



CHAMPAGNE
THIÉNOT
REIMS - FRANCE

COMMUNIQUÉ

April 2022

Osons Demain

A resolutely future-facing brand refresh

A boutique Champagne House in scale and precision-led approach, since its launch in 1985, Champagne Thiénot has always been a family concern.

At that time, Alain Thiénot had the daring foresight to create his own Champagne House, taking advantage of the close relationships forged with growers over 20 years as a grape broker, and a number of prestigious Grand and Premier Cru vineyards, spanning 30 hectares, and forming a major source of grape supply.

The collection of refined, fruity and fresh champagnes reflect a meticulous, artisanal know-how, today brought to life by his children Garance and Stanislas, who work closely with talented cellar master, Nicolas Uriel. Also in search of perfection, curious and open-minded, Garance and Stanislas bring their touch of modernity to the Champagne House.

Today, to further affirm its contemporary approach and family know-how, Champagne Thiénot is also refreshing its branding and communications.

With the focus firmly on its family-led, personal style, the House has finetuned its approach to convey its "boutique" positioning and the exacting standards behind each of its cuvées.

With a new brand signature, '*Osons demain*', meaning "*Dare tomorrow*", Garance and Stanislas propel the House into the 21st century, stating loud and clear the values of the House:

- **Vision & independence:** Taking risks and seeking to be different. Trusting in our creative inspiration.

- **Expertise & knowledge:** Accepting that the search for perfection is uncompromising, and that we are committed to a sense of detail and precision. Believe in the considered succession of know-how and legacy.

- **Creativity and curiosity:** Clearly aim for a refined and unique style. Create rare cuvées (Vinothèque, Vigne aux Gamins), and groundbreaking artistic collaborations and international partnerships (Penfolds).

A new brand identity, a new look for the bottles, new streamlined packaging and website redesign, in each case striking a subtle balance between classic Champagne style and a contemporary twist, in the image of Garance and Stanislas who today, are a breath of new life to the House.

The new branding will be rolled out from May 1st through our selected partner retail outlets.

The latest family adventures can also be followed on Instagram @champagne-thienot

Bubbly !