

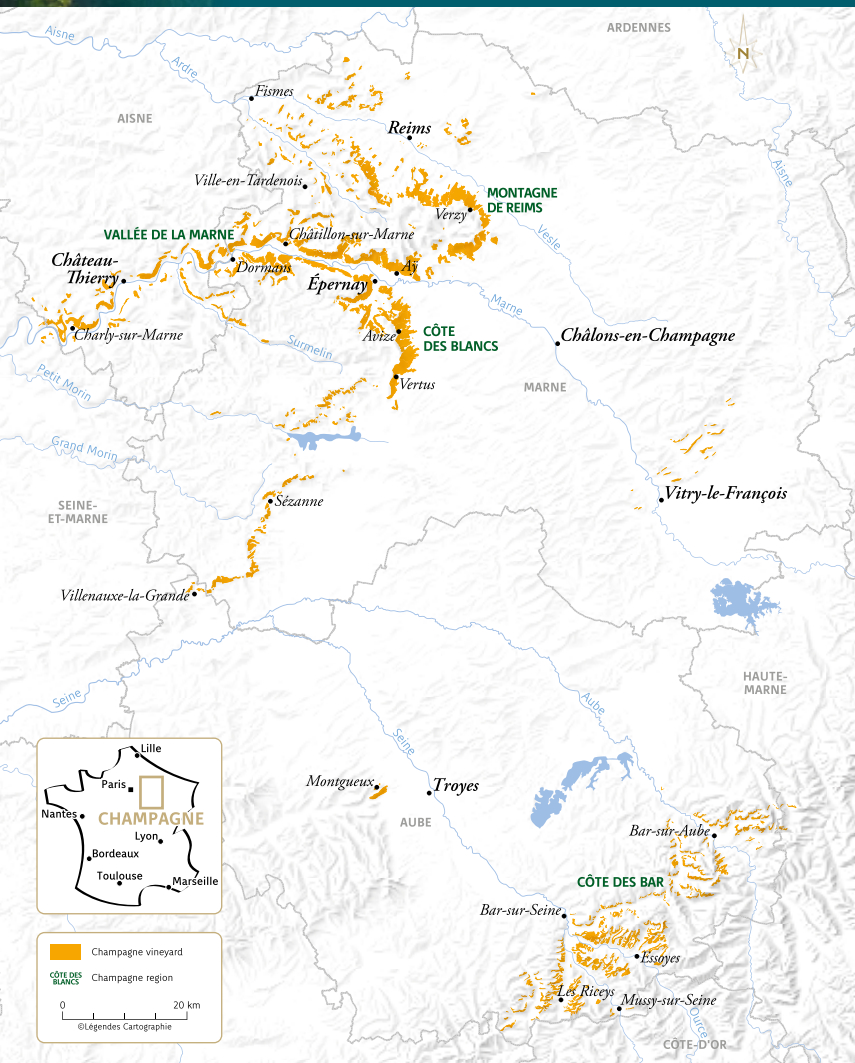


CHAMPAGNE
a major economic player

2023

CHAMPAGNE

A DEFINED GEOGRAPHICAL AREA SINCE 1927



CHAMPAGNE, A UNIQUE APPELLATION

CREATOR OF VALUE

THE WORLD'S LEADING WINE AOC BY VALUE



0.5%

OF THE WORLD'S
VINEYARD AREA



9%

BY VOLUME

35%

BY VALUE

OF GLOBAL CONSUMPTION
OF SPARKLING WINES

KEY FIGURES



299 MILLION
bottles shipped, of
which **57.4%** exported



6.4 BILLION
euros in sales*



A stock of over
1 BILLION bottles

* excluding taxes, from Champagne

A DEFINED TERRITORY



34,200 HECTARES



3 REGIONS
Grand Est, Hauts-de-
France, Île-de-France



5 DEPARTMENTS
Aube, Aisne, Haute-Marne,
Marne, Seine-et-Marne



319 CRUS
(villages)



16,200
GROWERS



125
COOPERATIVES



390
CHAMPAGNE HOUSES



4,200
PRODUCERS



2,000
EXPORTERS

A WELL-STRUCTURED INDUSTRY

COMITÉ CHAMPAGNE, A TRADE ORGANISATION
SERVING THE CHAMPAGNE APPELLATION

Management
of the economic
balance

Quality and
**sustainable
development**

**Global
protection of
the Champagne
appellation**

Appellation
**awareness and
desirability**

A FRAMEWORK FOR THE CONTRACTUAL RELATIONSHIPS
BETWEEN GROWERS AND HOUSES



THE RESERVE, UNIQUE TO CHAMPAGNE

307 MILLION
KILOS OF GRAPES
IN RESERVE

THE EQUIVALENT OF
263 MILLION
BOTTLES

THE EQUIVALENT OF
90% OF A YEAR'S
HARVEST IN RESERVE
(three-year average)

The Champagne reserve system was put in place to regulate potential annual yield variations.

