly sensitive to the atypical style and extremely rare, ethereal character of Pierre Gimonnet & Fils Champagnes.

## Traditional, selective distributors

Every year, some 250,000 bottles leave the Pierre Gimonnet & Fils cellars, of which 30-40% are vintage wines.

On the French market, representing 35% of sales, distribution is intended to be selective and traditional: the great Parisian cellars (Lavinia, Caves Augé, Caves de Tolbiac, Ma Cave en Ville...), as well as a network of outstanding cellars in the provinces (Les Belles Caves in Tours) represent 60% of sales in this market. Catering is close to 10%, with the remaining 30% being distributed to private clientele.

Our desire is to keep approximately 90,000 bottles on the French market, which - and let us not forget - is the most visited country in the world.

## Export success

Stylish niche wines, the Grand Chardonnays of the Pierre Gimonnet & Fils House enjoy growing success in export markets: in fact, approximately 65% of production is exported to more than 35 countries. We are undoubtedly one of the Champagne wine growers who export the most, with nearly 180,000 bottles in 2015.

Over the past ten years, the share of wines exported in Europe has remained stable, whereas overseas export has taken off.

On distant destinations, the U.S.A. has become our major market with nearly 50,000 bottles, whilst Australia, Japan and Russia represent significant volumes.

In Europe, Germany, England and Belgium are dominant. This curiosity is worth noting: the importance of the Greek market for our House.

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