



MAISON FONDÉE EN 1776

LOUIS ROEDERER

CHAMPAGNE

25 ANNIVERSARY CREATION IS LOVE

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INTRODUCTION BY CEO FRÉDÉRIC ROUZAUD

CREATION IS LOVE



In 2026, the Louis Roederer Champagne House is celebrating 250 years of history. This anniversary honours the bond that connects us to those who came before us, to their vision, their courage, their fidelity and their open-minded spirit, and to this legacy patiently built and passed down, generation after generation, to the present day.

As I reflect on this anniversary, my thoughts turn first, with deep affection and gratitude, to those who shaped the Champagne House before me: to Louis Roederer, who gave the Champagne House his name and the impetus that set it on its course; to Camille Olry-Roederer, whose character and vision safeguarded the House's independence through the most difficult period in its history; to my father, Jean-Claude Rouzaud, who took the pursuit of quality to the highest level and extended the House's presence into other great wine regions; and, more broadly, to all those who, since 1776, have helped write this history with patience, daring and conviction.

"To create a great fine wine is to love the land that sustains it, the vines that shape it, the patient care devoted to it, and the men and women who bring their talent to this craft"



This anniversary is also a moment to reflect on what the luxury of time, patience and continual renewal truly means. At Louis Roederer, time is dedicated to the vine, to the wine, to observation, to transmission and to creation. Lying at the heart of our independence, it is what makes us free: free to make ambitious choices that remain true to who we are. It is, without question, one of the most precious legacies we have inherited.

2026 also marks the 150th anniversary of Cristal and the 15th anniversary of the Louis Roederer Foundation. Here again, it is the same story in motion: that of a Champagne House that has always sought to foster a dialogue between nature, savoir-faire, sensibility and vision; a Champagne House where uncompromising standards have always gone hand in hand with openness to creation, culture and emotion.

To mark this highly symbolic year, the phrase "Creation is Love" came to us instinctively. It expresses, profoundly, what I feel and what I believe in. To create a great fine wine is to love the land that sustains it, the vines that shape it, the patient care devoted to it, and the men and women who bring their talent to this craft. Ultimately, it is about wanting to share this expertise and this deep attachment to our terroirs and our history. At Louis Roederer, creation has always flowed from this intimate bond between Man and Nature, between the heritage entrusted to us and the desire to pass it on.

Celebrating our 250th anniversary is not, therefore, about looking back with nostalgia. On the contrary, it is about recognising the enduring strength of what binds us together and reaffirming the ambition that drives us forward into our future. It means fully appreciating the immense privilege and responsibility of writing the next chapter of this story, which is, by its very nature, a collective one. And, ultimately, it is the irresistible belief that the truest way to honour our past is to continue creating.



LOUIS ROEDERER

THE 250TH ANNIVERSARY OF A FAMILY-OWNED
AND INDEPENDENT CHAMPAGNE HOUSE

Founded in Reims in 1776, Louis Roederer is one of the very few great Champagne Houses to remain family-owned and independent. This independence is the bedrock of its identity. It gives the House the freedom to take the long view, to pursue its vision with boldness and consistency, and to remain uncompromising in its pursuit of quality.

By the 19th century, Champagne Louis Roederer had established itself as one of Champagne's foremost producers and expanded into international markets, most notably Russia. It made history in 1876 when it created Cristal for

Tsar Alexander II, the first cuvée de prestige ever made. Since then, the ability to combine intuition, the highest standards and international renown has been ingrained in Louis Roederer's DNA.

In the century that followed, the Champagne House weathered crises and periods of upheaval under the leadership of several remarkable figures. Camille Olry-Roederer, who was at the House's helm for 43 years, ushered in a new era of modernity and rebuilt its international reputation with remarkable success. Jean-Claude Rouzaud then carried the House's uncompromising standards of quality and winegrowing expertise to new heights, while opening it to new opportunities. Today, Frédéric Rouzaud, representing the seventh generation, continues this journey in the same spirit of independence, freedom and fidelity to the terroir.

In 1833, a decisive new chapter began when Louis Roederer inherited the Champagne House and gave it his name. A visionary, he quickly understood that the foundation of great champagne lay in the vineyard. Going against the conventions of the time, he began acquiring plots on the finest terroirs in Champagne to secure a long-term supply of grapes and gain full control over the winegrowing practices. This important decision would give the Champagne House not only an exceptional vineyard estate but also true creative freedom.