It takes into account the northern location of the Champagne vineyards to answer the regular supplying and requirements of markets including harvest shortages.

In 2023, the Champagne reserve volume has been increased to improve the coverage of risks linked to climatic contingencies.

A MAJOR ECONOMIC PLAYER WITH GLOBAL REACH



2023 shipments, by volume

299 million bottles

42.6 % ● **127.3 million bottles**

19.1 % ● **57.2 million bottles**

38.3 % ● **114.5 million bottles**

● France

● European Union

● Rest of the world

A GLOBAL PRESENCE, IN OVER 200 COUNTRIES

**SUSTAINED
EXPORT GROWTH**

**SHIPMENTS OUTSIDE THE
EUROPEAN UNION HAVE DOUBLED
IN 20 YEARS**

36 MARKETS OF OVER 500,000 BOTTLES

**10 TOP EXPORT
MARKETS IN 2023**

	2023 ranking	Millions of bottles	Revenue (in millions of euros)*
1	USA	26.9	810
2	UNITED KINGDOM	25.5	550
3	JAPAN	15.3	448
4	GERMANY	11.7	268
5	ITALY	9.9	266
6	AUSTRALIA	8.9	175
7	BELGIUM	8.0	162
8	SWITZERLAND	6.1	165
9	SPAIN	5.0	135
10	SWEDEN	3.1	60

* excluding taxes, from Champagne

**EXPORT BREAKDOWN
BY QUALITY**

2023 exports,
by volume



● **76.0 %** Non-vintage brut

● **9.7 %** Rosé

● **5.6 %** Prestige cuvées

● **3.7 %** Dosages > to Brut

● **3.6 %** Dosages < to Brut

● **1.4 %** Vintage

A MAJOR ECONOMIC PLAYER FOR THE GRAND EST REGION AND THE FRENCH ECONOMY

A MAJOR PLAYER AMONG **FRANCE'S VINEYARDS**



4%
OF THE AREA



27%
OF THE REVENUE

THE LEADING PLAYER IN
WINES AND SPIRITS IN FRANCE



**LEADING
PLAYER**



26% OF
EXPORTS BY VALUE

AN INDUSTRY THAT CONTRIBUTES TO THE
PROSPERITY OF THE **GRAND EST REGION***

TOP EXPORT REVENUES
IN THE REGION

The Champagne industry
contributes to prosperity and
innovation in associated sectors
such as

PRODUCTION

PACKAGING

TRANSPORT

SERVICES

42%
OF AGRI-FOOD EXPORTS

A generator of direct employment



30,000
DIRECT JOBS



INC. 15,000
PERMANENT
EMPLOYEES



100,000
HARVEST
WORKERS

*administrative region which comprises Champagne-Ardenne, Alsace and Lorraine, created in January 2016.

A REGION COMMITTED TO SUSTAINABLE DEVELOPMENT

RESULTS

OVER THE LAST 15 YEARS



-20% carbon footprint
per bottle



-50% pesticides
and nitrogen fertilisers



More than 90 %
of industrial waste treated

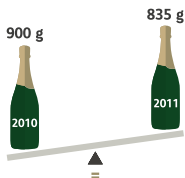


100 % of wine effluents
& by-products recycled



x2 of grassy areas

LIGHTER BOTTLES



- 17,000 t of CO₂/year

SUSTAINABLE VITICULTURE



+ 70% of area has
environmental
certification

PIONEERING REGION



Largest vineyard area in
France using mating
disruption*

*resulting in insecticide treatments
being largely eliminated



Largest fleet of high
clearance electric tractors



First carbon footprint
for a wine area in 2003



1st region to integrate a
new resistant variety into
its specifications on an
experimental basis (VIFA)



In 2017, Champagne began
experimenting with **the first**
petrol-free transatlantic freight
route (cargo-sailing ship)

**LEADING THE FRENCH WINE INDUSTRY, CHAMPAGNE
SIGNIFICANTLY CONTRIBUTES TO THE NATIONAL ECONOMY.**

The Champagne AOC, synonymous with quality,
prestige and celebration, constitutes a priceless asset.

It symbolises France internationally.
The Champenois have been protecting this shared heritage
for over 150 years.

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THE CHAMPAGNE HILLSIDES, HOUSES AND CELLARS
are featured on UNESCO's World Heritage List.

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DU VIN DE CHAMPAGNE**

www.champagne.com

