



The House of Laurent-Perrier

Historical Highlights

- 1812** Although most of the company archives were ransacked and burned during World War I, it remains clear that in 1812, a former cooper and bottler from Chigny-les-Roses named Alphonse Pierlot settled in the modest village of Tours-sur-Marne, on the plots known as “Plaisances” and “La Tour Glorieux”.
- 1881** Upon his death, his cellar master and heir, Eugene Laurent, a third generation grower and husband of Mathilde Emilie Perrier, assumed leadership of the company.
- 1887** Mathilde Emilie Perrier, like other dynamic widows in Champagne, took control of the domain upon her husband’s death on April 15, 1887. She linked her surname with her late husband’s and managed the company throughout the 38 years of her widowhood.
- 1914** Such were the successes of Veuve Laurent-Perrier that, by 1914, the House of Laurent Perrier was producing up to 50,000 cases of sought-after Champagne, affirming its position as an industry leader.
- 1920** Laurent-Perrier, like France, was weakened by the war. Alexander Fletcher Keith Mackenzie became associated with the company on May 15, 1920, in order to promote the brand in Great Britain, where enlightened Champagne devotees particularly appreciated Laurent-Perrier.
- 1925** Eugenie-Hortense Laurent inherited the company upon the demise of her mother, Madame Mathilde Emilie Perrier.
- 1939** Madame Marie-Louise de Nonancourt, sister of Victor and Henri Lanson, purchased the House of Laurent-Perrier, which possessed only 1,000 mortgaged cases. Assisted by Monsieur Henri Gondry, she managed the company through 1949.
- 1945** After the death during the war of Maurice de Nonancourt, who had been expected to direct Laurent-Perrier, the second son of Louise de Nonancourt, Bernard, returned from the war and proudly assumed the duty of resuming the interrupted efforts of the Nonancourts. He has made his inheritance, Laurent-Perrier, one of the premier Champagne houses. As his mother insisted, “You will never be a good director without first being a good worker,” he trained in the Houses of Lanson and Delamotte.
- 1949** After four years’ apprenticeship to learn the business, Bernard de Nonancourt took over management of Laurent-Perrier. Stocks in the cellar amounted to 25,000 cases; sales, 7,000 cases. Motivated by his love of Champagne, respect traditional values, and above all, respect for the people on his team, Bernard de Nonancourt instilled in the company a taste for perfection and a desire to succeed.



- 1950** Laurent-Perrier became one of the very first Champagne Houses to use stainless steel tanks.
- 1958** Laurent-Perrier introduced the first ever multi-vintage *prestige cuvée*, Laurent-Perrier Grand Siècle La Cuvée - exemplifying the House's dedication to the Champagne craft over an elitist image. Prior to Laurent-Perrier's introduction of Grand Siècle, *prestige cuvée* Champagnes were always made from a single vintage year. Laurent-Perrier revolutionized this concept by blending wine from three vintage years, giving their *prestige cuvée* more complexity and consistency.
- 1968** Laurent-Perrier introduced its multi-vintage Cuvée Rosé Brut made from 100% Pinot Noir using the rare skin contact method (also known as the *saignée* method) to obtain its salmon-pink color and added complexity.
- 1975** Alain Terrier became Laurent-Perrier's cellar master, winemaker and overall genius behind Laurent-Perrier's Champagne creation. He continued Laurent-Perrier's leadership in innovation, while preserving the traditions and integrity of the region. The Champagnes are generally Chardonnay-driven and multi-vintage by choice to maximize what is best about Champagne craft. Monsieur Terrier emphasizes the art of blending by sourcing grapes from the finest vineyards in Champagne, vinifying each lot separately, and assembling them under his watchful eye and discerning palate.
- 1978** Laurent-Perrier launched a new concept in international Champagne distribution by establishing its first wholly owned subsidiary in the United Kingdom, Laurent-Perrier U.K.
- 1980** Laurent-Perrier is the first House to reintroduce the concept of *brut nature* (no added *dosage*) Champagne to a new generation, Laurent-Perrier Ultra Brut.
- 1987** As a wedding present for his daughter, Alexandra, Bernard de Nonancourt created a vintage *rosé* made of a blend of Pinot Noir and Chardonnay from a private family reserve, Grand Siècle Alexandra Rosé 1982. The vintage *rosé* quickly caught on among connoisseurs as a rare must-have, and by popular demand Laurent-Perrier continues its limited production, with the most recent release being the Alexandra Rosé 1998.
- 1992** Laurent-Perrier established its second wholly-owned subsidiary, Laurent-Perrier Switzerland.
- 1996** Demonstrating its support for the motion picture industry, Laurent-Perrier began its relationship with the Motion Picture Academy of Arts & Sciences as the exclusive Champagne featured at the Oscars®.
- 1997** Yves Dumont was appointed chairman of the Management Board.
- 1998** Laurent-Perrier heightened its presence in the United States, and established its first non-European wholly-owned subsidiary, Laurent-Perrier U.S.



- 1999** Laurent-Perrier institutes its fourth wholly-owned subsidiary, Laurent-Perrier Belgium. The same year, Laurent-Perrier holds its first IPO on the Paris Second Marché and 2000 winegrowers from Champagne purchase stock.
- 2001** Laurent-Perrier begins a relationship with the Academy of Television Arts & Sciences and is the exclusive Champagne featured at the Emmy Awards.
- Laurent-Perrier became an official Champagne partner of Relais et Châteaux, an international association dedicated to the promotion and marketing of independent hotels and restaurants with exceptional charm and individuality.
- 2002** Laurent-Perrier began its partnership with The Professional Golfers' Association of America as the "Official Champagne of The PGA of America."
- Laurent-Perrier is the only Champagne House to have been awarded a Royal Warrant by the Prince of Wales.
- 2003** Laurent-Perrier, along with two other well-known French family wine companies, Hugel and Perrin, joined together with additional private French and Japanese partners to launch a fine wine distribution company in Japan, called JEROBOAM Co., Ltd.
- 2004** Laurent-Perrier acquired the family-owned Champagne house, allowing the Laurent-Perrier Group to expand its market in France with Malakoff's chain brands and secure the necessary raw materials the Group needed to develop and grow its existing brands in the United States.

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