TERROIRS OF EXCELLENCE

AND THE ARTISTRY OF CREATION

The history of Louis Roederer is inextricably tied to that of its vineyards. Patiently built up over generations, the vineyard estate now covers 250 hectares on some of the Champagne region's finest terroirs, the vast majority classified as Premiers Crus and Grands Crus. This exceptional heritage lies at the heart of the House's distinctive winegrowing identity, its creative freedom and its ability to think and act for the long term.



Louis Roederer's vineyards extend across the Montagne de Reims, the Vallée de la Marne and the Côte des Blancs - three great Champagne regions, three distinct expressions of climate and

soil, and more than 420 plots selected for their exposure, balance and expressive potential. Since its founding, the Champagne House has sought out plots in the best locations, midway up the slopes, where the vines benefit from conditions ideally suited to producing truly great fine wines.





"In the 21st century, the battle is for Nature: respect for the land has never been so vital. It means lending the vine greater resilience, recreating as much diversity as possible, enriching the ecosystem with different species and charting our own course. This vision permeates all the Champagne House's wines, united by the same pursuit of balance: to reveal, with precision and sensitivity, the expression of a terroir, a vintage and a style - in complete freedom".

Jean-Baptiste Lécaillon,
Cellar Master



This direct connection with the terroir goes hand in hand with a respectful relationship with the living environment. For more than 20 years, Champagne Louis Roederer, under the direction of cellar master Jean-Baptiste Lécaillon, has been practising a careful, precise and constantly evolving approach to viticulture: eliminating herbicides; using massal selection and pruning methods that respect the sap flow; leaving land fallow for long periods; planting hedgerows; applying organic compost; and, on certain plots, returning to horse-drawn ploughing. Today, Louis Roederer has the largest organic vineyard estate in the Champagne region, with 135 hectares certified. This approach is driven by a single ambition: to gain a deeper understanding of the vine in order to reveal the purest expression of the terroir.



At Louis Roederer, creation is artistry. The grapes are picked by hand, and each plot is vinified separately. Each terroir preserves its own voice, each wine its own identity. In the vineyard as in the cellars, everything rests on the precision of the craft, the acuity of observation, and a deep sensitivity to the vintage, the climate and the rhythms of the living world. This artistry of creation has remained central to the Champagne House's identity for 250 years.

FINE WINES OF PLEASURE AND EMOTION

Louis Roederer's ambition is to create the great wines of tomorrow in a uniquely free and distinctive way - wines that evoke emotion and offer pure drinking pleasure. All Louis Roederer champagnes are conceived as fine wines for haute cuisine, shaped by soil, climate, savoir-faire and time. Each seeks a delicate balance between intensity and finesse, depth and brilliance, precision and sensuality.

All Louis Roederer champagnes are deeply rooted in the finest terroirs of Champagne. They are also united by a passion for taste, a search for emotional truth and an understanding of time as an essential ingredient.

The time dedicated to observation, vinification, blending and ageing: Louis Roederer crafts its wines slowly and patiently, guided by a quest for precision and excellence.

The *Collection cuvée* is the perfect example of this creative freedom. Conceived as a fine multi-vintage champagne, it draws on the Perpetual Reserve established with the 2012 vintage, oak-aged reserve wines and the current year's harvest. Reinvented with each edition, it expresses a dynamic and gastronomic vision of champagne - generous, complex and resolutely contemporary.

A higher-dosage variation of Collection, Carte Blanche takes the same freedom to a slightly sweeter expression, paying homage to the traditional style of 19th-century champagnes. Combining maturity, freshness and finesse, this demi-sec

champagne is particularly well-suited to fine dining - from spicy dishes to subtly sweet desserts.



The Vintage champagnes - Vintage, Rosé, Blanc de Blancs and Brut Nature - are a continuation of the same quest for harmony and intensity. These are wines of depth and precision, made for the table and capable of ageing beautifully over time without losing any of their vitality. Each expresses a terroir, a vintage and a style, with that unique vibration that defines truly fine wines.



