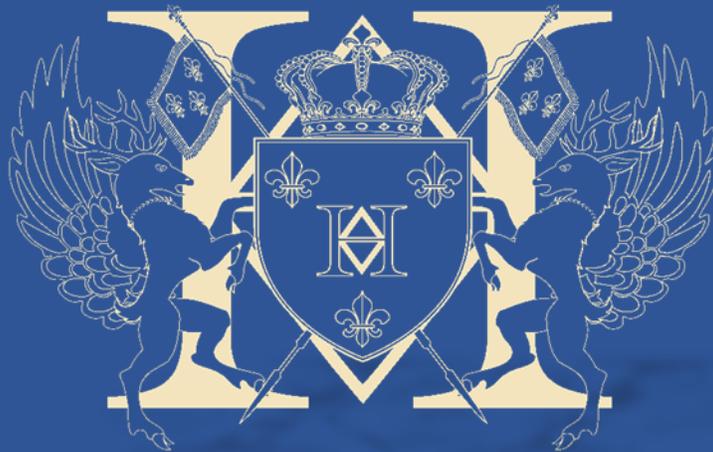


CHAMPAGNE

*Prince Henri d'Orléans*  
*Altesse Royale*

CUVÉE *Heritage*



**« The french essence have its champagne... »**

----- PRESS KIT -----

2020

[contact@champagne-heritage.com](mailto:contact@champagne-heritage.com)  
[contact@heritage-and-excellence.com](mailto:contact@heritage-and-excellence.com)  
[www.champagne-heritage.com](http://www.champagne-heritage.com)

The Champagne *Heritage- Prince Henri d'Orléans, Altesse Royale* was born from the meeting of a common wish of HRH Prince Henri d'Orléans and Stanislas GOUIN, to promote the culture of Excellence, the know-how of artisans, farmers, French winemakers; a certain "French way of life" mixing authenticity and modernity ... to enhance a millenary heritage.



His Royal Highness Prince Henri d'Orléans  
Count of Paris, Duke of France

HRH Prince Henri d'Orléans - painter, draftsman, jewelry designer, writer, musician - was present at all stages of creation of this champagne: the realization of Blazon *Heritage*, which bears his initials ("HO"), until the choice of the packaging of bottles.

« Creating a champagne is a wonderful thing !  
With Stanislas, and thanks to our partners, we have developed a champagne of passion, with a unique character that carries with it all the tradition and the richness of our common heritage. ».

« Wine is the expression of the man passion for the land he works, enriched with the best of heaven, terroir, grape ... a perfect combination to lead to a wine at the bottom of which hides a soul. »

Stanislas GOUIN – 2017.



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## *Heritage - Prince Henri d'Orléans, Altesse Royale* The brand

### **BRAND IMAGE**

The Champagne *Prince Henri d'Orléans, Altesse Royale* is part of a process of construction, around the *Heritage - Prince Henri d'Orléans, Altesse Royale* brand, an image of exclusivity and excellence with original, elegant products and quality, bearing in them all the tradition and passion of the men and women who developed this products.

The current collection consists of bottles with a mix of modernity - matte black texture with velvet touch, embossed metal label, metallic writing - and tradition with a reminder of the historical heritage associated with the royal family of France by a blazon present on the metal tag.

The Champagne *Prince Henri d'Orléans, Altesse Royale* is presented at prestigious events such as the Cannes Film Festival, the Monaco Grand Prix, Fashion Week, exceptional private parties, ...

### **BRAND PERSONALITY**

#### **VISION**

Bring together a community of people with common values: the taste for products promoting research the Beautiful, the Good, the renewed pleasure; the respect of passionate work and the sharing of the fruits of this work with the greatest number.

#### **MISSION**

Promote the culture of excellence, the know-how of French artisans, farmers, winemakers; a certain "French way of life" mixing authenticity and modernity ... to enhance a millenary heritage.

#### **VALUES**

Pleasure, quality, excellence, luxury, sharing.

