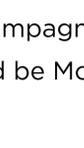




FRANCE  1743

# MOËT & CHANDON

## Success & Glamour



If you could only use two words to describe the prestige and luxury inherent in high-end Champagne, the two words you'd use would be Moët and Chandon.

But how well do you really know the largest Champagne house in the world? Delight your bubbles-savvy customers with these fun facts.

### FROM ÉPERNAY

#### *with Love*

Established in 1743 by wine trader Claude Moët, the company was originally known as Moët et Cie, or "Moët & Co." Claude soon started shipping his sparkling wine from Champagne to Paris, where it found fast success among the aristocracy and nobles.



### MARRIED INTO

#### *the Business*

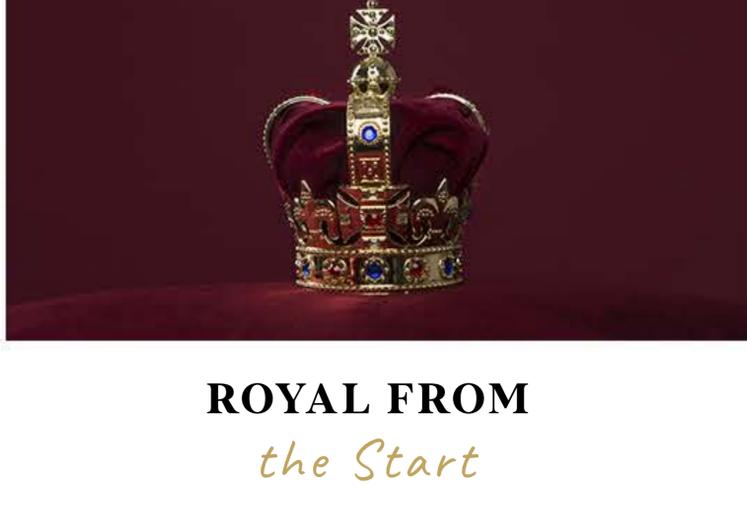
Not only is Moët & Chandon a staple at weddings, the addition of Chandon was a result of marriage. Victor Moët, grandson of Claude, partnered with his brother-in-law Pierre-Gabriel Chandon de Briailles in 1832.



### RHYMES WITH

#### *"Know It"*

To set the record straight, Moët is pronounced mow-et. The family name is from the Netherlands, and to this day they've held on to pronouncing the "T" despite what your French teacher might have told you.



### ROYAL FROM

#### *the Start*

Moët & Chandon has always had a strong connection to nobility. In 1445, King Charles VII of France made noblemen of brothers Jean and Nicolas Moët. Queen Elizabeth II counts Moët & Chandon as her favorite Champagne, granting the house a "Royal Warrant" to supply the Queen with bubbles for all royal occasions. If that wasn't enough, Moët & Chandon has been name dropped in songs by pop royalty Queen and Prince!

### SO THAT'S WHERE

#### *That Started*

If you've seen someone celebrate with champagne in a unique and extravagant way, you can bet that Moët & Chandon were the pioneers of that gesture. The brand's first famous fan, Napoleon Bonaparte, used a saber to open bottles while celebrating his victories. It's also a go-to choice for the christening of naval ships and for the spraying of race car winners in the late 1960s. Even the Champagne pyramid at weddings has its roots with Moët & Chandon.



### THREE SIMPLE GRAPES,

#### *and Hundreds of Wines*

While Moët & Chandon's flagship Moët Impérial is made with the traditional blend of Champagne grapes, pinot noir, chardonnay, and pinot meunier, there's more to the magic than that. The grapes are gathered from the best parcels and villages throughout the limestone-rich Champagne region. The resulting blend is a masterful medley of terroir.

### YOU MIGHT HAVE HEARD OF MOËT HENNESSY'S

#### *Other Brands*

Not content with just being the largest and most luxurious Champagne house in the world, producing close to 30 million bottles each year, Moët Hennessy is also home to the vintage luxury Champagne Dom Pérignon, which is only produced in exceptional vintages and takes a decade to age. And in their spare time, they bring you iconic brands like Hennessy, Veuve Clicquot, Glenmorangie, Chandon, and Château d'Esclans among others.