Within this constellation, *Hommage à Camille* shines with a singular light. With this collection of still wines from the Côteaux Champenois, the Champagne House pays tribute to Camille

Olry-Roederer, whose strength of character and bold vision left a profound mark on its history. Produced from plots of organically-grown vines selected for their distinctive character, and only in years of exceptional maturity, each wine expresses a climate, a soil and an exposure. They offer a new and refined interpretation of the Champagne terroirs, in a spirit that remains true to the Champagne House's history and its culture of innovation.





CRISTAL, 150TH ANNIVERSARY OF A LEGENDARY CHAMPAGNE

Created in 1876 at the special request of Tsar Alexander II, Cristal was the first cuvée de prestige in the history of champagne. For 150 years, it has embodied one of the Louis Roederer Champagne House's most accomplished expressions: a fine wine derived from the estate's finest chalk soils, produced only in years of perfect maturity, and patiently shaped by time.

In 1974, another major expression was added to this universe: Cristal Rosé, created by Jean-Claude Rouzaud. Born from the

finest Pinot noir plots in Aÿ and from Louis Roederer's chalkiest Chardonnay terroirs, it is crafted using a pioneering technique, gentle infusion, which gives rise to its distinctive style: a powdery texture, silky intensity, saline freshness and an almost tactile finesse. Together, Cristal and Cristal Rosé form an iconic diptych, now joined by Cristal Late Release and Cristal Vinothèque, two expressions from the Louis Roederer "laboratory of time".

THE LOUIS ROEDERER FOUNDATION

15 YEARS OF ARTISTIC DIALOGUE
AND TRANSMISSION

"Culture is the key to a better understanding of the world, to fostering mutual respect, and encouraging social and environmental engagement".

and the Académie de France in Rome – Villa Médicis. The Prix Découverte (discovery award) at the Rencontres de la Photographie d'Arles and the

Created in 2011 and chaired by Frédéric Rouzaud, the Louis Roederer Foundation is based upon a strong belief: that culture is the key to a better understanding of the world, to fostering mutual respect, and encouraging social and environmental engagement. Across all its initiatives spanning the visual arts, performing arts, science and sustainability, the Foundation - a space fully dedicated to creation and reflection - seeks to support free and deeply reflective forms of creation that resonate with the values of the Louis Roederer Champagne House, broadening its identity and enriching its view of the world.

The Louis Roederer Foundation therefore supports ambitious cultural initiatives developed by leading institutions in France and internationally, including the Bibliothèque nationale de France, Jeu de Paume, the Philharmonie de Paris

Prix de la Révélation (rising star award) at the Cannes Critics' Week reflect the Foundation's commitment to supporting the artists and creators of tomorrow. The Bibliothèque nationale de France Photography Research Grant, together with the global Thinking Sustainability program, also embodies this ambition by bringing together creativity, knowledge and an awareness of the changes shaping the world.

The Louis Roederer Foundation also pursues its own projects at the heart of the Roederer Collection wineries. Conceived as spaces for experimentation, these initiatives create a direct dialogue between contemporary art and the terroirs themselves, in places where time, craftsmanship and the transmission of savoir-faire already form a living work of art. They foster new forms of exchange between artists, local communities and audiences.





Through these initiatives, the Foundation expresses a distinctive vision that resonates directly with that of the Louis Roederer Champagne House: to support projects with consistency and commitment, choosing them for their quality, relevance and impact, rather than for their visibility alone. Through the coherence of its choices, the freedom it grants to the artists, thinkers and institutions it supports, and its commitment to fostering dialogue between contemporary creation and the transmission of knowledge, the Louis Roederer Foundation has become one of the most authentic and deeply reflective expressions of the Louis Roederer spirit: an independent, exacting and open-minded identity, attentive to all that endures through time.

In 2026, to mark its 15th anniversary and as part of the 250th anniversary celebrations of the Louis Roederer Champagne House, the Louis Roederer Foundation paid tribute to its home city of Reims by inviting choreographer Dimitri Chamblas to create Slow Show, a participatory dance performance conceived with and for the people of Reims, which took place on the square in front of Reims Cathedral on 23 May, 2026. Created in collaboration with local partner organisations, and featuring an original score by composer Eddie Ruscha that mixes samples, electronic music and sounds recorded in the city of Reims, this performance transformed a public space into a place of connection, gathering and collective creation.

