



CHAMPAGNE  
GRATIOT-PILLIÈRE  
— PROPRIÉTAIRE - RÉCOLTANT —

# NEWSLETTER

AUGUST 2021

*Madam, Sir, Dear Clients,*

We are happy to share with you our news for the first semester 2021.

*"Année en 1, année chagrin"...*

We have always heard from our grandparents and parents that the years ending with the number 1 are always difficult. The above saying proves to be true again!

**1991**, the vine sustains very destructive frosts in spring. Olivier and Sébastien arrive on the family's farm at completion of their studies. That year, they only harvested 30% of a normal harvest. The adage is borne out with a poor first harvest.

**2001**, good harvest in quantity but not in quality. Our vintage cuvées have not been vinified.

**2011**, the harvest looks great on August 31 right before very unpredictable and cold weather in September. The maturity of the grapes is not optimal which adds further complications to the plots that are heavily loaded with clusters of our flagship grape: Meunier. Sorting is therefore very important to choose best, ripe, and healthy grapes.

**2021**, we are not yet at the end of our surprises. It is the most complicated year over the past 30 years in the vineyards!

A little bit of frost on freshly sprouted buds in the beginning of April, mainly on our plots planted with Chardonnay, already affected the future harvest...

We had a few major thunderstorms in mid-June with hail. Fortunately, we only had a little impact on the foliage, unlike neighboring villages where the vineyards were ravaged by balls of ice/hail the size of tennis balls.

Throughout the active phase of the vines (May / June / July), we had high humidity every morning (dew, fog), heavy rains every week, temperatures reaching a max of 20°C. These are ideal conditions for mildew. Mildew, first very active and destructive on the foliage in early June, then attacking our precious bunches at the start of summer. The battle is fierce. Day by day, the clusters are disappearing. We hope for dry and hot weather to close this endeavour the best way possible.



What does the 2021 harvest hold for us? Let's see in September !!

## *Export information*

Despite the global health situation which has not allowed us to travel abroad since March 2020, our importing customers have continued to trust us and orders have been regular. Thus, in July 2021, bottle releases outside of our borders are already reaching the annual volumes for 2019 and 2020. We hope that this pace will continue until the end of the year.

Would there be a strong desire among consumers to go out, celebrate events or simply indulge themselves again with champagne? A great trend in any case!

We have strengthened our historical markets in Europe (Great Britain, Finland, Netherlands, Belgium), Reunion Island, New Caledonia ... but also in major exports with Japan which has just given us another good order, and the USA ...

New borders are also opening up with Italy, for our champagnes : the majority of our cuvées are now available from our new distributor [3K Wines](#).

A great recognition for our distributor in the Netherlands, [Premier Cru Wijnen](#). Our 2013 Heritage Vintage is honored as "Champagne Maison" in the upscale restaurant "[Studio](#)" in Maastricht, whose chef Gilbert von Berg was awarded a Michelin star at a previous restaurant. Our Brut Tradition is also on the tables of the [Prix-de-Rome](#) in Maastricht, another fine establishment.

We wish you a great and happy end of the year and look forward to seeing you on social media where we post our latest news !

Sparkling greetings,

*Olivier & Sébastien*

## *1991-2021: 30 years of collaboration...*

*Thirty years ago, my grandparents welcomed my dad Sébastien and my uncle Olivier at the farm at the end of their wine studies. A great collaboration that continues to strengthen them today. The tasks in the business were dispatched naturally. Dad took over the work in the vineyards, staff management and administration whilst Olivier took over the commercial activity, tastings, deliveries, export, and of course some of the work in the vineyards as well! During the first years, the 2 brothers focused on the development of the vineyards, which has expanded from 12 hectares to 18 hectares today.*

*During years 2000, many actions took place to promote our champagnes: new farm markets, new deliveries to Paris, new distribution channels (wine merchants, depots...).*

*Over the past 10 years now, our Maison GRATIOT-PILLIÈRE spreads its name beyond our borders, in Europe, the USA and Asia !*

*1991 is the beginning of their commitments with winegrowers' associations and local actions amongst which; the Youth Group and the Board of Directors of our Coopérative de la Vallée de la Marne (cooperative for which my great-grandfather was president for 23 years!), Champagne & Vous (Champagne Festival in Château-Thierry held every year in October), hydraulic works in the vines, the Confrérie du Pinot Meunier (traditional group of winegrowers from Charly-sur-Marne representing the Capital City of the Meunier ) etc ...*

*I am very proud of my family's success and as the 12th generation, it is our purpose and responsibility, together with my brother, sister and my cousins to continue the great work of our parents and grandparents!*



*Mathys*

### *Suivez notre actualité*

Sur notre site : [www.champagne-gratiot-pilliere.com](http://www.champagne-gratiot-pilliere.com)

Sur Facebook : [www.facebook.com/champagne.gratiot.pilliere](https://www.facebook.com/champagne.gratiot.pilliere)

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