



# CHAMPAGNE : A UNIQUE ORGANIZATION



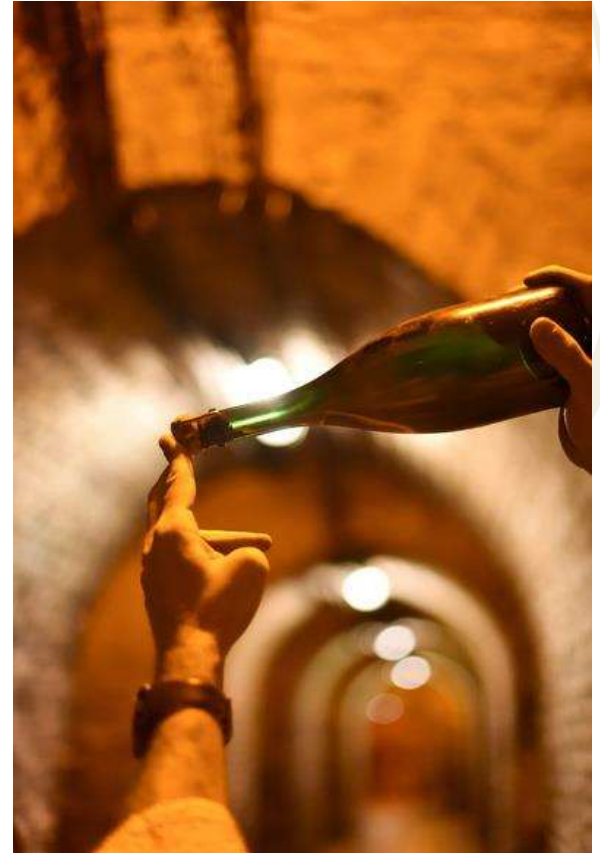


---

# CHAMPAGNE



- 1** The name "Champagne" has been used since the late 17th century to **designate sparkling wine from the Champagne region of France.**
- 2** Champagne has become the **wine of festivities and celebrations** the world over. It enjoys an exceptional **international reputation.**



# A GEOGRAPHIC AREA DELIMITED SINCE 1927



## A LIMITED AREA

	<b>34 200 HECTARES</b> (4 % of French vineyard)
	<b>319 CRUS</b> (cities and villages)

**TOP EXPORT REVENUES**  
IN THE REGION

The Champagne industry contributes to prosperity and innovation in associated sectors such as

- PRODUCTION
- PACKAGING
- TRANSPORT
- SERVICES

**42%**  
OF AGRI-FOOD EXPORTS

A generator of direct employment

	<b>30,000</b> DIRECT JOBS
	<b>INC. 15,000</b> PERMANENT EMPLOYEES
	<b>100,000</b> HARVEST WORKERS



---

# THE RECOGNITION OF AN APPELLATION

## KEY DATES AND DEFINITION OF THE CONCEPT OF AOC

### 1 1935 : creation of the “*appellation d’origine contrôlée*” (AOC) concept (Protected Designation of Origin)

- *Defined geographical area*
- *Recognition expertise*

### 2 1936 : decree recognizing AOC Champagne

- *Strictly defined geographical area*
- *7 authorised grape varieties*
- *4 authorised pruning techniques*
- *Limited yield per hectare and for the pressing*
- *2nd fermentation in the bottle (“prise de mousse”)*
- *Cellar ageing (15 months minimum for non-vintage wines, 36 months minimum for vintage wines)*
- *Minimum potential alcohol content during the harvest*

### 3 1941 : creation of the Comité Champagne

# A LIMITED PRODUCTION, RECOGNISED ACCROSS THE WORLD



## A SMALL PRODUCTION



**0,5%** of global vineyards area



**10 %** of global sparkling wines consumption in volume



**300 MILLIONS** of bottles shipped



## A WORLDWIDE PRESTIGE



**1st viticultural PDO in the world** in value  
6 billions € turnover






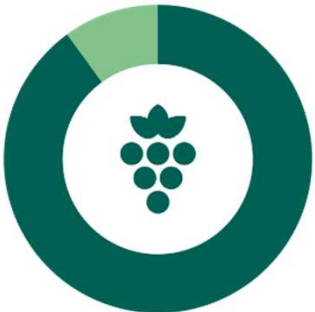
**28 %** of global sparkling wines consumption in value