Audrey Bazin, Dimitri Chamblas ©Laura Mercier



ROEDERER

A CONSTELLATION OF EXCELLENCE

COLLECTION

Rooted in the heritage of the Louis Roederer Champagne House, Roederer Collection is a group of wineries and businesses united by a common vision guided by long-term thinking and action, independence and respect for the living world. This «constellation» is the result of a genuine meeting of minds among a group of unique companies, chosen for their strong identity, their uncompromising standards and the quality of the ties they maintain with their local area.

From Champagne to Bordeaux, from the Rhône Valley to Provence, from the Douro to California, Roederer Collection today brings together iconic wine regions, a wine distribution activity, the Louis Roederer Foundation, and a collection of exceptional hotels and guesthouses set within its wine estates, as well as its first destination beyond the vineyards, the Hotel Christiania in Val d'Isère.

Daring, humility, sensitivity and authenticity: these shared values unite a collection of companies and places, each with its own voice, history and style.

Roederer Collection is a constellation of excellence, where great terroirs, fine wines, culture and hospitality resonate in a shared quest for harmony, beauty and transmission.



TWO SPECIALLY COMMISSIONED ARTISTIC COLLABORATIONS

TO MARK THE CHAMPAGNE HOUSE'S
250TH ANNIVERSARY

To celebrate its 250th anniversary, Louis Roederer Champagne wanted to highlight not only its family winemaking heritage, but also its longstanding support for contemporary art through two specially commissioned artistic projects: a participatory work by Lee Shulman and an immersive installation at Roederer's family mansion in Reims by Bianca Bondi.

In Lee Shulman and Bianca Bondi, Louis Roederer has chosen two very different yet complementary artistic approaches. The first uses intimate, family-centred imagery to compose a luminous collective memory; the other transforms a place steeped in history into a living landscape permeated by nature, matter and time.

Together, these two works offer a deeply reflective interpretation of what lies at the heart of the Champagne House: a family

and human story, a deep connection to nature, the power of the collective, and a profound attachment to place, craftsmanship, the patient work of time and transmission.

LEE SHULMAN

A COLLECTIVE WORK
OF LIGHT AND MEMORY

Lee Shulman has created a participatory work that pays tribute to the extended Louis Roederer family: employees, winegrowers, artisans, partners and friends of the Champagne House. A British filmmaker, photographer, and founder of *The Anonymous Project*, Shulman has spent several years working with anonymous colour slides and vernacular photography, collecting, digitising and bringing them back to life to reveal a universal collective memory.

As part of this collaboration, each Louis Roederer employee was invited to contribute one or more personal photos, old or recent: fragments of life, shared rituals, beloved faces, and moments of joy, tenderness or transmission. Gathered into a luminous stained-glass composition, these images form a living mosaic, a collective portrait of the Louis Roederer Champagne House, told not from the outside, but from the inside, through the memories of those who bring it to life.

Inspired by the aesthetics of *The Anonymous Project*, the work embodies the diversity of human contributions that have shaped the soul of the Champagne House. Conceived as a participatory contemporary work, it is rooted in an artistic, heritage-driven, and deeply reflective approach. Following the 250th-anniversary celebrations, the installation will be permanently displayed in the corridor of the Louis Roederer cellars, allowing this collective memory to endure for generations to come.



©Simon Laurens



Lee Shulman ©Simon Laurens

BIANCA BONDI

AN IMMERSIVE INSTALLATION
IN THE LOUIS ROEDERER MANSION

Louis Roederer also commissioned Bianca Bondi to create an immersive work for its 250th anniversary. Installed in the Hôtel Particulier, the family mansion in Reims, this monumental installation transforms the space into a dreamlike, organic and metaphorical landscape.

Bianca Bondi has developed a multidisciplinary practice centred on the transformation of matter. Often working with chemical reactions, particularly those involving salt water, she selects materials for their potential to mutate, their symbolic resonance, and their ability to create experiences beyond the purely visual. Her work explores interconnectedness, transience, and the cycles of life and death through an approach that combines ecological thinking with the language of alchemical poetry.

For the Louis Roederer Champagne House, Bianca Bondi has created a floor-to-ceiling installation in which nature seems to reclaim the space, evoking ideas of “rewilding”, the “poetics of transformation”, and “suspended, crystallised time”. These themes resonate deeply with the identity of the Champagne House: its relationship with the living world, its attachment to a slower pace, to metamorphosis, and the time required to create great fine wines.

