

LOUIS
ROEDERER
+ STARCK
CHAMPAGNE
BRUT NATURE
2018





“Continental in style, exceptional and historic, the 2018 vintage impresses with its pure, unadulterated expression of the grape. This was a year shaped by the soil and the hand of the winegrower that shines through and speaks for itself.”

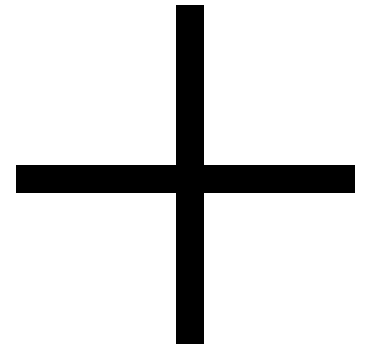
Jean-Baptiste Lécaillon,
Cellar Master

The result of a free-spirited collaboration between the Louis Roederer Champagne House and creator Philippe Starck, this pared-down, zero-dosage champagne captures the essence of Cumières' black soils in a sunny vintage. Produced exclusively in warm, dry years, it reflects our vision of a “climate change laboratory” through its singular taste.



1 .

A CLIMATE CHANGE LABORATORY



BRUT NATURE WAS BORN FROM THE SOIL OF LOUIS ROEDERER'S VINEYARDS. A MINIMAL CUVÉE, IT EMBODIES THE CHAMPAGNE HOUSE'S CREATIVITY AND BOLD VISION, CAPTURING THE ESSENCE OF THE UNIQUE CONDITIONS OF THE YEAR. IT IS ALSO A CHAMPAGNE OF THE FUTURE, ACTING AS A MARKER OF THE CLIMATE CHANGE UNFOLDING TODAY.



Conceived as a collaboration, forged by a long-standing friendship, this champagne is the personification of the free thinking that was born from an encounter between the Louis Roederer Champagne House, in the person of its CEO Frédéric Rouzaud, its Cellar Master Jean-Baptiste Lécaillon, and the creator Philippe Starck. The discussions between these three men, which led to the release of the first Brut Nature in 2006, have continued and evolved over the years and vintages.

For almost 20 years, our Brut Nature has been a marker of the changes occurring in the Champagne region and is a pioneering model of experimentation. Produced exclusively in hot, dry years, it is a forerunner of the champagnes of tomorrow and a platform for experimentation. The winegrowing practices used in its production are tailored to this specific context and offer a glimpse into the future of the region's viticulture.



Brut Nature is the embodiment of this changing Champagne region, reflecting the shifting landscape in its restrained style and understated design. A veritable incubator of innovation, Brut Nature benefits all the Louis Roederer champagnes as it helps us anticipate and adapt to these changes.



“Brut Nature is the showcase of our most innovative experiments of the last 20 years, it is a ‘laboratory of climate change’ that has allowed us to rediscover certain traditional and sometimes forgotten skills, such as knowing how to bring out the best in the original Champagne grape varieties or the practice of complantation.”

Jean-Baptiste Lécaillon,
Cellar Master





Sharing Philippe Starck's "less is more" vision, illustrated by the purity and understated elegance inherent in all his designs, the Louis Roederer Champagne House set out to capture this ideal of joyful simplicity. Minimising one's footprint to maximise flavour, while optimising resources and energy and evoking emotion through suggestion rather than imposition - this is the vision in which the creator and the Cellar Master found common ground and a shared sensibility. "Our thoughts converged" he recalls. "If the future is about restraint, then how can we achieve more with less?"

It was Philippe Starck's creativity, his respect for the terroir, his spirit of freedom and his original approach that inspired Louis Roederer's CEO Frédéric Rouzaud to start working on the creation of Brut Nature in 2003. Rouzaud directed the research efforts to create a wine with a different style, the "minimal" wine that Starck had described:



"By allowing us to interpret his words, Philippe enabled us to go beyond boundaries that we would not otherwise have crossed were it not for his clear vision and guidance. The more precise he was in the description of his dream, the more precise we were able to be in the creation of this champagne."

