

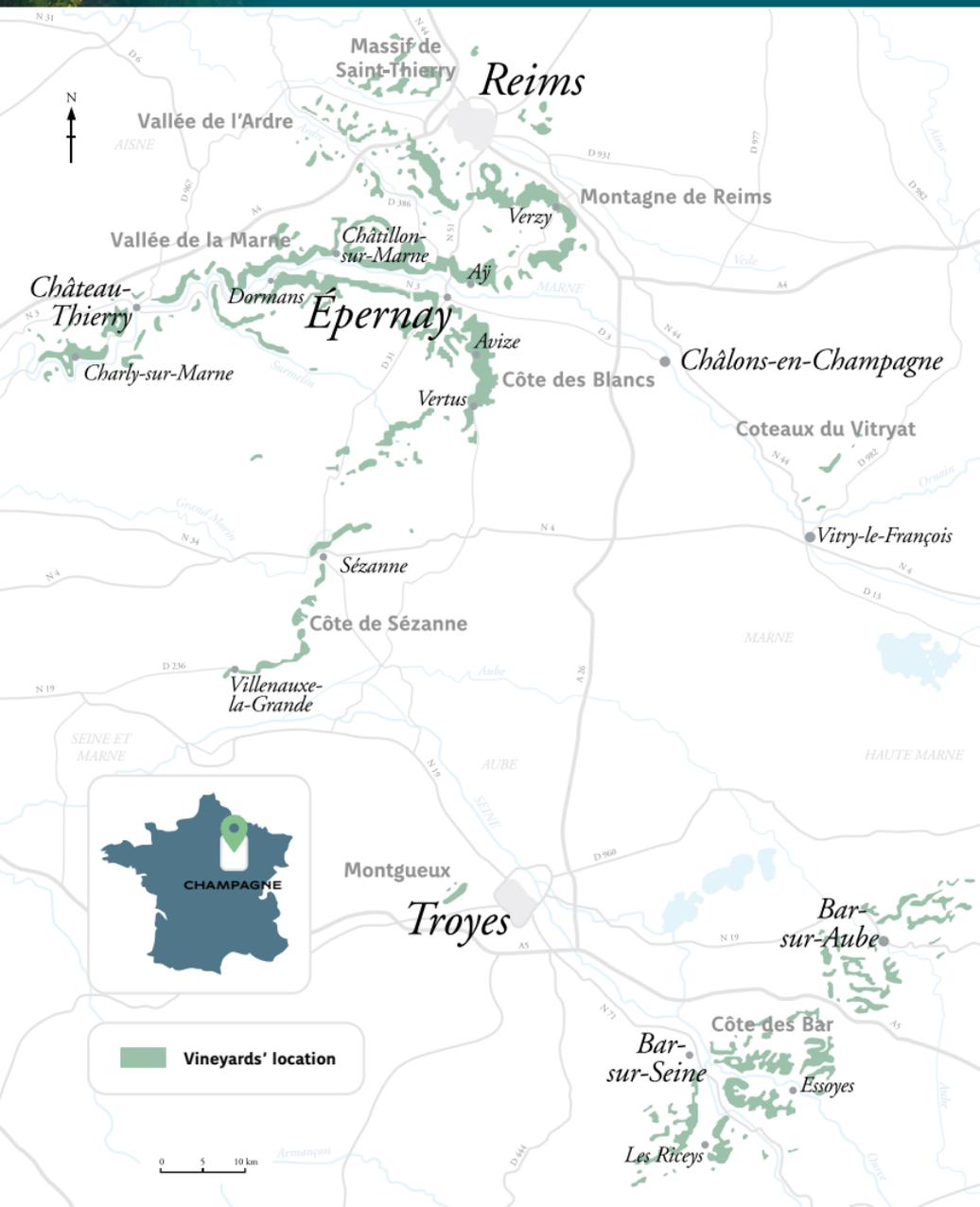


CHAMPAGNE

a major economic player

2017

THE CHAMPAGNE REGION : A GEOGRAPHICAL AREA OF PRODUCTION DELIMITED SINCE 1927



CHAMPAGNE, A UNIQUE APPELLATION

A CREATOR OF VALUE

WORLD'S LEADING WINE AOC IN VALUE



0.4%

OF WORLD
VINEYARD AREA



10% **36%**
IN VOLUME IN VALUE

OF WORLD CONSUMPTION
OF SPARKLING WINES

KEY FIGURES



307.3 MILLION
bottles shipped, of
which **50%** exported



4.9 BILLION
euros in turnover*



Stocks in excess of
1 BILLION bottles
(in course of maturation)

* ex-cellar turnover, excluding tax

A LIMITED TERRITORY



34,300 HECTARES



3 REGIONS
Grand Est, Hauts-de-
France, Île-de-France



5 DEPARTMENTS
Aube, Aisne, Haute-Marne,
Marne, Seine-et-Marne



319 CRUS
(wine-producing
communes)



15,800
GROWERS



140
COOPERATIVES



320
CHAMPAGNE HOUSES



4,700
SHIPPERS



1,800
EXPORTERS

AN ORGANISED AND STRUCTURED SECTOR

COMITÉ CHAMPAGNE, A TRADE ORGANIZATION THAT
SERVES THE CHAMPAGNE APPELLATION

Management
of economic
balance

**Technical
development**
of the vineyard
and the wine

**Worldwide
protection of**
the Champagne
appellation

**Educational
information**
regarding
the appellation

SUPERVISION OF CONTRACTUAL RELATIONS BETWEEN WINEGROWERS AND HOUSES



RESERVE WINE, A CHAMPAGNE SPECIFICITY

212 MILLION
KILOS OF RESERVED
GRAPES

THE EQUIVALENT OF
184 MILLION
BOTTLES

APPROXIMATELY
61% OF A
HARVEST, IN RESERVE

The interprofessionnal reserve system was implemented to compensate for significant variations in yield from one year to the next one.

