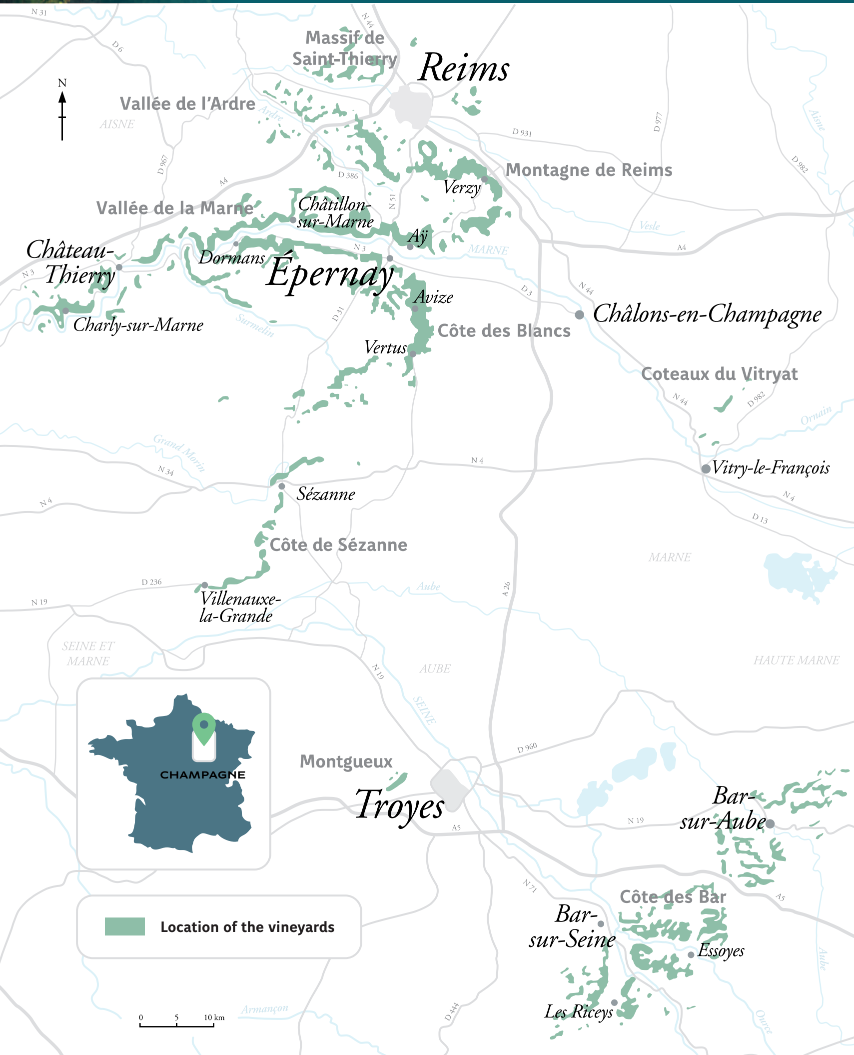
COMITÉ CHAMPAGNE

CHAMPAGNE
a major economic player

2018

CHAMPAGNE

A DEFINED GEOGRAPHICAL AREA SINCE 1927



CHAMPAGNE, A UNIQUE APPELLATION
CREATOR OF VALUE

THE WORLD'S LEADING WINE AOC BY VALUE

0.5%
OF THE WORLD'S VINEYARD AREA

10% BY VOLUME
36% BY VALUE
OF GLOBAL CONSUMPTION OF SPARKLING WINES

KEY FIGURES

301.9 MILLION bottles shipped, of which **51,3%** exported

4.9 BILLION euros in sales*

A stock of over **1 BILLION** bottles

** excluding taxes, from Champagne*

A DEFINED TERRITORY

34,300 HECTARES

3 REGIONS
Grand Est, Hauts-de-France, Île-de-France

5 DEPARTMENTS
Aube, Aisne, Haute-Marne, Marne, Seine-et-Marne

319 CRUS
(villages)

16,000 GROWERS

140 COOPERATIVES

340 CHAMPAGNE HOUSES

4,600 PRODUCERS

1,800 EXPORTERS

A well-structured industry

Comité Champagne, a trade organisation serving the Champagne appellation

Management of the economic balance	**Technical development** of vineyards and wines	**Global protection of** the Champagne **appellation**	**Education** about the appellation

A framework for the contractual relationships between growers and houses

GROWERS
OWN
90%
OF THE VINEYARDS

CHAMPAGNE HOUSES
SHIP OVER
70%
OF THE VOLUMES SOLD

The reserve, unique to Champagne

262 MILLION
KILOS OF GRAPES IN RESERVE

THE EQUIVALENT OF
227 MILLION
BOTTLES

THE EQUIVALENT OF
71% OF A YEAR'S HARVEST IN RESERVE

The Champagne reserve system was put in place to regulate potential annual yield variations.