Presence in more than  
**190 COUNTRIES (57 % export)**

# NETWORK CONNECTED ALL TOGETHER

A DIVERSITY OF ACTORS	
	16 200 GROWERS
	130 COOPERATIVES
	370 HOUSES

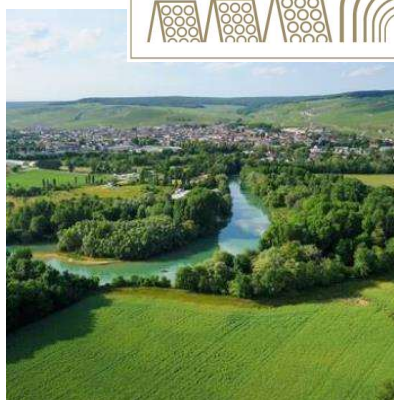
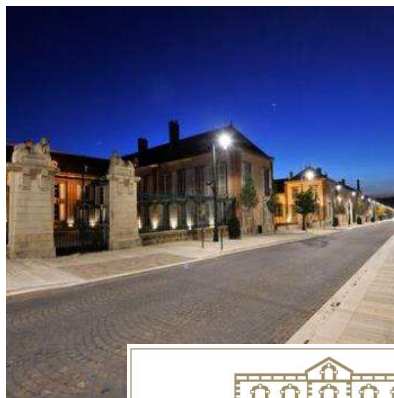
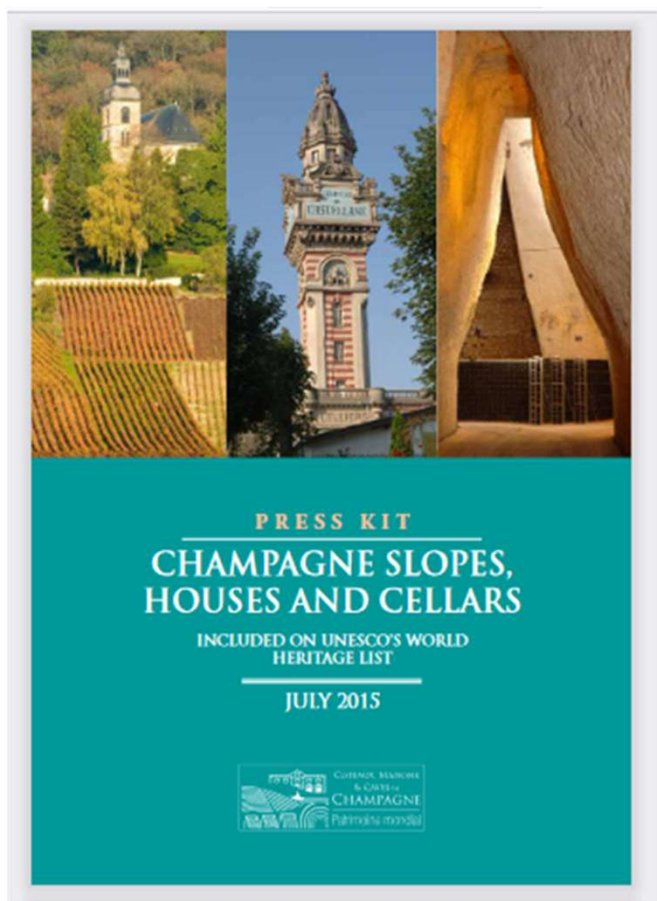


**GROWERS**  
MANAGE  
**90 %** OF THE VINES



**HOUSES**  
SHIP MORE THAN  
**70 %** OF THE TOTAL  
VOLUME

# CHAMPAGNE HILLSIDES, HOUSES AND CELLARS – UNESCO WORLD HERITAGE SINCE 2015





# COMITÉ CHAMPAGNE

CHAMPAGNE'S WINES INTERPROFESSION







- The place of the collective since 1941
- Private law organization, entrusted with a public service mission, possessing prerogatives of public authority
- **The objective is to ensure the common interest of Winegrowers and Champagne Houses**
- In a **balanced** and **consensus-based** manner.

