



CHAMPAGNE

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# Crémant de Limoux

Skördas för hand, pressas lätt och jäser i ståltankar före den andra jäsningsen på flaska

Traditionella metoden

Chardonnay, Chenin Blanc, Mauzac och Pinot Noir

Brut, ca 6 g socker /l

Aperitif, till getostar, kalskuret och snittar

Elegant, krispig, fin mousse med inslag av citrus, vita blommor, honung, rostat bröd och brioche



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# The house POL ROGER



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# The Range

- 3 non-vintage Champagnes

- Brut Réserve
- Pure
- Rich

- 3 vintage Champagnes

- Brut Vintage
- Brut Blanc de Blancs
- Brut Rosé

- 1 prestige cuvée

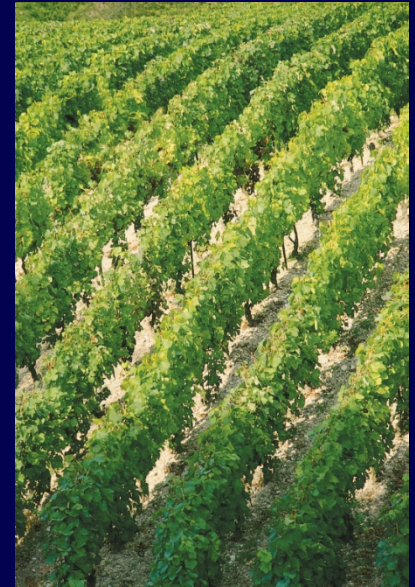


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# About Champagne

- A sparkling wine
- Unlike most wine producing regions in France, a wine of “assemblage” (blend)
- Coming exclusively from the champagne production area
- With a specific winemaking process :  
“La méthode Champenoise”



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# The appellation « Champagne »

«Appellation d'Origine Contrôlée Champagne» set up in 1935 :

- The wines must be produced in a delimited area set up in 1935
- 35 different rules organise the champagne production
- Producers must follow a very specific process called  
“Méthode Champenoise”
- The CIVC , Comité Interprofessionnel des Vins de Champagne, manages and monitors the production as well as protects the AOC.

