

Date : Friday 4th July 2008

10 am - Noon

Champagne : extension of the label

« **Champagne : Extension of the label** »: champagne has become the quintessential drink associated with celebration and success. World demand has grown considerably over the last few years particularly in the United States and the emergent markets. Is this the only reason for the decision to increase the AOC vineyards? What criteria is this extension based on? what is at stake economically ? is the quality of the drink at stake ?

General introduction : 10 mn - Individual presentation : 5 mn - Discussion : 1 hour

Ghislain de Montgolfier

President of the Union des Grandes Marques de Champagne

Agricultural Engineer INA et Phd in Sociology (Sorbonne University)

CEO, Champagnes Bollinger

Expert consultant, Unesco, World Bank

President of the Union of Champagne Houses

Co-president of the Interprofessionnal Champagne Wines Committee



Patrick Le Brun

President of the General Syndicate of Champagne Vintners

Located in Avize since 1984 – 4th generation vintner

Member of the executive office of the SGV since 1995

Member of the Board of the SGV in 1993

Co-president of the CIVC since May 2004

Member of the executive office of the CNAOC

Member of the National Committee & President of the Regional Committee of the INAO



Daniel Vatel

Director Champagne Section, Business development, Bank Crédit Agricole du Nord Est

Joined Bank Crédit Agricole du Nord Est in 1972

Director of the Epernay commercial section from 1990 to 2000.

Since 2000, Director of the Champagne Business Development Section.

- *Strategy of Bank Credit Agricole Nord Est's involvement in Champagne.*
- *Global Champagne market conditions; what is value added in this market?*
- *20-year economic perspective*



Franck Lucet

Chief Sommelier, Servair

A Burgundy native ; holds a degree in Winemaking & Oenology. Entered Servair 10 years ago.

Head of Purchasing since his arrival. Created the Wine & Champagne Procurement Section 5 years ago.

Over 20 airlines over 5 continents depend on him to select whole or part of the wines & champagne

Predominance and visibility of labels in the airlines world

- *Issues related to volume supply for airlines procurement managers*
- *Access barriers for lesser-known Champagne labels to be present on airlines*
- *New trends in packaging and distribution channels in the airlines world*

