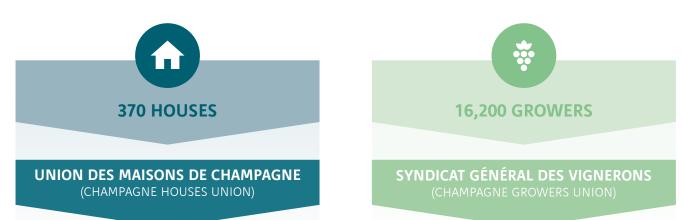
FACT SHEET

## THE COMITÉ CHAMPAGNE





**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.

**320 million bottles shipped** for **a turnover of 5.7 billion euros** in 2021

### 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

more than **6 000 professionals trained** in 2021 + **28,000 participants** in the Champagne MOOC

Data Comité Champagne 2021