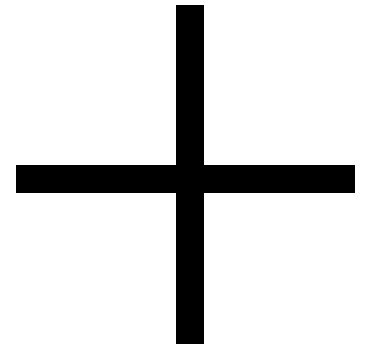
Frédéric Rouzaud,
Louis Roederer's CEO

Thus Brut Nature was born: a wine that captures the freshness of the clay soil in a sunny year, a wine of truth and terroir, witness to an encounter, a time, a place and a year, a perfect illustration of the alliance between Man and Nature. Today, the journey continues with the unveiling of the 2018 vintage.




2 .

A TESTING GROUND



IN HOT YEARS, SOME OF THE COLD CLAY SOILS IN THE CUMIÈRES TERROIR, BATHED IN SUMMER HEAT AND PLANTED WITH A MIXTURE OF CHAMPAGNE GRAPE VARIETIES, EXPRESS A PARTICULAR RESONANCE AND FRESHNESS. THIS SINGULAR TERROIR IS CHAMPAGNE LOUIS ROEDERER'S TESTING GROUND, WHERE WE ARE DEFINING THE CHAMPAGNE OF TOMORROW.



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THE BLACK SOILS OF CUMIÈRES, THE BIRTHPLACE OF BRUT NATURE

The Cumières clay hillside, with 10 hectares of vines facing the sun and basking in its light, gives rise to fruit of remarkable fragrance and richness. These black soils, on the banks of the Marne River, have long been known to produce generous, opulent and intensely fragrant grapes. In warmer years the grapes reach perfect maturity and a higher vibration giving us this beautiful contrast between salinity and intensity of the fruit.

This terroir is made up of three plots known as "Les Chèvres", located on a small hill at the edge of the village of Cumières. Formerly used as pasture land, they have different exposures. "Les Pierreuses" is the highest, most pebbly, south-facing part of the hillside, while "Les Chèvres" is further down, near the road, facing south-east and has a higher clay content. Finally, "Les Clos" is a small mound facing southwest with the highest clay content. These black and greenish clay soils form masses that rise from the Montagne and undulate on the horizon, like little black splotches that darken the landscape, earning them the name of "boudins noirs" ('black puddings') in the past. This is the terroir that the Louis Roederer Champagne House has chosen as its testing ground.



"My classic register is the white chalky terroirs of Cristal. They needed an opposition, a contrast. The Les Chèvres terroir is truly unique and nature has given us a very different style of juice here."

Jean-Baptiste Lecaillon,
Cellar Master



INNOVATION AT ITS MOST HUMBLE BASED ON TRADITIONAL PRACTICES AND OLD GRAPE VARIETIES

Aware of the changing times and above all, the changing climate, and finding one of the answers to our constraints in certain traditional practices, we embarked on this path of experimentation almost 20 years ago. In these cool soils, during the hottest years, we uncovered a deep seam of inspiration. By introducing new viticultural practices to these clay-rich terroirs, working in reverse to restore their original balance, we began to catch a glimpse of what the champagne of tomorrow might look like.

This land is worked using gentle, organic methods, guided by a form of viticulture that preserves the terroir's natural resonance through practices inspired by biodynamics. "It's important to intervene as little as possible, taking a step back while still keeping a close eye on things. The objective is to leave the wine and the terroir well alone while remaining attentive at all times" explains Jean-Baptiste Lécaillon. This gentle, respectful approach amplifies the spirit of the place and honours the wine's origins.





The complantation of grape varieties as part of a traditional winegrowing approach further enhances this expression of origin. "This is the genius of the traditional grape varieties, the strength of their complementarity and their ability to adapt over time. Our vision has always been one of diversity, preserving contrasts while creating connections. It is also a heritage project, as we have maintained a conservatory of old vines for over two decades. Preserving this genetic material not only safeguards the taste of our grapes but also strengthens the resilience and adaptability of our vines to whatever challenges climate change may bring."

In the past, different plants were often planted together. Champagne Louis Roederer is reviving this practice to further enhance the freshness and flavour of its wines. "This plant diversity is our greatest ally against the uncertainties associated with climate change. Diversity creates a natural balance and compensatory effects that mitigate the impact of certain diseases or adverse weather conditions."