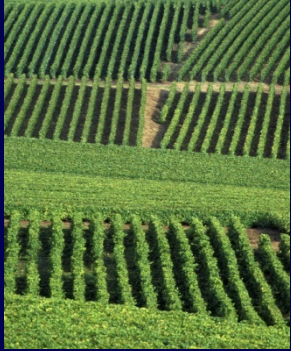


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# The champagne area



Vallée de la Marne



Côte des Blancs

Delimited area: 33 500 hectares



Montagne de Reims



Côte des Bar

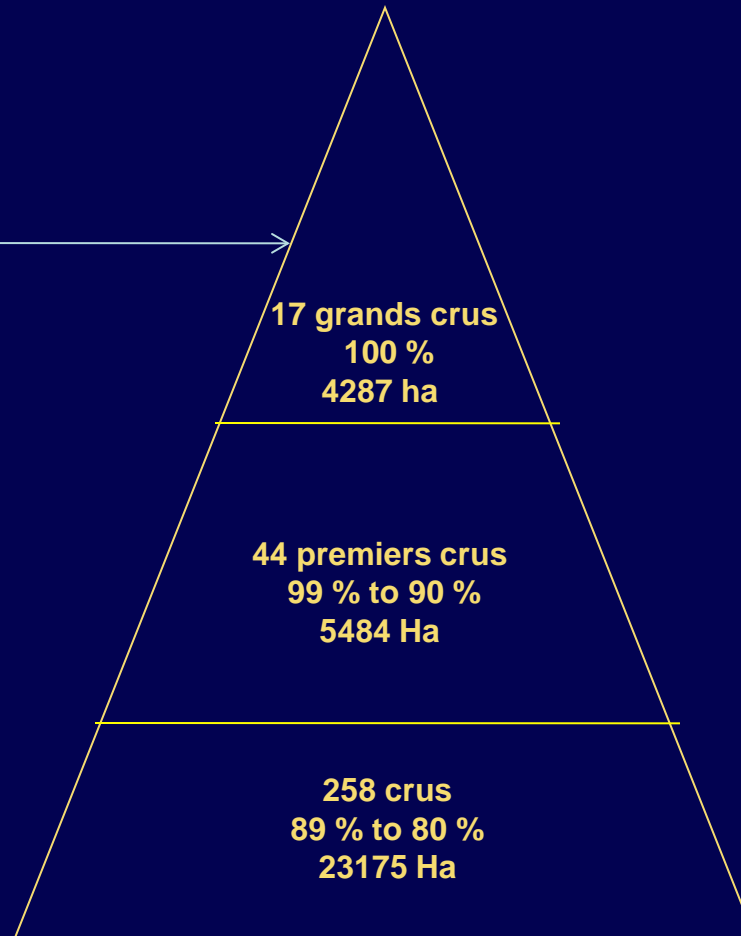


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# The “Crus”

Avize, Oger, Cramant,  
Chouilly, Le Menil-sur-Oger,  
Oiry, Ay, Ambonnay, Tours-  
sur-Marne , Louvois , Bouzy  
Beaumont-sur-Vesle,  
Puisieux, Sillery, Verzy,  
Verzenay et Mailly



319 Crus



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# The Grape varieties

3 major grapes varieties allowed in Champagne appellation since 1935

## Pinot Noir (38%)

(Montagne de Reims, Côte des Bar)



- Red fruits aromas
- Body and strength

## Pinot Meunier (33%)

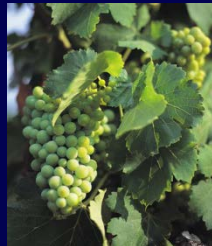
(Vallée de la Marne)



- Suppleness et fruity
- Roundness

## Chardonnay (29%)

(Côte des Blancs)



- Floral and mineral notes
- Finesse



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# Different kind of Champagne

## Sugar

Extra Brut (0 à 6 g/L)\*

Brut (<15g/L)\*

Extra Dry (12 à 20 g/L)\*

Sec (17 à 35g/L)\*

Demi Sec (33 à 50g/L)\*

Doux (>50 g/L)\*

## Vintage

Vintage

Non - vintage

\* Concentration of sugar in the expedition liquor

## By grapes

**Blanc de blancs** : 100% Chardonnay

**Blanc de noirs** : 100% Pinot Noir and/or Pinot Meunier

**Assemblage** : Several vintages, crus and type of grapes)

**Rosé** : « Saignée » or blending (addition of red wine from champagne)

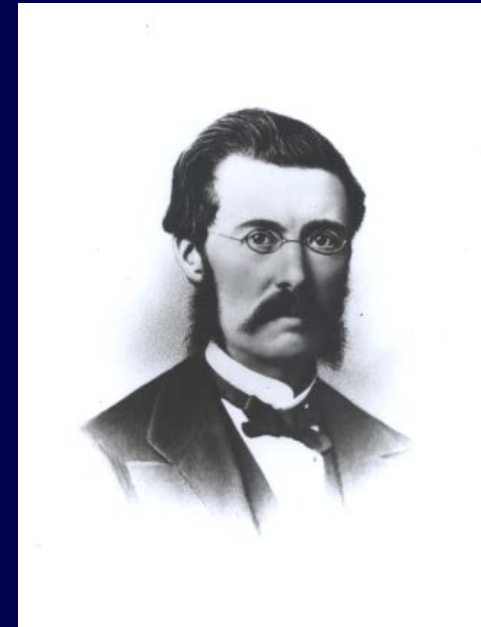


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# The house...

- Created in 1849 by Pol Roger
  - He was the son of a solicitor of Aÿ
- First sale early 1849
- The family settled in Epernay in 1851
- Maurice et Georges Pol-Roger take over from their father, Pol, in 1900.
  - Maurice : The « voice » of the firm. Mayor of Epernay in 1912
  - Georges : The « nose » of the firm
- In 1900, the cellars collapsed
- Jacques Pol-Roger arrived in the house in 1927 (3<sup>rd</sup> generation)



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# The house...



