



CHAMPAGNE
GRATIOT-PILLIÈRE
— PROPRIÉTAIRE - RÉCOLTANT —

NEWSLETTER

FEBRUARY 2021

Madam, Sir, Dear Clients,

We are happy to share with you our news for the second semester of 2020.

In the vineyards, Mother Nature spoiled us again this past year. The 2020 harvest is promising to be another Grand Cru! For the past 3 years, the Champagne region has experienced very sunny and hot summer periods. The vines have taken full advantage making grape juices of great quality. This allows us to vinify high quality wines and develop very promising champagnes. The 2020 Cuvées will be on the same trend as the great vintages of 2018 and 2019.

Each year, picking quotas help maintain a balance between supply and demand for champagne. These quotas are defined by a mutual agreement between the winegrowers and the Grandes Maisons de Champagne and validated by the INAO, the Institute responsible for the AOC. With the COVID-19 pandemic, the sales outlook for 2020 was



estimated to be down about 30%. This year, it was a small harvest because quotas were set at 8000 kg / ha as opposed to 10,000 to 11,000 kg in previous years.

The harvest was very early and exceptionally restrictive. The starting signal was given on August 25th. In the midst of COVID-19, the daily application of barrier gestures with a team of 40 pickers was not easy.

Hand sanitisers, masks and social distancing were our main concerns during this harvest: commuting from the farm to the vineyard, on our premises, at the press and during meals. When picking, wide spaces in the vineyards allowed us to work with more flexibility and freedom.



Dec. 2019

Building on the momentum of a complicated 1st semester, with only a few festive moments, celebrations and opportunities to open a bottle of champagne, business was difficult at the end of the year with the second lockdown in November. Despite all this and largely thanks to you, our loyal private clients (either coming to our property or meeting us at our farmers markets, arranging personal delivery or courier shipment) and our wine merchants across the country, we were able to achieve the month of December at the level of previous years. A big THANK YOU!

In the end, during such an unusual year, our sales volume fell by only 16%, while all of Champagne suffered a decrease of 22% compared to 2019.

Export news

Not much traveling abroad this year! Other than 2 trips in February and early March to the UK and Finland respectively, that was about it! We experienced 2 major lock downs in France from March 17 until May 11 & from Oct 30 to Dec 15 with significant business impact. After expediting some nice orders in February and March, our Trade customers did not get in touch with us again until the end of the summer. A few pallets went to England, Finland, the Netherlands, and some French Overseas Departments and Territories (Reunion Island, New Caledonia and Guyana).



10 mars 2020 - Finnish Sommelier Association

Good surprise! A very nice order came to us from Japan, a country where our prospecting efforts began in 2016. Eventually, our overall yearly export volumes were not impacted too much compared to 2019.

We expect year 2021 to be particularly uncertain in the United Kingdom with the new rules imposed by Brexit and a new severe confinement in the UK from January to March 2021. This will undoubtedly have significant consequences on our cross-Channel expeditions.

Full range

All of our TRADITION, ROSÉ, BLANC DE BLANCS and MILLÉSIME Cuvées are now dressed with their new designs! We have tried, through this evolution, to give a more authentic and chic look thanks to a



high quality cotton paper and soft colors. Also, the new font on the labels, more simple and appealing, as well as harmonization of the caps throughout the full range, allow better visibility.

A more efficient communication !

The year 2020 has shown the value of being able to communicate quickly and easily with you by **email** or **TEXT**. This has enabled us to inform you in real time of our presence at farmers markets, our delivery dates, and our expeditions. Your email address and your mobile number are very important tools for us. We invite you to send them to us if you haven't already done so ☺☺☺.

As the coming months are still uncertain, we thank you for your continued support and loyalty. Stay tuned!

Sparkling Regards,

Olivier & Sébastien



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