"We had to harness the plants' intelligence and collective resilience. On these plots in Cumières, the vineyards have been replanted, either en masse or in rows, with Pinot blanc, Arbanne, Petit Meslier and Pinot gris. In two years, we will introduce the Chardonnay rose grape. It is an ongoing experiment, based on an old, traditional approach in line with our 'In vinifera æternitas' commitment to genetic diversity."

Jean-Baptiste Lécaillon,
Cellar Master

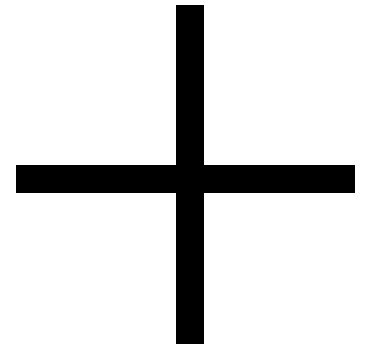
Naturally, the grapes are harvested and pressed all together on the same day. There is no subsequent blending and the wines are bottled immediately after fermentation. Ageing on the lees continues until June, almost a full year, during which the lees nourish and enhance the body of the wine. The wines are kept pure, with no malolactic fermentation, to preserve contrast and a saline vibrancy. The liqueur de tirage is added at low pressure to create soft bubbles and a creamy mouthfeel. The wine is left undosed to preserve all its purity.

Brut Nature is a continuous experiment, a wine in constant evolution building our knowledge about genetic diversity. It is an ever-changing testament to collective intelligence, shaping and redefining the future of the Champagne region.



3 .

THE 2018 VINTAGE – MAGNIFICENT BY NATURE



2018 WAS A HOT, DRY YEAR THAT KEPT THE VINES IN EXCELLENT HEALTH, YIELDING AN ABUNDANT HARVEST OF ELEGANT, FRUIT-FORWARD GRAPES WITH REMARKABLE VITALITY - A MASTERFUL BALANCE OF RIPENESS AND FINESSE.



2018 was a glorious year in which the fruit was bursting with ripeness and saline energy. Defined by their precision and clarity, these flawless grapes reveal a juicy freshness and crisp vitality, nourished by a mild spring and a dry, sunny and exceptionally hot summer, surpassing even the record-breaking temperatures of 2003. The vines were in perfect condition and the harvest was generous, producing elegant, fruity wines of remarkable freshness and depth of flavour. This near-perfect vintage recalls, in many ways, the character of 1999, with the promise of a superb evolution in bottle and outstanding ageing potential.

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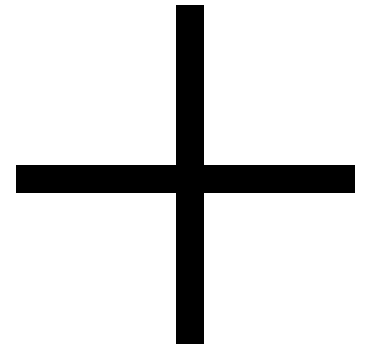
“2018 is an exceptional and historic vintage – a year shaped by the soil and the hand of the winegrower. It produced fruity and remarkably clean wines that are supple, inviting and wonderfully soft.”

Jean-Baptiste Lécaillon,
Cellar Master



4 .

THE 2018 BRUT NATURE WINES





THESE WINES ARE TWO INTERPRETATIONS OF THE SAME TERROIR, TWO VISIONS OF THE SAME PLACE AND ORIGIN. AN ENERGETIC, VELVETY SMOOTH WHITE WITH CAPTIVATING PERFUMES AND A CONCENTRATED, FINELY STRUCTURED ROSÉ WITH A DELICATE SALINITY.

BRUT NATURE BLANC 2018

Charming, delicate and refined, Brut Nature 2018 takes the generous character of the year and turns it into a wave of fruity, saline freshness. It exudes harmony and precision, revealing the exceptional limestone backbone created by these cool terroirs in Cumières.

