



CHAMPAGNECAMPUS.COM: THREE TRAINING PROGRAMMES DESIGNED TO INTRODUCE PEOPLE TO CHAMPAGNE

The Comité Champagne is launching its first e-learning programme. Known as Champagne Campus (www.champagnecampus.com), it complements the digital package developed by the Comité Champagne to promote knowledge about Champagne, which already includes a website (www.champagne.com), digital brochures (www.champagne.com/en/multimedialibrary), a YouTube channel (www.YouTube.com/Champagne) and accounts on Facebook (Facebook.com/ChampagneOfficialPage) and Twitter (Twitter.com/Champagne).

Research shows that consumers, both in France and especially internationally, are seeking more information about the specific features of Champagne wine. To fulfil this expectation, the Comité Champagne is making available to everyone a fun educational tool that is easy to access; it answers every type of question, from the most naive to the most searching.

Does Champagne benefit from a terroir unique throughout the world?

Can Rosé Champagne be obtained by blending white and red Champagne wines?

Is there only one approved pruning technique in Champagne?

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Following a short quiz designed to assess the user's level and choose the appropriate programme (novices, enthusiasts or lovers), ChampagneCampus.com invites them to extend their knowledge of Champagne.

Each level features five aspects abundantly illustrated by photos, diagrams, animations and videos. Here are some examples:

The wine-growing region (novices)



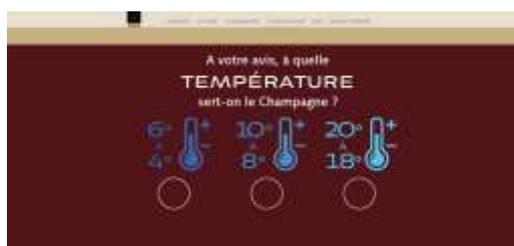
The vines (enthusiasts)



The winemaking process (lovers)



Tasting (novices)



The AOC (appellation d'origine contrôlée) (lovers)



The different levels complement each other but may also be followed individually. Each ends with a summary quiz, allowing users to evaluate their level and share their score on social media.

The programmes are already available in French, English and Chinese. Other versions should be available by late 2015.

These programmes are accessible online (PC or Mac) and on smartphone and tablet. This tool is complemented by a mobile app quiz consisting of 150 questions in French, English or Chinese available in Apple Store and Google Play (Champagne Campus).

A communications pack intended for Champagne professionals and trainers is available at <http://www.champagne.fr/en/discovering-champagne-region/champagne-campus/tools-to-share>

Visit www.champagnecampus.fr (French site)
www.champagnecampus.com (English site)
www.champagnecampus.cn (Chinese site)