It takes into account the northern location of the Champagne vineyards to answer the regular supplying and requirements of markets including when facing a major harvest failure.

A MAJOR ECONOMIC PLAYER

A GLOBAL INFLUENCE AND REPUTATION

2017 exports,
in volume

307.3 million bottles

50.1% ● 153.8 million bottles

24.9% ● 76.6 million bottles

25.0% ● 76.9 million bottles



2017 exports,
in value

4.9 billion euros*

42.6% ● 2.1 billion euros*

25.8% ● 1.3 billion euros*

31.6% ● 1.5 billion euros*



● France

● European Union

● Other countries

A WORLDWIDE PRESENCE, IN MORE THAN 190 COUNTRIES

THE PROGRESSION OF EXPORT SHIPMENTS

IS STILL BUOYANT

.....

EXPORTS OUTSIDE THE EUROPEAN UNION HAVE DOUBLED

IN 20 YEARS

.....

APPROXIMATIVELY 30 MARKETS OVER 500,000 BOTTLES

TOP 10 EXPORT MARKETS IN 2017

	Country	Million euros turnover*	Million of bottles
1	USA	585.8	23.1
2	UNITED KINGDOM	415.2	27.8
3	JAPAN	306.7	12.9
4	DEUTSCHLAND	196.8	12.3
5	ITALY	152.3	7.4
6	BELGIUM	142.2	9.1
7	AUSTRALIA	131.8	8.5
8	SWITZERLAND	112.2	5.6
	CHINESE WORLD	89.4	4.3
9	SPAIN	82.8	4.1
10	CANADA	54.9	2.2

* ex-cellar turnover

DISTRIBUTION ACCORDING TO QUALITY, FOR EXPORT

2017 exports,
in value



● **67.2%** Non-vintage Champagne

● **15.5%** Prestige cuvées

● **11.5%** Rosé Champagne

● **2.9%** Demi-sec Champagne

● **1.7%** Vintage Champagne

● **1.2%** Other

A MAJOR ECONOMIC PLAYER FOR THE GRAND EST AREA AND FRENCH ECONOMY

A SIGNIFICANT ROLE, IN **THE FRENCH VINEYARDS**



A MAJOR PLAYER IN THE FRENCH
WINES AND SPIRITS SECTOR



A SECTOR THAT CONTRIBUTES TO THE
DYNAMICS OF THE **GRAND EST REGION**

N°1 EXPORT TURNOVER
FOR THE GRAND EST REGION

39%
OF AGRI-FOOD EXPORTS

A driving force for growth and
innovation in ancillary sectors
such as

A direct job creating sector

**EQUIPMENT AND
MACHINERY
MANUFACTURING**

PACKAGING

TRANSPORT

SERVICES



30,000
DIRECT JOBS OF
WHICH



15,000
SALARIED POSITIONS



120,000
GRAPE PICKERS

A COMMITTED SECTOR FOR A SUSTAINABLE DEVELOPMENT STRATEGY



THREE ACTION PLANS DESIGNED TO REDUCE THE ENVIRONMENTAL FOOTPRINT ON A DAILY BASIS...



THE
**BIODIVERSITY
PLAN**



THE
**CARBON
PLAN**



THE
**WATER
PLAN**

... LEADING TO TANGIBLE RESULTS FOR OVER 15 YEARS

A PIONEERING AREA

	-15% CARBON FOOTPRINT PER BOTTLE
	-50% PHYTOSANITARY PRODUCTS AND NITROGEN FERTILIZERS
	25% OF PRODUCTION IS ISO 14001 CERTIFIED
	100% OF THE WINE-PRODUCTION EFFLUENTS ARE RECYCLED
	90% OF WASTE IS RECOVERED

A pioneer vineyard in France regarding the use of the mating disruption method (pheromone dispensers)

First electric straddletractors fleet in France

First wine-growing area to carry out a carbon assessment in 2002

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SUSTAINABLE VINE-GROWING

15% of eco-certified vineyards, including **12.5%** certified **Sustainable Wine-Growing in Champagne**

A 100% VINEYARD AREA CONSTANTLY IN A DYNAMIC APPROACH AND CONTINUOUS IMPROVEMENT

**CHAMPAGNE : A LEADER IN FRENCH WINES,
A SIGNIFICANT CONTRIBUTION TO THE NATIONAL ECONOMY.**

The Champagne AOC, symbol of quality, success and celebration, represents
an unfathomable legacy of priceless value.

Champagne is the emblematic figure of France worldwide :
the Champenois have been protecting their common assets
for more than 150 years.

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THE CHAMPAGNE HILLSIDES, HOUSES AND CELLARS
are featured on UNESCO's World Heritage List.

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**COMITÉ INTERPROFESSIONNEL
DU VIN DE CHAMPAGNE**

www.champagne.com

