

CHAMPAGNE



**Laurent-Perrier**

MAISON FONDÉE  
1812

T H E   G R A N D   S I È C L E   W I N E R Y

DEUX SIÈCLES D'ÉLÉGANCE  
*1812-2012*

À SUPPRIMER  
PAPIER NOIR

« *Le meilleur du meilleur avec le meilleur* »

BERNARD DE NONANCOURT

LP

Behind every great venture is an encounter between a human being and a vision. When Bernard de Nonancourt took over the helm of the family business in 1948, he found that he had to start from scratch and reinvent it completely. Two global conflicts had swept in huge social and economic change. In those turbulent times, Bernard de Nonancourt took a pioneering stance, driven by his unwavering personal convictions. The unique foundation of his approach can be summed up in three words: purity, freshness, elegance. Laurent-Perrier champagnes embody these combined cardinal virtues; each cuvée imbued with its own unique strength. Purity expressed the respect paid to the fruits of the vine. Freshness involved a move away from the types of wine prevalent at the time – in short, modernising them. Elegance blossomed in the art of the blends nurtured by Bernard de Nonancourt.

Bernard de Nonancourt counterintuitively opted to use stainless steel tanks instead of the traditional oak barrels. That in itself was a minor revolution – the quest for total control over fermentation, the basis for blending future tastes and aromas and achieving purity. To create the desired freshness, the Chardonnay varietal was to systematically predominate in the blending of the wines to guarantee the ultimate in elegance.

In 1959, the pinnacle of this pioneering vision was embodied in the creation of the Grand Siècle cuvée in which Bernard de Nonancourt married the two great Champagne skills of blending different crus and different vintages. Grand Siècle is a blend of wines from three outstanding years. The best of each cru, and of each vintage: “The best of the best with the best,” declared Bernard de Nonancourt.



*A man's hand never ceases to look for*  
**Perfection**

*monochrome grand siècle par Daniel Jousmae*



GALERIE DES MOINES  
TOURS-SUR-MARNE



CUVERIE BÉTON  
TOURS-SUR-MARNE

## THE GRAND SIÈCLE WINERY

In its bicentenary year, Laurent Perrier has honoured its Grand Siècle cuvée with a setting worthy of this unique wine. Over the past six decades, each milestone in the development of Laurent-Perrier has been commemorated by the creation of a new winery. In Bernard de Nonancourt's view, art, elegant lines, and the beauty of objects and places are inseparable from man's daily preoccupations with wines, their vinification, their blending, and their patient maturing during the long years of cellar ageing. As far back as the early 1960s, the first winery made using enamelled steel was presented with as much fanfare as if it had featured noble oak casks and barrels. The new, dedicated Grand Siècle winery, is being installed in the same location. It will serve as a precision tool entirely devoted to achieving the

finest expression of the reserve wines used in the composition of Grand Siècle. In addition, the new winery is also an admirable creation in its own right, astonishing visitors instantly with its undeniably stunning lines.

To discover this new space, visitors descend into the cellars, and pass through vaulted tunnels reminiscent of a secret passage. The lighting is soft, the atmosphere pensive; in the distance, the muffled sound of cellar activity is hardly more than a murmur. Isolated behind two sets of glass doors, 14 tanks each with a capacity of 110 hectolitres are lined up equidistantly along the central aisle.

The harmonious colour scheme echoes that of Grand Siècle packaging with the deep, velvety black of the stone flags. From the arching roof overhead,

the light falls onto the graceful stainless steel curves of the tanks, infinitely reflected in the shimmer of the high-tech LED lighting, making them seemingly endless.

In this place, several grands crus from the Côte des Blancs and Montagne de Reims, from two harvests declared as vintage years by Laurent-Perrier, await the advent of another great vintage, which will join them to achieve that perfect Grand Siècle balance. This winery dedicated to reserve wines contains only the best, destined to go into a future Grand Siècle cuvée. In the cylindrical tanks, with their double stainless steel walls, the wines will mature, perfectly protected from the air to save them from the oxidation which would impair their natural elegance and result in premature ageing.

Air conditioning and ventilation are achieved through a plaster-topped structure in the form of a vaulted ceiling – designed to keep the air circulating throughout, with no additional energy input.

A tasting room closes off the view through the winery. Its lines are understated, uncluttered, the epitome of Laurent-Perrier's signature lightness and elegance. Freshness will be present as soon as the master of ceremonies uncorks the first bottle...









JEAN-MICHEL WILMOTTE  
ARCHITECT

This new winery was designed by Jean-Michel Wilmotte. As a close friend of the de Nonancourt family, he has magnified the spirit of Grand Siècle through his understated yet powerful architecture. The materials and lighting employed underpin the serene excellence radiating from the winery. Wilmotte's constant concern to integrate his structures into their surrounding space has been expressed to perfection.

WILMOTTE & ASSOCIES S.A.

currently employs 201 staff from 40 different nationalities, creating an international and multi-cultural practice, working in nearly two dozen countries.

The practice ranks among the world's 100 largest architecture firms, according to a survey by UK magazine Building Design.

*LP*

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