- In 1945 , Odette Pol-Roger meets Sir Winston Churchill.
- In 1960 the 3rd and the 4th generation are running the company.
- Afterwards Christian de Billy and Christian Pol-Roger are at the helm.
- Today's, the management team is :
  - Patrice Noyelle, Président du Directoire
  - Laurent d'Harcourt, Export Director
  - Hubert de Billy, Commercial & Marketing Director
  - Dominique Petit, Cellar Master



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# Sir Winston Churchill

- Churchill was served a 1928 Pol Roger at a luncheon in Paris after the liberation in 1945
- “The most drinkable address in the world”
- Never paid a visit to champagne or Pol Roger
- A race horse called Pol Roger
- Favorite vintage 1947
- “In victory I deserve it, in defeat I need it”



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# Pol Roger today...

- Owner of vineyards, 89 Ha, that give 51% of the production
- Annual production of 1.8 Millions bottles
- Ageing cellars stretching over 7.5 kilometres carved out in the clay over five levels; these are amongst the coolest and deepest in the region, ca 35 m at the deepest
- Stock of 7.5 Millions bottles
- Remuage by hand
- Selective distribution all around the world (retailers, restaurants...)



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# Pol Roger vineyard



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# Grape production – supply chain

- Vineyards

Pol Roger (all farmed by individual grower)	89 ha
Pol Roger farmers	45 ha
Independent growers including cooperatives	39 ha
Total	173 ha

- Production

12 000 kg of grapes/ha depending on the vintage

10 000 bottles per ha

Total 1 800 000 bottles

- Pressing

1 Pol Roger press-house

60 sub-contractors

We are transporting must from the vineyards to our premises rather than grapes



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# From harvest to wine-making

## (1) The pressing

- cru by cru, grape variety by grape variety
- never more than 6 hours after the harvest
- in each village close to the vineyard

## (2) The decanting

- Remove sediments from the musts
- A simple decanting by gravity (8 to 15 hours)
- A 2<sup>nd</sup> cold decanting 5°C at Pol Roger (1 day)

## (3) The wine-making

- exclusively in thermo-regulated stainless steel vats
- Alcoholic fermentation at low temperature : 18° (15 days)
- Malolactic fermentation
  - Transform the malic acids in lactic acids
  - To reduce acidity



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# Extraction of the sediments

## Pointage

The bottles are inclined at approximately 35° on an oak trestle or riddling rack

## Riddling

Gently take down the sediments to the neck of the bottle (1/4 or 1/8 of a complete turn per day)

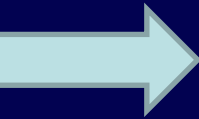
4 to 5 weeks (varies with the atmospheric pressure)

Pol Roger specificity : Only by hand

## Disgorgement

Getting rid of the sediments

Automatic or by hand called « à la volée »



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# From the cuvée to the bottling

## Tasting and blending of « vins clairs »

- One of the key elements of champagne making
- November to February
- Vintage : Blending of wines from the harvest year
- Non-vintage : Blending of wines from the harvest year with reserve wines (sometimes from several previous harvests)



## The bottling

- March to June
- Addition of yeast and sugar for a second fermentation in bottle (liqueur de tirage)
- Bottling



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# The second fermentation in cellars

## From still wine to champagne...



- The second fermentation in the bottle releases carbon dioxide which produce the effervescence.

- Maturation on lees

AOC Champagne : Non Vintage → 15 months

Vintage → 36 months

Maison Pol Roger : Non Vintage → 3 years

Vintage → 8 years

Sir Winston Churchill → 10 years



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# The Dosage

## The « mirage »

- The bottle is visually examined to be sure that it is neither cloudy or contains sediment .

## The dosage

- Addition of expedition liquor (canne sugar + liqueur of wine)
- Final cork

## The « poignelage »

- The bottle is shaken to mix the wines and the « liqueur d'expédition »

## The ageing

- Storage for a minimum of 3 months in a special room where we control the temperature and the humidity



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# Sales

- 80% export, 20% france
- 5 main markets :