The work enters into a subtle dialogue with the story of Champagne Louis Roederer. The crystallisations at the heart of the

installation evoke the slow unfolding of time, recalling the long ageing process essential to the perfection of Cristal. This transition from one state to another, from one temporality to another, echoes the forthcoming transformation of the Hôtel Particulier, which will become a reimagined place of hospitality.

The installation will be open to the public during the last weekend of June as part of the free guided tours.

Bianca Bondi ©ADAGP, Paris, 2026 ©Alexis Anice



APPENDICES



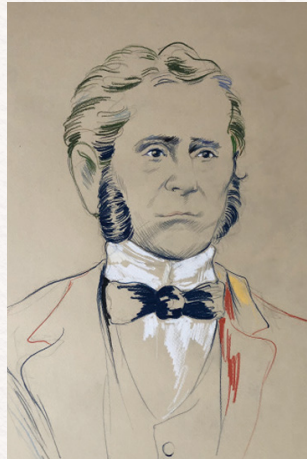
KEY DATES

1776

Founding of the Champagne House, originally under the name “Dubois.”

1833

Louis Roederer inherited the Champagne House from his uncle and renamed it after himself.



1841

Early vertical integration: purchase and detailed study of Grand Cru plots (three hectares in Verzenay) to control winemaking practices and ensure independence of style. A forward-thinking move by Louis Roederer at a time when most négociants were accustomed to buying in their grapes.

1852

Strategic investments: chalk cellars and head office on 21 Boulevard Lundy in Reims, ensuring optimal ageing conditions and reinforcing the Champagne House’s image. Louis Roederer was elected to the General Council of the Canton of Verzy, where he became a leading voice for the local wine industry, setting himself the mission of bringing greater prestige to the industry and of “the products of our vineyards to foreign markets,” and, in so doing, elevating the renown of the Champagne region as a whole.

1870

Louis Roederer Jr. succeeded his father.

1876

Creation of Cristal, the first ever cuvée de prestige, at the request of Tsar Alexander II. It became an enduring icon and continues to embody the Champagne House’s reputation for excellence today.

LATE 19TH CENTURY

Strategic alliances and a strong push into international markets, notably the Russian Empire.

EARLY 20TH CENTURY

In the aftermath of the phylloxera crisis, Léon Olry-Roederer, grandson of Louis Roederer, acquired several exceptional vineyard plots in Aÿ, Avize, Cramant, Le Mesnil-sur-Oger, Oger, Mareuil-sur-Aÿ, Dizy and Cumières.

1924

Under the leadership of Léon Olry-Roederer, Cristal experienced a new surge in popularity. To this day, Léon’s initials - “LO-R” - still appear on each bottle alongside the imperial coat of arms. During this period, Cristal also expanded into new markets across Europe, Brazil and the United States.



1932

Restructuring of the Champagne House’s management under Camille Olry-Roederer following the death of Léon Olry-Roederer. On taking over, Camille Olry-Roederer undertook a far-reaching financial and strategic transformation. She revitalised the company’s commercial development and introduced a new style of leadership that placed the Champagne House on a path of renewed prestige and growth after the Second World War.

1960

Modernisation of vinification practices, including comparative trials and the gradual adoption of stainless steel, marking a shift toward a more scientific approach.

1967

Planned succession: Jean Claude Rouzaud joined the Champagne House and, in 1975, took over from his grandmother, Camille Olry-Roederer, marking the end of her 43-year tenure at the helm.

1972

Management of a transformative crisis: to tackle the problem of TCA contamination, Jean-Claude Rouzaud launched a scientific study in partnership with INRA, which ultimately led to the identification of trichloroanisole, an important breakthrough for the wine industry.

1974

Creation of the gentle infusion method and the Cristal Rosé champagne by Jean-Claude Rouzaud.

1982

The California venture: creation of Roederer Estate, after a detailed study of the climate (warm days/cool nights) and the terroirs.

1986

Control of the value chain: creation of the Maisons, Marques & Domaines subsidiaries to manage the distribution channel and promote a community of exceptional family wineries.

2000

Introduction of organic, biodynamic and permaculture-inspired practices, marking a break from post-war chemical viticulture; development of a geology-based approach to vineyard management, along with the creation of an integrated nursery and four vine propagation conservatories (massal selection).



