



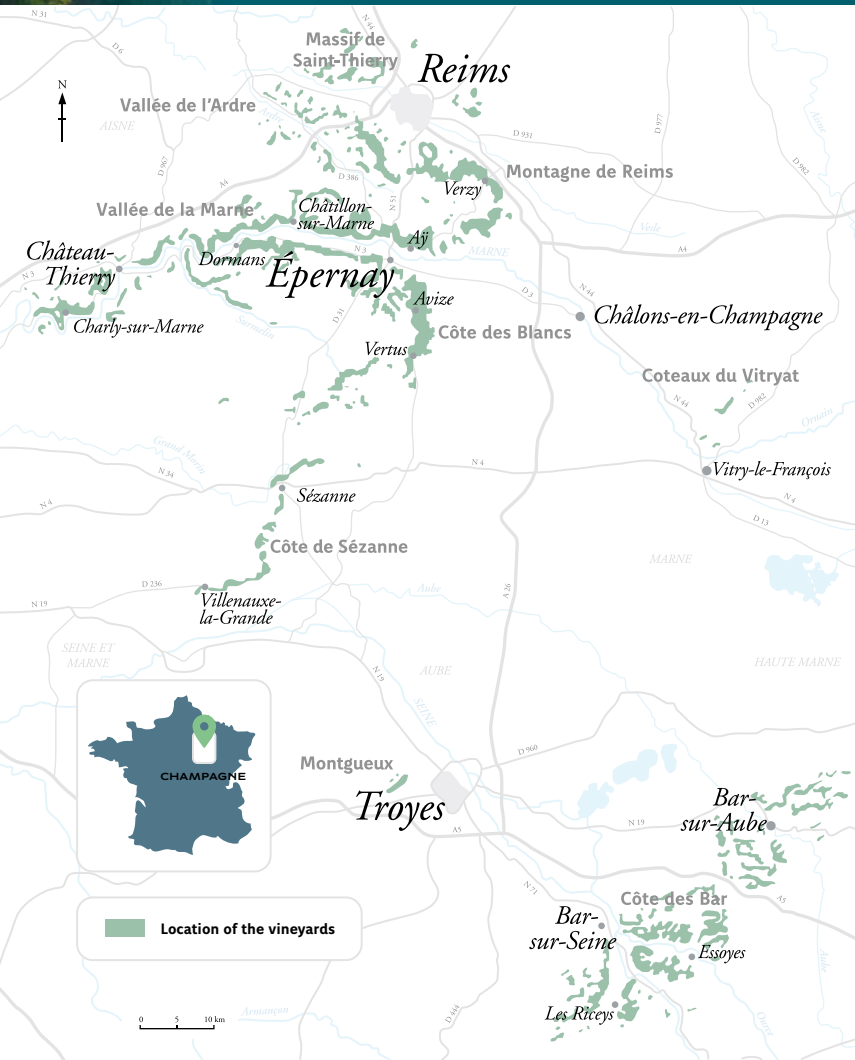
COMITÉ
CHAMPAGNE

CHAMPAGNE
a major economic player

2019

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



9%

BY VOLUME

33%

BY VALUE

OF GLOBAL CONSUMPTION
OF SPARKLING WINES

KEY FIGURES



297.6 MILLION
bottles shipped, of
which **52,4%** exported



5.0 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)



16,100
GROWERS



140
COOPERATIVES



360
CHAMPAGNE HOUSES



4,500
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



THE RESERVE, UNIQUE TO CHAMPAGNE

261 MILLION
KILOS OF GRAPES
IN RESERVE

THE EQUIVALENT OF
226 MILLION
BOTTLES

THE EQUIVALENT OF
69% OF A YEAR'S
HARVEST IN RESERVE
(three-year average)

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

2019 shipments,
by volume

297.6 million bottles

47.6% ● **141.6 million bottles**

25.7% ● **76.5 million bottles**

26.7% ● **79.5 million bottles**



2019 shipments,
by value

5.0 billion euros*

39.6% ● **2.0 billion euros***

26.4% ● **1.3 billion euros***

34.0% ● **1.7 billion euros***



● France

● European Union

● Rest of the world

A GLOBAL PRESENCE, IN OVER 190 COUNTRIES

SUSTAINED EXPORT GROWTH

.....

30 MARKETS OF OVER 500,000 BOTTLES

SHIPMENTS OUTSIDE THE EUROPEAN UNION HAVE DOUBLED IN 20 YEARS

.....

10 TOP EXPORT MARKETS IN 2019

	2019 ranking	Revenue (in millions of euros)*	Millions of bottles
1	USA	665	25.7
2	UNITED KINGDOM	431	27.0
3	JAPAN	355	14.3
4	GERMANY	203	11.6
5	ITALY	180	8.3
6	BELGIUM	148	9.2
7	SWITZERLAND	121	5.4
8	AUSTRALIA	114	7.7
	CHINESE WORLD	98	4.1
9	SPAIN	92	4.3
10	CANADA	56	2.3

EXPORT BREAKDOWN BY QUALITY

2019 exports,
by value



● **64.3%** *Non-vintage brut*

● **17.8%** *Prestige cuvées*

● **11.5%** *Rosé*

● **3.2%** *Dosages > to Brut*

● **1.9%** *Dosages < to Brut*

● **1.4%** *Vintage*

* excluding taxes, from Champagne

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

41%
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.



A REGION COMMITTED TO SUSTAINABLE DEVELOPMENT

RESULTS

OVER THE LAST 15 YEARS

OBJECTIVES

FOR THE FUTURE

	-20% CARBON FOOTPRINT PER BOTTLE	-75% CARBON FOOTPRINT BY 2050
	-50% PHYTOSANITARY PRODUCTS AND NITROGEN FERTILIZERS	ZERO HERBICIDE BY 2025
	20% OF AREA WITH AN ENVIRONMENTAL CERTIFICATION	100% OF AREA WITH AN ENVIRONMENTAL CERTIFICATION BY 2030
	90% OF INDUSTRIAL WASTE TREATED AND RECYCLED	FURTHER ROLLOUT OF THE CIRCULAR ECONOMY IN THE CHAMPAGNE REGION
	100% OF WINE PRODUCTION EFFLUENTS BY PRODUCTS TREATED AND RECYCLED	

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

24% of the wine area has environmental

certification, including

18% 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.

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THE CHAMPAGNE HILLSIDES, HOUSES AND CELLARS
are featured on UNESCO's World Heritage List.

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**COMITÉ INTERPROFESSIONNEL
DU VIN DE CHAMPAGNE**

www.champagne.com

