

SO, YOU THINK YOU KNOW

# Veuve Clicquot?

Veuve Clicquot is one of the largest champagne houses in the world, leading the way in premium products since 1772. But how well do you *really* know the history of this quintessential brand?

Here are the highlights you need to know.

Founded by **Philippe Clicquot** as an offshoot of his textile company, the champagne business found great success after Philippe made his son **François Clicquot**

his partner.

Father

Son



At the age of 27, **Barbe Nicole Ponsardin Clicquot**, wife of François, took over her husband's family business after his death

in 1805. Her

status as a

“widow,” or

“**veuve**” in

French, allowed

her to run the

winery and

become one of the first international

businesswomen of modern times.



Madame Clicquot proved her innovative spirit by creating the first recorded vintage Champagne in 1810.

In 1818, she pioneered the process of making rosé Champagne by blending still red wine with white wines — a process still used today to produce 99% of rosé Champagnes.

Having earned the royal warrant from **Queen Elizabeth**, Madame Clicquot was respectfully called

*La Grande Dame de la Champagne*

by her peers.



Passionate about quality, Madame Clicquot purchased the best vineyard plots across Champagne. Today, Veuve Clicquot is the second largest vineyard owner in Champagne, and owns a special holding of pinot noir in Bouzy, called **Clos Colin**.

Veuve Clicquot has been relevant in popular culture for centuries,

getting shout outs in operettas in the 1800s,

mentioned in novels by

Tolstoy and Chekhov in the 1900s, and name-dropped in hip

hop songs

in the 2000s.



Madame Clicquot used to say,

“ I want my brand to rank first, from New York to Saint Petersburg. ”

Today, Veuve Clicquot is the top-selling Champagne in the U.S.\*

\*Shanken News Daily

In July 2010, 47 bottles of Veuve Clicquot were discovered in a shipwreck off Finland's Aland Islands.

Even after spending nearly two centuries at the bottom of the sea, their contents are extremely well preserved!

The U.S. Soccer Women's National Team celebrated their 2019 World Cup victory with bottles of La Grande Dame.

