

# the Letter

FROM CHAMPAGNE DRAPPIER | N°34

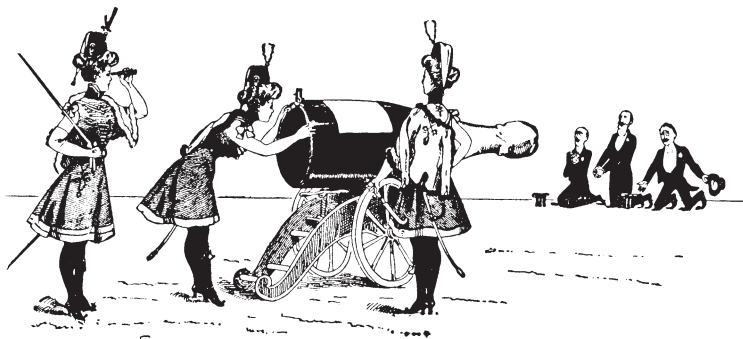
AUTUMN > WINTER 2008/2009



> **Pen and pencil, humour and love**, at this time of economic uncertainty, let us not be too serious.

The magnum is the ideal size for a tête à tête with Madam when Madam is not drinking !

In the DRAPPIER Family this sentence has become a maxim but when one knows that 60% of Champagne purchases are made by women, well, the magnum seems quite small. Faced with this macho behaviour, Ladies, take your revenge!...



Aim at them Charline!

Ladies, have pity!

We offer you our hearts and some jeroboams.

## Women and Champagne in 1874

Moreover, to speed up relationships and to conquer our shyness, quantity is not an obstacle; on the contrary, you can be inspired by the Marquis de Sade in his LES CENT VINGT JOURS...

*For Curval, through whose mind all sorts of extravagances passed, he said that he would like to retire to the back bedroom with Fanchon, Marie, the Desgranges woman and thirty bottles of Champagne...*

For others there is no need to bathe in the bubbles, the mere thought of Champagne is enough to entertain them, including those who carry out the highest functions. Compared to what the Abbot and the future Cardinal Bernis recited to king Louis XV in the company of Madame Pompadour, the Marquis de Sade's texts seem rather bland. This is what Bernis says:

*This champagne is ready to set forth,  
In its prison it smoulders,  
Impatient to cover you  
With its bright foam.  
Do you know why this captivating wine,  
When your hand touches it,  
Like a sparkling light  
Flies and falls?  
In vain Bacchus in his flask  
Keeps rebellious Love;  
Love always escapes from prison  
At the hands of a beautiful woman.*

*Ce champagne est prêt à partir,  
Dans sa prison il fume,  
Impatient de te couvrir,  
De sa brillante écume,  
Sais tu pourquoi ce vin charmant,  
Lorsque ta main l'agite,  
Comme un éclair étincelant,  
Vole et se précipite ?  
Bacchus en vain dans son flacon,  
Retient l'Amour rebelle,  
L'Amour sort toujours de prison,  
Sous la main d'une Belle.*

## Jéroboam MILLÉSIME EXCEPTION 1999



While General de Gaulle appreciated it, but without excess, Admiral Nelson, even though he was a sworn enemy of Napoleon, shared with him a passion for Champagne.

As for President Kennedy, it was in the company of Marilyn Monroe that he savoured the delights of the blond wine whose power, it is said, is to inspire and to entertain.

More recently, it was again Champagne (a 2002 DRAPPIER cuvée) which found its way to the table occupied by Nicolas SARKOZY and Angela MERKEL on the occasion of the Franco-German summit of October 11<sup>th</sup> 2008 ; impeccably served by the NATALI family in the intimate Hostellerie de la Montagne in Colombey-les-deux-Eglises.

At this time of financial crisis, in our capacity as wine makers we can do no more than advise you to invest your money in « liquid » stocks, or more precisely, in bottles. The return on the investment is less spectacular but also not as risky and then the dividends are easier to share round a lovely festive table or, better still, on a bedside cabinet !



On the horizon I see the price of BRUT\* rising...

Towards the end of the financial turmoil ?

\*BRUT: French word for crude oil extracted from the well.

## G A S T R O N O M I E

### • LE CARRÉ DES FEUILLANTS - PARIS

Alain DUTOURNIER. Exclusive cuisine for this independent chef who loves wine. BRUT NATURE PURE AND BARE.



### • LE PRE CATELAN - LENÔTRE - PARIS

Frédéric ANTON at the kitchen range and Oliver POUSSIER, the best wine waiter in the old world, with a rich list of wines to discover which leaves no mouth dry. GRANDE SENDREE 2002, BRUT NATURE, ROSE...

### • LES MILLESIMES - BEIJING (PEKIN)

MAO would have been surprised that in this restaurant the little red book is called MICHELIN. Here, after suffering stock market losses, the capital's capitalists can drown their sorrows with CARTE D'OR, BLANC DE BLANCS, MILLÉSIME CANICULE 2003 or BLANC DE BLANCS GRAND CRU 1988.