2006

Frédéric Rouzaud succeeded his father at the head of the Champagne House. Conversion of the Cristal vineyards to organic growing.

2007

Construction of the new vat room in Reims. Equipped with the latest technology, it enabled the perfection of the gentle infusion technique and the development of precision vinification.

2010

Louis Roederer awarded the title of Grand Mécène de la Culture (Grand Patron of Culture).

2011

Creation of the Louis Roederer Foundation.

2012

Creation of a perpetual reserve, enriched each year with the new harvest, to be used in the blend of the future Collection champagne and to preserve its freshness in the face of climate change.

2014

Unveiling of Brut Nature 2006, created in collaboration with creator Philippe Starck.

2017

Creation of Collection 242. Based on the Champagne House’s 242nd harvest, this champagne marked a turning point in the approach to non-vintage champagnes.

2021

Launch of the “Camille” single-vineyard still wines, created as a tribute to Camille Olry-Roederer, great-grandmother of Frédéric Rouzaud and at the helm of the Champagne House from 1932 to 1975. Camille was in the habit of inviting her most loyal customers to dine with her, introducing them to the House’s latest champagnes while serving, throughout the meal, a selection of still wines from its most exceptional vineyard plots.

2023

Organic certification (the AB label in France) awarded to 135 hectares, representing more than half of the Louis Roederer estate’s 250 hectares of vineyards, making it the largest organically certified vineyard estate in the Champagne region.

2024

Celebration of the 50th anniversary of the creation of Cristal Rosé.

2026

Celebration of the Champagne House’s 250th anniversary and the 150th anniversary of the creation of Cristal.



THE LOUIS ROEDERER WINE RANGE



COLLECTION



CARTE BLANCHE



VINTAGES



LATE RELEASE VINTAGES



BRUT NATURE



CÔTEAUX CHAMPENOIS



CRISTAL



CRISTAL LATE RELEASE



CRISTAL VINOThÈQUE

ABOUT CHAMPAGNE LOUIS ROEDERER

Created in 1776 and today headed by Frédéric Rouzaud, Louis Roederer is one of the last great independent family-owned Champagne Houses.

Founded and still located in Reims today, where its multi-vintage Collection and Cristal champagnes are produced, it bears the name of the man who, in 1841, put into practice what was an avant-garde vision at the time: to acquire his own vineyards in order to control every stage of his wine production. Louis Roederer bought vineyard plots in the finest terroirs in Champagne, in the Grands Crus and Premiers Crus of the *Montagne de Reims*, *Côte des Blancs* and *Vallée de la Marne*, gradually building up a vineyard estate that today covers 250 hectares, 135 hectares of which are certified organic (the AB label in France). He thus introduced the idea that a great wine is revealed by a constant, sincere and respectful dialogue between the Land and Man.

Today, the team, led by Jean-Baptiste Lécaillon, cellar master and vineyard manager, continues to build on this heritage, constantly innovating and exploring new avenues. It is an ethos and set of values that Louis Roederer shares with the other companies under the “Roederer Collection” umbrella.

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ABOUT ROEDERER COLLECTION

Roederer Collection refers to all the wineries and businesses associated with the Louis Roederer Champagne House, headed by Frédéric Rouzaud. Today, this group boasts more than 1,000 employees worldwide, 12 wineries, over 1,100 hectares of vines, three distribution subsidiaries (Maisons Marques & Domaines), a wine négociant company (Maison Descaves), a corporate foundation dedicated to art and culture and a high-end hospitality offering that includes reception facilities at its wineries, and its first hotel, the Christiania in Val d’Isère.

Roederer Collection is the result of a true meeting of minds and is founded on a set of shared values - first and foremost, respect for nature and a commitment to excellence - and on a collective desire to explore new horizons together, while preserving that which gives each entity its great strength: independence of spirit, the legacy of their respective histories and the driving force behind their creative energy.

<http://www.roederer-collection.com/>

PRESS CONTACTS



IMAGE SEPT
+33 (0)1 53 70 74 70

ANNE AUCHATRAIRE
aauchatraire@image7.fr
+33 (0)6 75 69 53 81

VÉRONIQUE CHARRET
vcharret@image7.fr
+33 (0)6 73 18 99 65

