

VIGNERONS ET MAISONS



CHAMPAGNE

a major economic player

2016



**Champagne : the leader in French wines,
a significant contribution
to the national economy.**

**The Champagne AOC, symbol of quality,
success and celebration, represents an
unfathomable legacy of priceless value.
Champagne is the emblematic figure of
France worldwide : the Champenois have
been protecting their common treasure
for more than 150 years.**

CHAMPAGNE, A UNIQUE APPELLATION CREATOR OF VALUE

WORLD'S LEADING WINE AOC IN VALUE



0.4 %

OF WORLD
VINEYARD AREA



10 %
BY VOLUME

OF WORLD CONSUMPTION
OF SPARKLING WINES



32 %
BY VALUE

A LIMITED TERRITORY

VINEYARD AREA

34 300 HECTARES

3 REGIONS

GRAND EST, HAUTS-DE-FRANCE,
ÎLE-DE-FRANCE

5 DEPARTMENTS

MARNE, AUBE, AISNE,
HAUTE-MARNE, SEINE-ET-MARNE

319 CRUS

(WINE-PRODUCING COMMUNES)

KEY FIGURES

306.1 MILLION

BOTTLES SHIPPED,
OF WHICH **48 %** EXPORTED

4.7 BILLION EUROS

IN TURNOVER (EXCLUDING TAX)*

STOCKS IN EXCESS OF

1 BILLION BOTTLES

(IN COURSE OF MATURATION)

* ex-cellar turnover



15 800
GROWERS



140
COOPERATIVES



340
CHAMPAGNE HOUSES

A DIRECT JOB CREATING SECTOR

30 000

DIRECT JOBS OF WHICH

15 000

SALARIED POSITIONS

120 000

GRAPE PICKERS

AN ORGANISED AND STRUCTURED SECTOR



THE CHAMPAGNE COMMITTEE, A TRADE ORGANIZATION THAT SERVES THE CHAMPAGNE APPELLATION

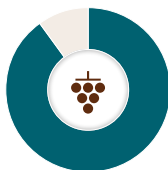
Management
of economic
balance

**Technical
development**
of the vineyard
and the wine

**Worldwide
protection of
the Champagne
appellation**

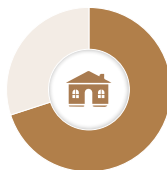
**Educational
information
regarding
the appellation**

SUPERVISION OF CONTRACTUAL RELATIONS BETWEEN WINEGROWERS AND HOUSES



THE GROWERS

HOLD **90 %**
OF THE VINEYARD



THE CHAMPAGNE HOUSES

SHIP **70 %**
OF CHAMPAGNE
BOTTLES

RESERVE WINE, A CHAMPAGNE SPECIFICITY

240 MILLION
KILOS OF RESERVED
GRAPES

THE EQUIVALENT OF
207 MILLION
BOTTLES

APPROXIMATELY
70 %
OF A HARVEST,
IN RESERVE

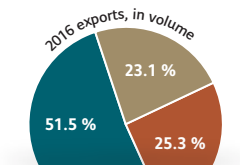
The interprofessionnal reserve system was implemented to compensate for significant variations in yield from one year to the next one.

It takes into account the northern location of the Champagne vineyards and helps meet the regular supply needs of the markets.

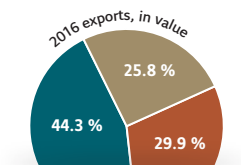
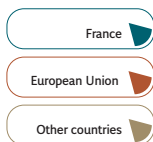
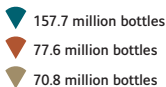
The reserve wine allows to answer exceptional requests or/and compensate when harvest failures occur.