### **MEANING OF THE BLASON** *Heritage*

The coat of arms is made up of two winged deer, such as present among others as support for the weapons of the Kings of France Charles VI, Charles VII, Louis XII and Francis Ist, except that the copper necklace has been replaced by a necklace of wheat ears braided, in tribute to the work of craftsmen. The winged deer, a supernatural animal whose extreme velocity is reinforced by its wings, is in medieval literature the guide to an enchanted destination, but also a symbol of renewal, majestic strength and royalty.

These deer support a royal shield bearing fleur de lily flowers and the initials "HO" of Prince Henri d'Orléans. The three lily flowers evoking the trinity, are presented among other things as a symbol of purity, sovereignty of divine essence.

The shield is stamped with the royal closed crown with lily flowers and accompanied by two ceremonial oriflammes Saint Denis who are the banner of the King of France.

This coat of arms represents the mission of the *Heritage* brand for the promotion and enhancement of the "know-how" and French heritage that has been worn by the Family of France for generations.

## Genesis of the Champagne *Prince Henri d'Orléans - Altesse Royale*

Champagne brings with it a spirit of celebration, sharing and a tradition, a living heritage of which we are all custodians and that we have the duty to value for the transmission to future generations. It must also be the way to help current generations, always in this spirit of sharing.

The birth of our Champagne is part of this design, carried by the brand *Heritage*, with the desire to promote the culture of excellence, know-how, the "French way of life"; and in the long term to be able to participate in the financing of charitable projects carried by associations chosen for their mission of public interest, including the Old Royal and Sovereign Order of the Star and of Our Lady of Mount Carmel. This order of chivalry is the oldest of the Orders of the French knighthood. It was created in 1022 by Robert the Pious (Robert le Pieux) and gave itself today vocation to the protection of the tangible and intangible heritage, historical, cultural, moral and spiritual French.

Prince Henri d'Orléans, Head of the Royal House of France, has always defended this vision of the protection of the common heritage, history, ... with a family, a direct descendant House of the dynasty of forty kings including Saint Louis, Henri IV and Louis XIII, who made France.



The birth of a new brand of champagne is not commonplace, especially when its name is linked to the History of France and its influence. The Brand *Heritage* is the flagship of all the passion, tradition and excellence that can be instilled in the development of such an exceptional product.

## From art crafts born the soul of champagne, the wine of kings

The champagne, with its sparkling bubbles, fully illustrates the **artisanal** side, and even the **artistic sense** it takes to develop a wine that brings such a concentration of Beauty, Goodness, sharing and lightness to life. It requires all the understanding of the earth, nature ... but also a constant attention for the different stages of its development. From the harvest to the moment we pour it into our glass, it takes at least 2 to 3 years and up to 15 years of work for certain vintages!

Our wines are made in **Épernay, capital of Champagne**, from the three grape varieties Champagne - Pinot Meunier, Pinot Noir and Chardonnay - which bring unique and complementary characteristics: Pinot Meunier gives roundness and fruity; Pinot Noir, body and power; finally Chardonnay brings finesse and vivacity.

The fact that our group does not have a vineyard is a strength: we can freely select the **best terroirs**, the **best wines**, and so reveal, dare, create, share to our liking and according to our requirements the best assemblies, among the infinite possibilities offered by nature, the terroirs and our collaboration with our partners.

To do this, we have established strong links with **artisan winemakers, oenologists, winemakers** ... selected for their professionalism, their **quest for excellence and their desire for shared pleasure**, and this in the framework of a close collaboration necessary for the durability of our style and the **excellence of our champagnes**.

The **history of Champagne is intimately linked to the Royal House of France history**: it is the wine of coronations, ceremonies and court feasts. Its distribution throughout Europe, then the world, was made possible thanks to advances in glassmaking, but especially thanks to a royal decree promulgated on May 25, 1728 by Louis XV, which authorizes the transport in baskets of 50 to 100 bottles ... a small revolution for the time whereas before, the bottles were intended for a consumption only local.



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CHAMPAGNE

*Prince Henri d'Orléans - Altesse Royale - CUVÉE Heritage*

## The soul of the Cuvée *Heritage*

The first cuvée of the champagne *Prince Henri d'Orléans, Altesse Royale*, with the evocative name of Cuvée *Heritage*, is the beautiful setting summarizing all by itself: the purest champenoise tradition wines patiently developed by enthusiasts, lovers of the soil and the precious beverage, while applying the latest techniques of vinification, assembly and disgorging that allow an accurate and quality production of our wines.