4 main missions:

- **Market regulation** and **monitoring** the winegrowing activity (BOOK OF SPECIFICATION - 2010)
- **Quality and sustainability** (viticulture, œnology and environment)
- **Protection** of the appellation
- Champagne **education** and Champagne **promotion**

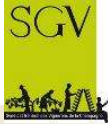
# MARKET REGULATION AND MONITORING OF THE WINE INDUSTRY

 **Founding date : 1938** - creation of **reserve system**

-  Reconciling irregular harvests with market demand
-  Record all transactions related to the production of Champagne
-  Track the movement and shipment of wine
-  Manage Champagne reserves, harvest and inventory declarations, professional registrations, etc.



# SUPERVISION AND CONTROL



Bid of charges

Rules



Knowing

Datas

Regulation



Specifications control



Decisions and penalties

Delimitation



Control of plantations and production



Fraud and consumer protection

---

# QUALITY AND SUSTAINABILITY

VINES, WINE & ENVIRONMENT



## CULTIVATING AN EFFICIENT AND SUSTAINABLE VINEYARD

- Varietal innovation: preserving existing grape varieties and creating new ones
- Precision viticulture: actively combating diseases and vineyard decline
- Managing and preserving the ecosystem and biodiversity of the vineyard
- Supporting professionals in their environmental certification
- Reducing the ecological footprint of the sector and aiming for carbon neutrality

## REAFFIRMING THE SEARCH FOR EXCELLENCE

- Preserve the quality and typicality of wines in a context of climate change
- To ensure the safety of consumers

---

CHAMPAGNE

---

# ENVIRONMENTAL STRATEGY : ACHIEVEMENTS



**Results** over the last 15 years

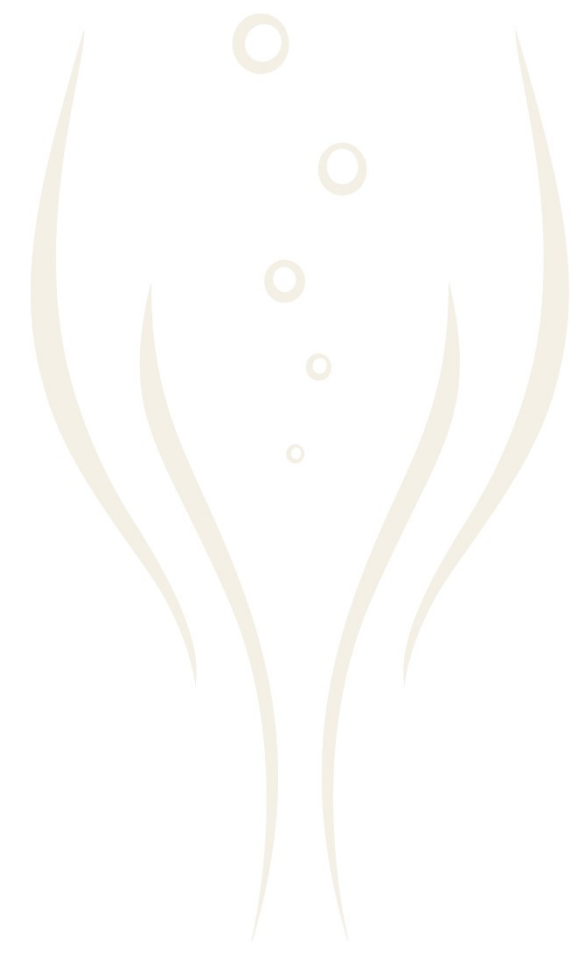
**-20% CARBON FOOTPRINT  
PER BOTTLE**

**- 50% PHYTOSANITARY  
PRODUCTS**

**90% OF INDUSTRIAL WASTE  
TREATED AND RECOVERED**

**100% OF WINE PRODUCTION  
EFFLUENTS BY PRODUCTS TREATED  
AND RECYCLED**

**69% OF AREA WITH AN  
ENVIRONMENTAL CERTIFICATION**



---

# ENVIRONMENTAL STRATEGY : FUTURE GOALS



## Goals for 2025

- Heading towards zero herbicide
- Reducing by **50 %** the use phytosanitary products (75 % in 25 years between 2000 and 2025)
- Reducing by **25 %** the carbon footprint
- Reducing water footprint

## Goals for 2030

- **100 %** of the vineyards with an environmental certification

## Goals for 2050

- Reach carbon neutrality



---

# RESEARCH AND DEVELOPMENT

VINES, WINE AND ENVIRONMENT



4 EXPERIMENTAL VINEYARDS



EXPERIMENTAL CELLAR



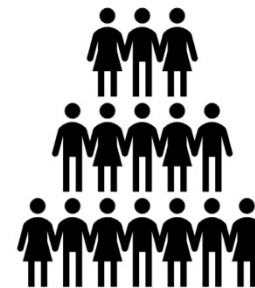
MICROBIOLOGY LABORATORY



CERTIFIED LABORATORY



TASTING ROOM



NEARLY 60 EMPLOYEES

➤ **More than 200 tests per year**

---

# VALORISATION OF CHAMPAGNE



## UNDERSTANDING THE MARKET

To be able to understand its competitive environment and its consumers.