A MAJOR ECONOMIC PLAYER WITH GLOBAL INFLUENCE



306 million bottles



4,7 billion euros*



MARKET PRESENCE, IN MORE THAN 190 COUNTRIES

**A SECTOR SUPPORTED
BY HISTORICAL MARKETS**

30 MARKETS WITH
MORE THAN 500 000 BOTTLES

**GROWTH DRIVERS
TOWARDS FOREIGN COUNTRIES**

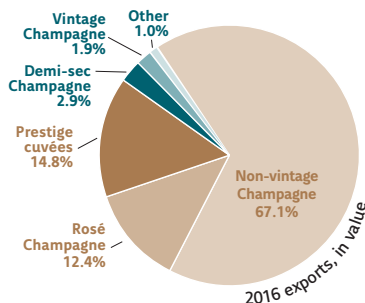
**EXPORTS OUTSIDE
THE EUROPEAN UNION
HAVE DOUBLED IN 20 YEARS**

TOP 10 EXPORT MARKETS IN 2016

	Country	Million of bottles	Million euros turnover*
1	USA	21.8	540.1
2	UNITED KINGDOM	31.2	440.4
3	JAPAN	10.9	252.9
4	DEUTSCHLAND	12.5	194.6
5	ITALY	6.6	138.8
6	BELGIUM	8.3	128.8
7	AUSTRALIA	7.4	107.1
8	SWITZERLAND	5.7	104.6
9	SPAIN	4.0	75.3
10	CHINESE WORLD	3.5	70.6
	CANADA	2.2	51.6

* ex-cellar turnover

DISTRIBUTION ACCORDING TO QUALITY, FOR EXPORT



A MAJOR ECONOMIC PLAYER FROM A LOCAL AND NATIONAL POINT OF VIEW



A SIGNIFICANT WEIGHT, IN **THE FRENCH VINEYARDS**



4 %

OF FRANCE'S TOTAL
VINEYARD AREA

20 %

OF TURNOVER



63 % BY VOLUME



91 % BY VALUE

OF CHAMPAGNE'S SHARE
OF FRENCH SPARKLING WINE
EXPORTS

A MAJOR PLAYER IN THE FRENCH **WINES AND SPIRITS SECTOR**

N°1 PLAYER

1/4 OF THE EXPORT VALUE
OF FRENCH WINES AND SPIRITS



A SECTOR THAT CONTRIBUTES TO THE DYNAMICS OF THE **GRAND EST REGION**

NUMBER ONE EXPORT
TURNOVER FOR THE GRAND EST
REGION

37 % OF AGRI-FOOD
EXPORTS

A DRIVING FORCE FOR **GROWTH AND
INNOVATION** IN ANCILLARY SECTORS
SUCH AS :

- **Equipment and machinery manufacturing**
- **Packaging**
- **Transport**
- **Services**

A TOP TOURIST DESTINATION :

**"CHAMPAGNE HILLSIDES, HOUSES
AND CELLARS" INCLUDED ON THE
WORLD HERITAGE LIST OF UNESCO"**

**MORE THAN 1 MILLION VISITORS
EVERY YEAR**



A SUSTAINABLY ORGANISED SECTOR

AN ADVANCED ENVIRONMENTAL POLICY FOUNDED ON 4 KEYS COMMITMENTS :

- **MINIMUM** CHEMICAL INPUTS
- THE **CONSERVATION** OF TERROIR, BIO-DIVERSITY AND LANDSCAPES
- THE **ACCOUNTABLE MANAGMENT** OF WATER, EFFLUENT, BY-PRODUCTS AND WASTE
- **CONFRONTING THE ENERGY/CLIMATE CHALLENGE**

A PIONEER IN SUSTAINABLE WINE-GROWING

RESULTS SINCE 2000

-15 % CARBONE FOOTPRINT
PER BOTTLE

-50 % PHYTOSANITARY
PRODUCTS AND NITROGEN FERTILIZERS

25 % OF PRODUCTION IS
ISO 14001 CERTIFIED



3 PLANS IMPLEMENTED ON A DAILY BASIS

- THE **WATER PLAN**
- THE **BIODIVERSITY PLAN**
- THE **CARBON PLAN**

THE "SUSTAINABLE WINE-GROWING IN CHAMPAGNE" CERTIFICATION



- **CREATED IN 2014**
- **A COLLECTIVE APPROACH TO**
CONTINUOUSLY IMPROVE PRACTICES

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V I G N E R O N S E T M A I S O N S