



# THE CHAMPAGNE



The Guide

## Hotel-Branded Champagne Production Guidelines

### 1. Production Criteria

Creating a high-quality champagne that reflects the luxury and prestige of your hotel requires strict adherence to production standards. Here's a detailed overview of the criteria:

#### 1.1 Grape Selection

- **Varietals:** The champagne should be made from a blend of the three traditional grape varieties used in Champagne: Chardonnay, Pinot Noir, and Pinot Meunier.
- **Source:** Grapes should be sourced from premier and grand cru vineyards within the Champagne region of France, ensuring the highest quality.
- **Harvesting:** Grapes should be hand-harvested to preserve their integrity and avoid damage. Only the first press, known as the "cuvée," should be used for your champagne, ensuring the finest juice.

#### 1.2 Fermentation

- **Primary Fermentation:** The primary fermentation should take place in stainless steel tanks to maintain purity of flavor. For a more complex profile, consider partial fermentation in oak barrels.
- **Malolactic Fermentation:** This step should be optional, depending on the desired style. Allowing malolactic fermentation results in a creamier texture and softer acidity.

#### 1.3 Blending

- **Assemblage:** The blending process should involve a team of expert winemakers who can craft a consistent and complex flavor profile. The blend should reflect the hotel's elegance and sophistication.
- **Vintage vs. Non-Vintage:** Decide whether to produce a vintage champagne (from a single harvest year) or a non-vintage (a blend of different years). A vintage champagne should be reserved for special editions.

#### 1.4 Secondary Fermentation

- **Méthode Traditionnelle:** The champagne should undergo secondary fermentation in the bottle, following the traditional method. This ensures the development of fine bubbles and complex flavors.

- **Aging:** The champagne should age on the lees (dead yeast cells) for a minimum of 18 months for non-vintage and 3 years for vintage. This aging process adds depth and richness to the champagne.

### **1.5 Dosage**

- **Brut Nature to Brut:** The dosage should be carefully controlled to match the desired sweetness level. A Brut or Brut Nature (very dry) champagne is recommended to align with the sophisticated palate of your guests.

### **1.6 Quality Control**

- **Tasting Panels:** Regular tasting sessions should be conducted by experienced sommeliers to ensure the champagne consistently meets the hotel's quality standards.
- **Certification:** Ensure the champagne is certified by the Appellation d'Origine Contrôlée (AOC) to guarantee authenticity and adherence to the strict regulations of the Champagne region.

## **2. Bottle Design**

The design of the champagne bottle should reflect the luxury and elegance of the hotel while standing out in its uniqueness.

### **2.1 Bottle Shape**

- **Classic Elegance:** Choose a traditional champagne bottle shape but consider adding a subtle, distinctive touch that sets it apart, such as a slightly elongated neck or a custom-designed punt (the indent at the base).
- **Material:** The glass should be thick and dark green, which is standard for champagne to protect it from light exposure. A subtle matte or satin finish can add an extra touch of sophistication.

### **2.2 Custom Features**

- **Embossing:** Consider embossing the hotel's logo or initials on the bottle, adding a tactile element that conveys luxury.
- **Foil Capsule:** The foil capsule covering the cork should be of high-quality material, such as pewter or gold foil, embossed with the hotel's emblem.

### 3. Etiquette (Label) Design

The label should be a visual representation of the hotel's brand, conveying luxury, elegance, and exclusivity.

#### 3.1 Label Material

- **Premium Paper:** Use textured, high-quality paper for the label, such as cotton or linen paper. Consider a subtle pearlescent finish to enhance the luxurious feel.
- **Waterproofing:** Ensure the label is waterproof and resistant to moisture, as it will be exposed to ice buckets.

#### 3.2 Design Elements

- **Logo:** The hotel's logo should be prominently displayed, embossed or foiled for added dimension and luxury.
- **Typography:** Choose a classic serif font that exudes elegance, combined with modern clean lines for any additional text. The font should be legible and sophisticated.
- **Color Scheme:** Stick to the hotel's brand colors, with metallic accents like gold, silver, or rose gold to convey luxury.
- **Vintage Information:** If applicable, clearly state the vintage year, along with essential details like the type (e.g., Brut, Extra Brut) and alcohol content.

#### 3.3 Back Label

- **Details:** The back label should include tasting notes, food pairing suggestions, and a brief history or story of the hotel and its champagne, enhancing the guest's connection to the brand.
- **Legal Requirements:** Ensure all mandatory legal information is included, such as the Champagne AOC certification and alcohol content.

### 4. Packaging Standards

The packaging should not only protect the champagne but also enhance the unboxing experience, reinforcing the luxury brand image.

#### ***4.1 Gift Box Design***

- **Material:** Use high-quality materials like wood or heavy-duty cardboard with a velvet or satin lining. The exterior should be finished with a matte or satin coating that feels luxurious to the touch.
- **Customization:** The box should feature the hotel's logo, either embossed or in metallic foil. Consider incorporating a magnetic closure for an added touch of sophistication.

#### ***4.2 Interior Design***

- **Lining:** The interior should be lined with satin or velvet in a color that complements the bottle and label design. The bottle should be securely held in place with custom cutouts or a form-fitting insert.
- **Accessories:** Include a custom champagne stopper or bottle opener as part of the packaging, branded with the hotel's logo.

#### ***4.3 Sustainability***

- **Eco-Friendly Options:** Whenever possible, use sustainable materials for the packaging, such as recycled paper or wood from certified sustainable sources. Consider offering a reusable box option for guests who purchase champagne as a gift.

#### ***4.4 Presentation***

- **Unboxing Experience:** The packaging should be designed to create a memorable unboxing experience, with attention to detail in every element, from the opening mechanism to the way the bottle is revealed.
- **Customization for Events:** For special events or VIP guests, consider offering customized packaging that includes the guest's name or a special message.

### **5. Serving and Experience**

The way the champagne is served to guests is just as important as the champagne itself.

#### ***5.1 Presentation at the Hotel***

- **Chilled to Perfection:** Ensure the champagne is always served at the optimal temperature of 8-10°C (46-50°F).

- **Glassware:** Use high-quality crystal champagne flutes or coupes, with the hotel's logo subtly etched on the base or stem.
- **Sommelier Service:** For VIP guests or special occasions, offer a sommelier service to present and serve the champagne, explaining its unique qualities and the story behind it.

### **5.2 In-Room Service**

- **Complimentary Offering:** Consider offering a complimentary bottle of the hotel-branded champagne to guests in premium suites or for special occasions.
- **Presentation:** The champagne should be presented in a branded ice bucket with matching champagne flutes, delivered with a personalized note.

### **5.3 Takeaway Options**

- **Retail:** Offer the champagne for purchase in the hotel's gift shop or online store, with the option to include customized packaging for special gifts or occasions.
- **Special Editions:** Release limited-edition bottles for holidays or significant hotel anniversaries, with unique designs or vintages.

This guide ensures that the hotel-branded champagne reflects the luxury and prestige of your hotel, creating an unforgettable experience for your guests.