



360 HOUSES

UNION DES MAISONS DE CHAMPAGNE
(CHAMPAGNE HOUSES UNION)


16,200 GROWERS

SYNDICAT GÉNÉRAL DES VIGNERONS
(CHAMPAGNE GROWERS UNION)

1941: COMITÉ INTERPROFESSIONNEL DU VIN DE CHAMPAGNE (CHAMPAGNE TRADE ASSOCIATION)
protects the common interests of Champagne Growers and Houses to contribute to competitiveness and balance in the industry

Quality and sustainable development

- **Conduct research** into vines, wine and sustainable development
 - ▶ Integrated Research and Development Department
 - ▶ Experimental vineyards in the Marne and Aube
 - ▶ Analysis and microbiology laboratories, experimental vat room and cellar
- **Transfer knowledge** to industry professionals
- **Assist and advise** Champagne Growers and Houses

more than **200 trials** per year

Defence and worldwide protection of the Champagne appellation

- **Fight against counterfeiting and parasitic use** of the Champagne appellation, in France and abroad
 - ▶ Priority given to education and amicable settlements
- **Improve the protection** of the Champagne appellation in the world
- **Training in counterfeit detection**

122 countries recognize the Champagne appellation

Market regulation and monitoring of the winegrowing industry

- **Reconcile** irregular harvests with market demand
- **Record all transactions** relating to Champagne production
- **Track wine movements** and shipments
- **Manage Champagne reserves**, declarations of harvests and stocks, professional registrations, etc.

300 million bottles shipped for a turnover of **5 billion euros** in 2019

Promotion of the appellation

- **Train professionals** in the diversity of Champagne's wines
 - ▶ Visits, tastings, MOOC, documentation
- **Represent the appellation** and promote it in France and abroad, through 9 Bureaux
 - ▶ Carry out communication and press relations initiatives
- **Understand the markets and their players** (studies) and share this knowledge with Champagne Growers and Houses

11,500 professionals trained in 2020 + **23,000 participants** in the Champagne MOOC



▶ If you have any doubts about a counterfeit or misuse of the name "Champagne", contact: protection@champagne.fr