### • SOFITEL - BANGKOK

Top french cuisine

### • DOMAINE DE CHATEAUVIEUX - Philippe CHEVRIER

with Xavier DEBLOCK, the best sommelier in Switzerland, who has fallen in love with the BRUT NATURE.

### • AUBERGE DE SAINTE-MAURE - TROYES

Near TROYES, the historical capital of Champagne Madame MARTIN, an inspired chef, will know how to wed or rather betroth you for an evening to GRANDE SENDRÉE 2002, which you will "bed down" on a lightly cooked spiced duck foie gras.



> In 2008 Champagne Drappier has made an auspicious entrance into the kitchens of several fine restaurants :







> **SPEND IN** N°23 - AÑO VI - ESPAÑA

In the SPEND IN magazine one can see brilliant young wine waiters launching a new concept in communication called NEOVINUM which links art, culture and wine without getting too serious. Can you guess what they are drinking to celebrate the event ?

> **MARIANNES** N°582 - JUIN 2008 - PARIS

Last June the very independent MARIANNES Magazine awarded the "wine mariannes" to 10 growers loyal to the principles of the Appellation. Neither a prize nor a medal but a tribute paid to some men and women devoting their passion to the service of wine.

Palmarès 2008 : Chablis Domaine Grossot, Champagne DRAPPIER, Chateaneuf du Pape Domaine de MONT-REDON, Alsace Domaine FALLER...

> **GUIDE HACHETTE** SÉLECTION 2009

A blend of the three Champagne grape varieties, the BRUT CARTE D'OR has a mild vanilla bouquet of white flowers which gives an impression of satisfying lightness: ★★remarkable wine. "For sampling at any time of the day," writes one taster.

For this very serious guide this is a genuine invitation to indulge.

> **GAULT & MILLAU** GUIDE 2009

Another hit for Maison DRAPPIER in the 2009 guide with a mark of 19/20 for the BRUT NATURE : Suave and silky on the palate titillated by a multitude of fine, dancing bubbles.

The tasting teams are clearly in a party mood.

> **L'EXPRESS.FR STYLES** 12 SEPTEMBRE 2008

Are you ready to cope with 400 glasses ?

The Champagne houses have predicted all possible circumstances, from the modest solitary pleasure (quarter bottle) up to the mega-container. Maison Drappier, moreover, has just invented the largest size of bottle in the world : The Melchisedech, which contains the equivalent of 40 standard bottles. It is up to you to bring together the three conditions needed to uncork a lovely bottle :

- Assume about a hundred guests,
- A large tank filled with ice cubes,
- Do not think of recycling your bottle as a lamp base. You are not Homer Simpson!







Heiligendamm 2008



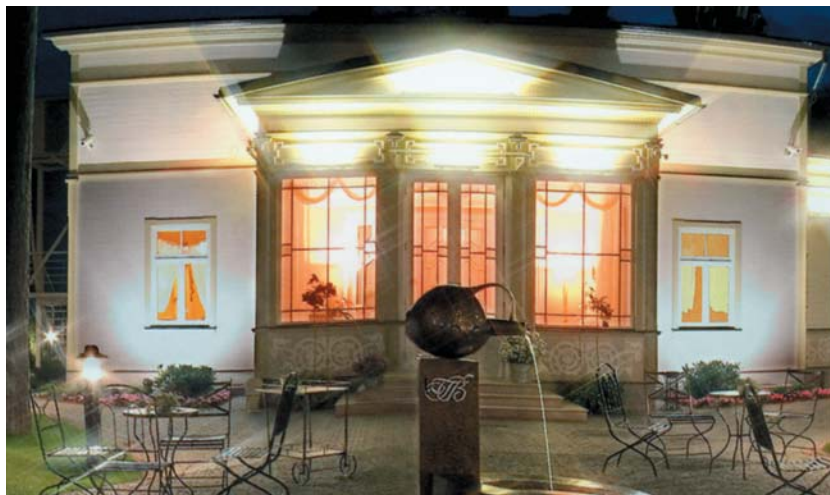
On August 9<sup>th</sup> 2008, near Heiligendamm on the Baltic Sea, on the luxury cruise ship MS EUROPA owned by HAPAG-LLOYD, the World Childhood Foundation under the patronage of Queen Sylvia of Sweden organised a sale by auction of the largest bottles of wine in the world. Among them one single Champagne : a DRAPPIER CARTE D'OR PRIMAT (equivalent to 36 bottles), which went for 7000 euros under the hammer of the very sparkling lady auctioneer from CHRISTIE'S.



One must know how to steer correctly.



So that this unattainable bottle would not feel desperately lonely, a second one had been put on ice for a gathering of 200 people. Some passengers found that the ship was pitching at the end of the party.



TB PALACE. AT JURMALA, NEAR RIGA.

A little further away on the Baltic but much more intimate, TB Palace has only four suites but receives heads of state. Tatiana Baïko is not fussy, she makes do with the best. In the course of summer 2008 the DRAPPIER ROSÉ was expertly matched with a infinite selection of red fruits and THE GRANDE SENDRÉE with a range of fresh fish from the Baltic.

P A P I E R   R E C Y C L É      R E C Y C L E D   P A P E R