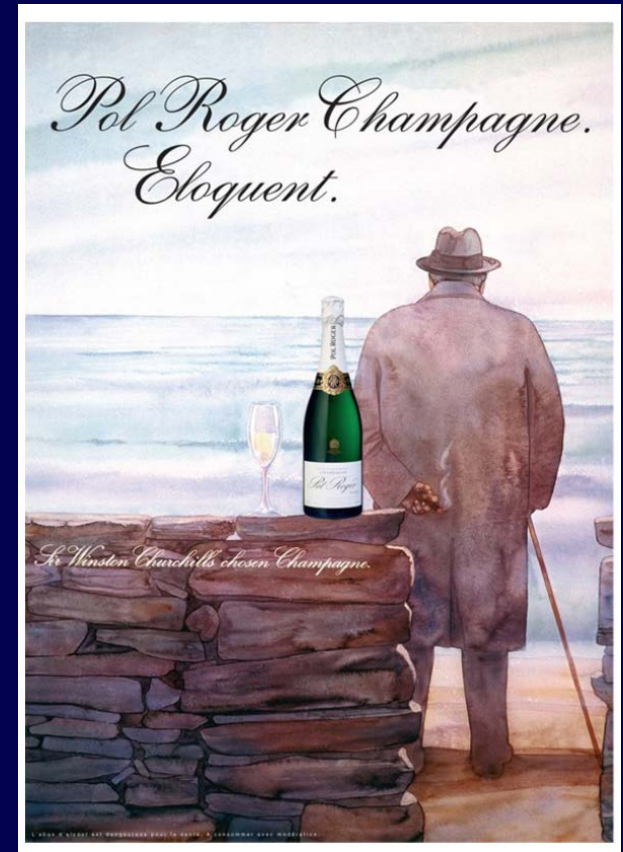
Great Britain

France

Sweden (Monopoly)

Australia

United States



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# Distribution

- One fully owned distribution subsidiary Pol Roger Ltd in England
- Two distributors in the US and Japan of which we are shareholders
- Otherwise : one exclusive importer/distributor per country to achieve proper marketing of the brand at the level of each territory :

➔ A partner who shares our philosophy and manages a portfolio of various brands and producers of status; homogeneity is key

➔ A partner who understand the brand to maximise quality distribution and image building



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# Brut Réserve

1/3 Chardonnay, 1/3 Pinot Noir, 1/3 Pinot Meunier



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## BRUT RESERVE, style and quality

- An indication of the know-how of the house
- Year after year, consistent in **style and quality**
- Blend of 30 crus
- Dosage of 9 g sugar/liter
- Maturation on lees : 36 to 48 months

➔ Ideal for aperitif

Perfect companion for a meal served with Champagne alone



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# Brut Blanc de Blancs Vintage 2009

100% Chardonnay



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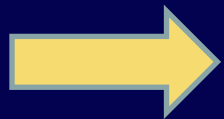






## BRUT BLANC DE BLANCS 2009, elegance and pleasure

- 100% Chardonnay
- A blend from exclusively the best grands crus
- Dosage of 8 g sugar/liter
- Maturation on lees : 8 years



To drink as an aperitif but which perfectly matches serious food such as fish



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# Brut Vintage 2009

60% Pinot Noir, 40% Chardonnay



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## BRUT VINTAGE 2009, Charm and fullness

- The expression of a specific vintage and the Pol Roger style
- Blend of 20 first and grands crus
- Dosage of 7 g sugar/liter
- Maturation on lees : 8 years

➔ Ideal to drink as an aperitif goes well with full flavour dishes too



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# Brut Rosé Vintage 2009

50% Pinot Noir, 35% Chardonnay, 15% red wine of Champagne



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## BRUT ROSE 2009, Sensuality & delicacy

- Blend of Brut Vintage with 15% of red wine from Bouzy, Ambonnay and Cumières
- Blend of 20 first and grands crus
- Maturation on lees : 7 years

→ Salty, mineral dishes such as cured ham, meat or even exotic cuisine

Desserts such as tarts or crumbles of red fruit



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# Cuvee Sir Winston Churchill 2006

Pinot Noir & Chardonnay from grands crus



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## SIR WINSTON CHURCHILL 2006 power and refinement

- Pinot Noir and Chardonnay exclusively from grands crus
- The blend is a family secret
- A tribute to the statesman in the style of Champagne that he loved : robust, full bodied and mature
- Maturation on lees : 10 years



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# Pol Roger på systembolaget

- Brut Réserve, 7549, 430 kr
- Pure Brut Zero, 77069, 479 kr
- Rich Demi Sec, 77613, 429 kr
- 2009 Blanc de Blancs, 88285, 669 kr
- 2009 Brut Vintage, 7536, 579 kr
- 2009 Brut Rosé, 77071, 570 kr
- 2006 Cuvée Sir Winston Churchill, 7548, 1450 kr



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