



J.M.
LABRUYÈRE
CHAMPAGNE GRAND CRU

FAMILLE LABRUYÈRE

FAMILY AND TERROIRS

History of the Labruyère Family started in 1850, when the founder of the Macon family branch, Jean-Marie, settles down in Les Thorins, which became part of the Moulin-à-Vent appellation in 1924. Since then, every generation has contributed to the preservation and the development of this viticultural treasure. Jean-Pierre Labruyère, President of Labruyère Eberlé Group for more than 30 years, passed the reins of the estate to his son Edouard in 2008, in order to create a leading winery in the appellation.

Meanwhile two other chapters of the Labruyères wine history had been written.

In 1988, Jean-Pierre Labruyère took over the control of the prestigious Domaine Jacques Prieur with a group of investors, to protect this Burgundian jewel. And in 1992, Jean-Pierre becomes the first Burgundian owner to invest in Bordeaux as he acquired 18 hectares of the best terroirs in Pomerol; it was a new start for Château Rouget.

In 2012 the Labruyère family decided to complete its mosaic of terroirs with vineyards in Verzenay, a Champagne Grand Cru village renowned for its Pinot Noir. Owning all our vineyards, we are able to master each stage in the wine-growing and winemaking processes with terroir, tradition and the excellence, being our core values.

In tribute to his ancestor who preceded him by six generations, Edouard decided to name this new domaine, J.M. Labruyère.



CHAMPAGNE ADVENTURE

In 1873, an unofficial ranking placed Verzenay among the top 3 Crus in Champagne and that is why the Labruyère Family chose this village on the glorious Montagne de Reims. It is a charming place steeped in history: its soils and vineyards are famed since Gallo-Roman times. In the ninth century, it was named Viridunacus from the Latin Viridium Sanum meaning "green area". Partially destroyed during World War I due to its proximity to the front, Verzenay managed to keep intact its two symbolic buildings: a windmill located on Mont-Boeuf and a famous lighthouse on Mont Rizan that is now a Museum of the Vine.



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Out of the 320 grape-growing villages in Champagne only 17 are ranked Grand Cru for the quality of their grapes. Montagne de Reims (286 metres / 879 feet) influences and protects the terroir of Verzenay renowned for its Pinot Noir, endowing champagne with exceptional character, structure and ageing potential.



Edouard Labruyère chose to apply in Verzenay same techniques as in Meursault and in Pomerol, both in the cellar and in the vineyard. Since 2012 he is working together with Vincent Van Waesberghe, Chef de Cave and Chef de Vigne, and Nadine Gublin, oenologist from Domaine Jacques Prieur. Today they would like to bring the estate among Grower's Champagne elite by combining traditions, advanced winemaking and vineyard designated approach in order to value each terroir.



In this new adventure, we pursue our philosophy: discovering and reviving mythical forgotten French terroirs. We believe that these Grand Cru vineyards have the potential to produce icon wines and only the best grapes from exclusive plots will be used to craft them. We are looking forward to launching our new luxury Champagne brand enabling us to share our first Cuvées with wine enthusiasts all over the world.



WINES

Prologue

Non-vintage Champagne Brut

Assemblage: 70% Pinot Noir, 30% Chardonnay, 100% Grand Cru

Dosage: 4,8g/l

Ageing on the lees for a period two times superior to appellation requirements.

Tasting notes: The wine offers intriguing complexity, with aromas of dried fruits, enhanced by subtle toasty aromas and roasted hazelnut. Rich and harmonious on the palate. Beautiful structure of Pinot Noir is exquisitely intertwined with tension and energy of Chardonnay. Delicate and persistent on the finish.



Anthologie

Non-vintage Champagne Rosé

Assemblage: 70% Pinot Noir, 30% Chardonnay, 100% Grand Cru (addition of red wine 8%)

Dosage: 6,4g/l

Ageing on the lees for a period two times superior to appellation requirements.

Tasting notes: notes of fresh red fruits and cherry-stone with elegant touch of exotic fruits. Crunchy and delicate and, at the same time, round and vinous on the palate with flavours of cherry and redcurrant. Long and generous on the finish.



Page Blanche

Non-vintage Champagne Blanc de Blancs

Assemblage: 100% Chardonnay, 100% Grand Cru

Dosage: 3.2 g/l

Ageing on the lees for a period two times superior to appellation requirements.

Tasting notes: nose of a great purity with notes of brioche, spices and white flowers. The attack is sharp and frank with very elegant bubbles. Great freshness is expressed through an incredible minerality.

Montagne de Reims terroir gives its Chardonnays a unique character marked with citrus and toasty notes.

