



The House and its Champagnes

Founded in 1812, Laurent-Perrier has been “avant garde” in creating unique and elegant Champagnes for nearly two hundred years. The House was acquired by the Nonancourt family in 1939 and for over 50 years Bernard de Nonancourt has dedicated his life to innovating and perfecting Laurent-Perrier Champagne. As a result, Laurent-Perrier is not only one of the world’s most esteemed Champagne brands, but also the largest independently-owned.

Of the many frontiers Laurent-Perrier has crossed under Bernard de Nonancourt’s leadership, it was the first House to introduce a multi-vintage *prestige cuvée*, Grand Siècle, in 1958. In the 1960s, Laurent-Perrier also introduced a non-vintage rosé, Cuvée Rosé Brut, which is now the top-selling rosé champagne in the world. In the early 1980s, Laurent-Perrier was the first to reintroduce the concept of *brut nature* (non dosage) Champagne, Laurent-Perrier Ultra Brut, and also makes a Kosher Brut L-P and Kosher Cuvée Rosé Brut.

Laurent-Perrier’s Champagnes are generally Chardonnay-driven and multi-vintage by choice to maximize what is best about the Champagne craft. Laurent-Perrier emphasizes the art of blending by sourcing grapes from the finest vineyards in Champagne, vinifying each lot separately, and carefully assembling them to embody the House style: crisp, fresh, elegant, balanced, and always a pleasure to drink.

In keeping with the family’s belief that life is meant to be enjoyed, Laurent-Perrier supports *l’art de vivre* and has been the exclusive Champagne served at Oscars for the past eleven years.

Laurent-Perrier offers a wide range of fine Champagnes to suit all palates and occasions, including Brut L-P, Cuvée Rosé Brut, Ultra Brut, Demi-Sec, Brut Vintage 1999, Grand Siècle, Alexandra Rosé 1998, as well as the Kosher Brut L-P and Kosher Cuvée Rosé Brut.

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