## REPRESENTING THE APPELLATION

To be the voice and gateway of the appellation in France and in the world.



## PROMOTING THE APPELLATION

To promote the appellation by highlighting the producers of the appellation.



## TRAINING THE PROFESSIONALS

To promote the value and uniqueness of Champagne.



---

# PROTECTION OF THE APPELLATION

## MAIN ACTIVITIES

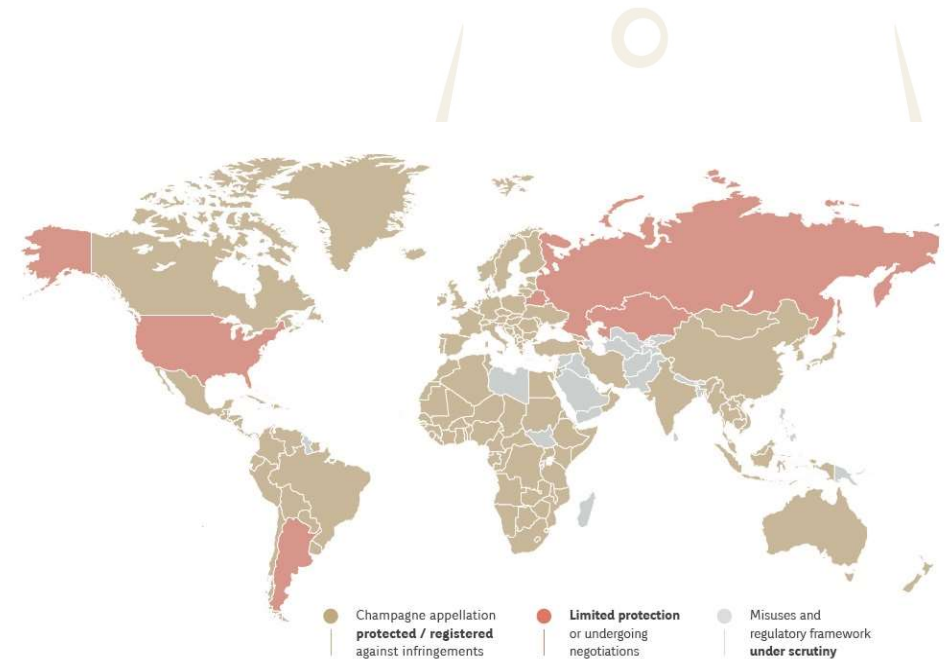


1

**Fight against counterfeiting and misuses of the Champagne appellation**, in France and abroad (priority given to amicable settlements).

2

**Cooperation and public affairs**, for a better protection in the world, including the follow-up of FTA Agreements (like UE-Vietnam).



**Champagne is protected** in more than 125 countries.

« **Champagne only comes from Champagne, France** »

# PROTECTION OF THE APPELLATION

## OUR STRATEGY



## TOWARD AN ABSOLUTE PROTECTION OF THE NAME CHAMPAGNE

- Zero tolerance against counterfeiting
- Online and offline watches
- Customs trainings and free analyzes on demand
- Actions against trademark applications
- Actions against any and all kind of misappropriations of the name, including evocation
- Relations with the authorities
- In 2023 : 312 new cases, including 47 new proceedings
- 45,438 ads detected and 5514 ads removed from 68 e-commerce platforms
- A budget of 1,2 million € and a in house team of 4 people

---

# CONTACT

**Giulia BELINCI**

Legal advisor

Comité Champagne, 5 rue Henri-Martin, 51200 Epernay, France

direct: +33 (0)3 26 51 34 40

mobile : +33 (0)7 60 83 31 48

[giulia.belinci@civc.fr](mailto:giulia.belinci@civc.fr)

[protection@champagne.fr](mailto:protection@champagne.fr)





**THANK YOU FOR YOUR ATTENTION**