



MOËT & CHANDON WINE CREDO

The Moët & Chandon style is distinctive: bright fruitiness, seductive palate and elegant maturity born of the slow, gradual progression from vine to cellar and the interlocking, complementary skills of vine growers, vat men, cellar men, oenologists and other professionals, all under the cellar master's guidance. Strong principles govern each stage in the process and these principles are the very basis of our values, our Wine Credo.

Bigger is Better

- ✦ In the northern climate of Champagne, the quality, size and diversity of our vineyards and grape supplies give us unique advantages enjoyed by no others. We have the luxury of choice and the luxury of choosing the best. Our ability to select from a wide range of grapes is as essential to the constancy of the Imperial range as it is to the originality of our Grand Vintages.

The Spirit of Fine Craftsmanship

- ✦ We believe in customized, adaptable oenology with minimum intervention in order to preserve the natural diversity of the grapes, vineyards and vintages. Having at our disposal an infinite variety of nuances with which to create our *assemblages* enables the precision necessary for maintaining our House style. We do not force Nature; we guide Her.

A Wide and Appealing Range of Wines

- ✦ Faithful to our founding philosophy of "sharing the magic of champagne with the world," Moët & Chandon offers a diverse range of unique wines for every occasion, every mood and every palate.

Moët Impérial, The Iconic Blend

- ✦ Moët Impérial is always blended from Pinot Noir, Pinot Meunier and Chardonnay, a well-balanced, comprehensive *assemblage* that perfectly reflects the vineyards of Champagne. Structure, roundness and freshness combine in harmony for a wine that never fails to charm and delight.

Grand Vintage, an Act of Freedom

- ✦ Every Grand Vintage is unique and original, the cellar master's personal, free interpretation in service of the singular qualities of that year's grapes.

Bright Fruitiness

- ✦ Oxidation irremediably alters the grapes' "original fruitiness." We believe in non-oxidative oenology that respects the innate potential of the grapes and the ageing potential of the wines themselves.

Seductive Palate

- ✦ We believe in generous flavour for spontaneous pleasure. Proper acidity is a concern, yet it is only one element in a wine blended for fullness, suppleness and accessibility.

Elegant Maturity

- ✦ Our champagnes are aged an average of twice as long as the legal minimum. This additional time endows our wines with complexity and depth, enhanced by a fine, elegant bead. Patience is required for time to do its work, yet the process must be stopped at exactly the right moment to preserve an appealing fruitiness.

Innovating to Continuously Renew Our Heritage

- ✦ We believe in viticultural and oenological methods that are both authentic and contemporary. Respectful of traditional expertise, we innovate when innovation improves product quality, advances sustainable development and enhances the pleasure of our consumers.

Committed to Sustainable Development

- ✦ Since 1743 Moët & Chandon's vision of the future has always been far-reaching and long-term. Nature is the very source of our champagnes' quality and uniqueness. Preserving resources, the land and the balance of nature is both our duty to ourselves and to future generations. As leaders, we must set an example.