Fine and delicate yet dense and concentrated, this champagne is a true reflection of its origins. The fragrant nose gives us a velvety, ripe and almost sunny impression, perfectly capturing the year in notes of yellow fruit and toasted almonds. After aeration, sweet floral and red fruit aromas start to come through; the stamp of Pinot Noir is now unmistakable. Behind the lively, fast-rising bubbles, smoothness and finesse intertwine in a harmonious dance of juicy, soft textures. The fruit is bursting with ripeness and saline energy, generously coating the palate while allowing a fresh, vibrant and savoury character to emerge. This sensation of freshness persists and leads to a powdery, chalky finish, drawn out by some lovely fine bitter notes. A pure expression of its clay soils and the generosity of the vintage, this champagne leaves an impression of great precision, exquisitely balanced in its fresh, sunny expressions.



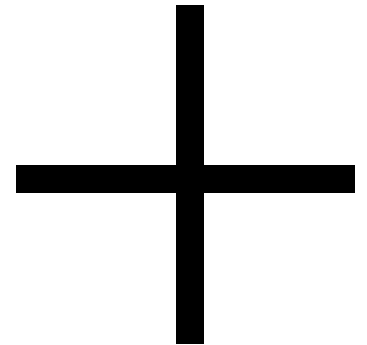
BRUT NATURE ROSÉ 2018

The Brut Nature Rosé is fabulously fresh, with a clean, vibrant fruit that reflects both the terroir and the infusion technique used to create it. This is a lovely trim champagne of immense charm, seductive and well-structured, revealing a dense body lifted by a bright, juicy, saline sensation.

Expressing the richness of the ripe grapes while preserving all their original flavour, this wine opens with aromas of blood orange and tangy fruit, complemented by fresh, sweet floral notes. With aeration, a seductive concentration of fruit comes to the fore, subtly reminiscent of raspberry liqueur. The eloquent presence of the Pinot Noir is unmistakable, revealing itself in the form of creamy, concentrated bubbles that assert their structure with finesse. The palate is broad but lifted by saline notes, showing a juicy, savoury and fleshy quality. One has the impression of biting into a perfectly ripe and juicy fruit. The clarity and natural purity of the wine's grapey flavour are impressive. An intricately woven, delicately iodised texture carries the freshness through to a dynamic, well-structured finish with hints of spice and bitter cocoa.



5 . PACKAGING OF DISCRETE ELEGANCE



A NO-FRILLS, DISCRETE AND ELEGANT PACKAGING REFLECTS THE CHAMPAGNE'S ORIGINS AND ITS VISION OF "LESS IS MORE". IT EXPRESSES THE HUMILITY OF NATURE AND ALLOWS THE CHAMPAGNE TO SPEAK FOR ITSELF.



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Philippe Starck's packaging design encapsulates both his vision and the essence of the wine. This understated, pared-down aesthetic tells the story of the origins of the wine, the humility of nature and the simplicity behind its creation. The carefully chosen "beige-pink terracotta" and "warm beige" shades reflect this philosophy. Soft and discreet, modern and sophisticated, they represent the elegance of the land and the truth of the terroir. These tones are repeated on the gift boxes, combined with a metallic silver lettering, like a living signature, rooted in the earth yet deeply human.

The box's interior is crafted to resemble a miniature theatre, setting the stage for the story of the wine and its creation. Upon opening, the bottle is revealed in an elegant yet minimal presentation, stripped of any superfluous detail; the capsule is shorter, the label itself is absent, conveying a sense of sudden creation, as if the bottle had just been taken directly from the cellar. Behind the bottle, the key figures in the creation of the champagne, Frédéric Rouzaud, Jean-Baptiste Lecaillon and Philippe Starck are seen engaged in conversation and tasting Brut Nature in its place of origin, the Cumières vineyards.



“These champagnes require nothing artificial. Beauty is revealed at their very core. This is the case with Brut Nature, the only thing left to remove is the cork in order to drink the champagne.”

Philippe Starck,
Creator





“Brut Nature is so honest, so minimal, that I didn't want to add anything to it. I wanted to do as little as possible with it. A few words etched on the bottle, purely descriptive, like a cellar note. Nothing but the truth and honesty of the wine.”

Philippe Starck,
Creator



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