

1935

CREATION OF THE "APPELLATION D'ORIGINE CONTRÔLÉE" CONCEPT ("AOC" OR "AOP" IN EUROPE)

which dates back to the early 20th century

DEFINED AREA

AOC

RECOGNISED EXPERTISE

give the product its characteristics

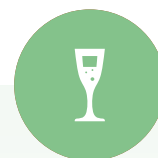
AOC OBJECTIVES

- Ongoing quest for quality
- Defence of the product's characteristics and identity
- Guarantee of traceability



PRODUCERS

- **Respect of regulations** for viticulture and wine making
- Collective **heritage** and exclusive use of the AOC
- **Adds value** to the product



CONSUMERS

- A reference that provides **assurance**
- **Double guarantee:** quality and authenticity
 - ▶ **Quality:** strict specifications, subject to inspection procedures
 - ▶ **Authenticity:** a reflection of expertise and traditions

1936

DECREE RECOGNISING AOC CHAMPAGNE

CURRENT MAIN PROVISIONS OF THE SPECIFICATIONS FOR AOC CHAMPAGNE

- Strictly defined geographical area
- 7 authorised grape varieties
- 4 authorised pruning techniques
- Limited yield per hectare, defined each year before the harvest
- Limited pressing yields
- Minimum potential alcohol content during the harvest
- Second fermentation in the bottle (prise de mousse)
- Cellar ageing:
 - ▶ **Non-vintage:** 15 months minimum
 - ▶ **Vintage:** 36 months minimum

1941

CREATION OF THE COMITÉ CHAMPAGNE

one of whose founding roles is to protect the Champagne appellation around the world



▶ The first collective actions to defend the name «Champagne» began in 1843, almost a century before the establishment of the AOC!

Further information : champagne-mooc.com