It takes into account the northern location of the Champagne vineyards to answer the regular supplying and requirements of markets including harvest shortages.

A major economic player
with global reach

2018 shipments, by volume

301.9 *million bottles*

48.7% ● **147.0** million bottles
25.2% ● **76.2** million bottles
26.1% ● **78.7** million bottles

2018 shipments, by value

4.9 *billion euros**

41.7% ● **2.0** billion euros*
26.1% ● **1.3** billion euros*
32.2% ● **1.6** billion euros*

● France ● European Union ● Rest of the world

A global presence, **in over 190 countries**

Sustained export growth

Shipments outside the European Union have doubled in 20 years

Nearly 30 markets of over 500,000 bottles

10 top export markets in 2018

	2018 ranking	Revenue (in millions of euros)*	Millions of bottles
1	USA	577.1	23.7
2	UNITED KINGDOM	406.2	26.8
3	JAPAN	318.8	13.6
4	GERMANY	203.0	12.1
5	ITALY	158.6	7.4
6	BELGIUM	144.9	9.1
7	AUSTRALIA	123.3	8.4
8	SWITZERLAND	120.9	5.8
	CHINESE WORLD	98.6	4.7
9	SPAIN	85.2	4.2
10	CANADA	56.9	2.4

** excluding taxes, from Champagne*

Export breakdown by quality

2018 exports, by value

● **65.8%** Non-vintage brut
● **16.2%** Prestige cuvées
● **11.8%** Rosé
● **3.2%** Dosages > to Brut
● **1.5%** Dosages < to Brut
● **1.5%** Vintage

A MAJOR ECONOMIC PLAYER FOR THE GRAND EST REGION AND THE FRENCH ECONOMY

A MAJOR PLAYER AMONG **FRANCE'S VINEYARDS**

4%
OF THE AREA

20%
OF THE REVENUE

THE LEADING PLAYER IN **WINES AND SPIRITS** IN FRANCE

LEADING
PLAYER

22% OF
EXPORTS BY VALUE

AN INDUSTRY THAT CONTRIBUTES TO THE PROSPERITY OF THE **GRAND EST REGION***

TOP EXPORT REVENUES
IN THE REGION

The Champagne industry contributes to prosperity and innovation in associated sectors such as

- **PRODUCTION**
- **PACKAGING**
- **TRANSPORT**
- **SERVICES**

39%
OF AGRI-FOOD EXPORTS

A generator of direct employment

30,000
DIRECT JOBS

INC. 15,000
PERMANENT EMPLOYEES

120,000
HARVEST WORKERS

*administrative region which comprises Champagne-Ardenne, Alsace and Lorraine, created in January 2016.

AN INDUSTRY COMMITTED
TO SUSTAINABLE DEVELOPMENT

Lowering the environmental impact
WITH 3 COLLECTIVE PLANS AND DAILY MEASURES

BIODIVERSITY PLAN

CO_2 **CARBON PLAN**

WATER PLAN

Results
OVER THE LAST 15 YEARS

-20%
CARBON FOOTPRINT
PER BOTTLE

-50% PHYTOSANITARY
PRODUCTS AND
NITROGEN FERTILISERS

25%
OF PRODUCTION IS
CERTIFIED ISO 14001

100% OF THE
WINE PRODUCTION
EFFLUENTS RECOVERED

90%
OF WASTE
RECOVERED

Pioneering
REGION

France's leading wine region in the use of mating disruption to combat leafroller moths

Largest fleet of **electric straddle tractors**

First wine region ever to assess its carbon footprint (2002)

Sustainable
VINE
GROWING

VITICULTURE DURABLE EN CHAMPAGNE

20% of the wine area has environmental certification, including **15%** certified **Sustainable Viticulture in Champagne**

100% OF THE GROWERS ARE COMMITTED
TO CONTINUOUSLY IMPROVING THE VINEYARDS

Leading the French wine industry, Champagne significantly contributes to the national economy.

The Champagne AOC, synonymous with quality, prestige and celebration, constitutes a priceless asset.

It symbolises France internationally.
The Champenois have been protecting this shared heritage for over 150 years.

Coteaux, Maisons & Caves de Champagne
Patrimoine Mondial

THE CHAMPAGNE HILLSIDES, HOUSES AND CELLARS

are featured on UNESCO's World Heritage List.

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