The vinification of our wines is made in ultra-modern vats with thermoregulated stainless steel vats that provide control of fermentation temperatures and thus promote the expression of the typical aromas of our terroir.

The blending is carried out with the wines of the last vintage and reserve wines to guarantee the consistency and the balance of the taste of our cuvées, in the search for an "ideal of perfection".

Then comes the aging of our bottles during the years of rest required for their perfect maturity, in the tranquility of the temperate cellars, so that all the character and aromas so much sought after are revealed. Our wines mature at least 2 to 3 years, and up to 15 years for vintages.

Finally, it is the moment of riddling, disgorging and dressing our bottles are then shipped and ready for tasting.

Our *Heritage* cuvée is distinguished by its different flavors (Brut, Rosé, Vintage, Blanc de Blancs ...), its intensity, its richness in the mouth, its freshness and its elegant finesse, bringing champagne lovers a unique experience to share in a moment of conviviality and pure pleasure with sparkling flavors.



The three Champagne grape varieties selected for the *Heritage* cuvée bring the unique and complementary characteristics sought: Pinot Meunier gives roundness and fruity; Pinot Noir, body and power; finally Chardonnay brings finesse and liveliness.

Our cuvée is available in different wines and in 2 skins:

- Night Edition: metal label and black mast sleeve,
- Privilege Edition: metallic paper label reacting to UV light from clubs.



### Brut

60% of Pinot Meunier  
25% of Chardonnay  
15% of Pinot Noir

It has a light-yellow gold colour with fine, sparkling bubbles; an expressive fruity nose with pear and grapefruit perfume, enhanced with brioche notes; a balanced, lively and fresh palate, with aromas of queen-claude, pear and citrus with a spicy finish and good length.

### Brut Rosé

40% of Pinot Meunier  
35% of Pinot Noir  
25% of Chardonnay

It has a pink raspberry colour with salmon reflections and a fine bubble; a fresh and delicate nose with citrus, raspberry and flower fragrance; an intense fruity revealing with the agitation of the currant and strawberry aromas; a fine and fresh mouth, with hints of grapefruit, cherry and strawberry; a fresh and elegant final note, of a good length.



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*Prince Henri d'Orléans - Altesse Royale - CUVÉE Heritage*



**Brut Millésime 2006**

50% of Chardonnay  
40% of Pinot Noir  
10% of Pinot Meunier

It presents a brilliant dress with pretty golden reflections, whose beautiful effervescence feeds a creamy cord; an intense and very fresh nose with delicately mentholated notes of grapefruit and pineapple, with an evolution on butter pastry, candied lemon and fruit paste; an intense and fruity mouth, offering a nice balance between freshness and finesse; a final note of good length.

**Brut Blanc de Blancs**

100% Chardonnay.

It presents a bright golden robe, with a fine and abundant bubble; a very expressive nose reminiscent of peach confit, citrus zest or almond and toasted brioche; a beautiful freshness develops with the agitation; a mouth with a fresh and sweet attack; a feeling of roundness accentuated by pleasant buttery notes.



## Marketing - Distribution

Our wine stocks are limited to ensure unity of style and character.

Limited editions including a 2002 vintage (only 44 bottles) will be offered in the form of cuvées reserved for amateurs.

Our wish is to be present in quality and selected places (hotels and starred restaurants, circles, bars / high-end clubs, delicatessens, wine shops).

Our champagne is registered or in the course of inscription on famous cards in France (Paris, Bordeaux, Cannes, Lyon, Nice, Monaco, ...) but also in Canton, Doha, Geneva, London, Madrid, Macao, New-York, Beijing, Shenzhen, ...

It has also been chosen to accompany exceptional events: Fashion Week, 2018 Cannes Film Festival, Paris VIIth arrondissement, 130 years of the Astronomical Society of France, Monaco Grand Prix ...



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CHAMPAGNE

*Prince Henri d'Orléans - Aïsses Royale - CUVÉE Heritage*

*We wish you as much pleasure to taste our champagne as we have had, month after month, year after year, to create it.*

*It brings to your moments of happiness and celebration a lightness and a unique extra soul!*

