



EUROPEAN CHAMPAGNE AMBASSADORS' AWARDS

WINE EDUCATORS ARE INVITED TO COMPETE ON THE TOPIC OF RESERVE WINES IN CHAMPAGNE

The European Champagne Ambassadors' Awards competition was created in 2005 by the Comité Champagne and is aimed at Champagne enthusiasts who have to convey their knowledge to others. This annual competition aims to foster emulation in the field of training. Whatever their background, competitors must be able to prove that they teach and share knowledge in a hotel school, tasting club, specialized agency, or via a magazine or blog, for example.

The Comité Champagne has made reserve wines the theme of this the 11th competition. Competitors must present the diverse range of reserve wines and highlight the important role they play in Champagne production. The teaching approach needs to demonstrate how reserve wines – from one or more grape types, one or more grape harvests and created by the different features of a growing region – guarantee quality and a style that is unique to each wine grower or house.

The national finals will select the Champagne Ambassadors from the nine participating countries. These national Ambassadors will be invited to the Champagne Region for an unforgettable experience. Some of the most prestigious wineries and houses will open the doors of their cellars, offering unique and exclusive tastings. The European final will bring to a close a week packed with new experiences and interaction, with the 2016 Champagne Ambassador receiving his or her award.

The competition is open to educators from the following countries: Germany, Austria, Belgium, Spain, France, Italy, Netherlands, UK and Switzerland.

Find out more and register online by 30 June on: www.lesambassadeursduchampagne.com

The national finals will be held in September, followed by the European final in October.

Epernay, 15 April 2015

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