

Wednesday 12th October 2016: Yesterday Champagne Louis Roederer launched Cristal 2009 alongside a specially commissioned piece of art inspired by the new vintage at the Sky Lounge, Shangri-La Hotel, At The Shard, London

To celebrate the new vintage, Roederer CEO Frédéric Rouzaud and Cellar Master Jean-Baptiste Lécaillon joined guests at the Shangri-La London, at their newly launched Sky Lounge bar on the 34th floor. The latest vintage, the brilliant, sun-drenched Cristal 2009, launched, according to Rouzaud, to “help life [the UK] out of depression after Brexit”, was enjoyed in Cristal flutes designed by the sommelier at Les Crayeres in Reims specially for the wine. Fruit-driven and approachable upon release, the vintage demonstrates all the hallmarks of Roederer excellence and finesse as well as the ephemeral complexity of the highly prized Cristal terroir.

For the first time in the history of the House, a vintage has been released out of chronological order, with the 2008 kept in the cellars to benefit from further ageing.

The House celebrated the launch of the new vintage, as well as the timeless spirit of Cristal, with a specially commissioned interactive light sculpture by London-based artist, Aphra Shemza.



Roederer’s Jean-Baptiste Lécaillon and Frédéric Rouzaud with artist, Aphra Shemza and *Heart Beats of Cristal* by photographer, David Wilman.

The piece, entitled *Heart Beats of Cristal*, takes inspiration from the bright personality of Cristal; the lively bubbles of pale gold and amber lights, the crystalline purity and sculpted palate. The repetition of spheres and LED lights comes to life when a viewer is present, casting a gentle movement to emulate an exquisite ‘dance in a glass’.

A visual attraction, the sculpture will be unveiled on October 11th in the new Sky Lounge at the Shangri-La Hotel, At The Shard, London. This superlative Champagne bar on Level 34 features a 3m high Wine Wall, offering the largest selection of Louis Roederer Champagnes in the UK, including curated champagne tasting flights and champagnes by the glass.

The artwork will be on display in the Sky Lounge until the end of January 2017.



The new Wine Wall at the Sky Lounge, Shangri-La Hotel, At the Shard, London.

For more information or hi-res imagery of the Wine Wall, Cristal 2009, or *Heart Beats of Cristal* by Aphra Shemza, please contact Marinel Fitzsimons on: marinel.fitzsimons@mmdltd.co.uk

Champagne Louis Roederer Cristal

Established in 1776, Champagne Louis Roederer is one of the few remaining family-owned and wholly independent *Grandes Marques* Champagne houses – a rarity in the world of champagne. Yet while the Roederer name is a byword for unassuming excellence, the House's link with Cristal is perhaps less obvious.

Now under the stewardship of Frédéric Rouzaud, the seventh generation of the Roederer family, Cristal's production continues to be limited to only certain, exceptional years.

Louis Roederer Cristal 2009

ORIGIN OF THE WINE:

In 1876, Tsar Alexander II – already a great lover of Louis Roederer wines – asked Louis Roederer to create a cuvée for his personal use which was unique in all respects. Louis Roederer offered him an exceptional crystal bottle, containing only the finest selection of wines from the seven greatest crus on his estate. This cuvée would be offered only in the truly 'great' years: those in which the ripeness of the Chardonnay and Pinot Noir grapes could provide the subtle, precise balance that has now become synonymous with Cristal, the leading prestige cuvée of Champagne.

2009 HARVEST REPORT:

A 'traditional' continental winter that was very cold and dry led to late bud break. Spring and early summer were warm but with storms. From late July until the harvest the weather turned into a glorious sun-filled summer, ideal to produce grapes with excellent health and remarkable ripeness. The wines are fruity and delicious.

2009 is an obvious addition to the select group of brilliant and accomplished Champagne vintages with concentration and a light sunny character.

WINEMAKING:

60% Pinot Noir – 40% Chardonnay – 16% wines matured in wood (oak casks) with weekly batonnage – no malolactic fermentation.

Cristal is a blend of grands crus from old vines in Louis Roederer's best vineyards in the Montagne de Reims, the Vallée de la Marne and Côte des Blancs. Aged for six years in the cellars and a minimum of eight months' resting after disgorging to attain perfect maturity. Dosage: 8.0g/l.

TASTING COMMENTS:

Pale straw colour with gold and amber lights. Persistent, brilliant, fine and lively bubbles. A subtle bouquet, both discreet and promising, with citrus notes and hints of golden fruit and honeysuckle. As the wine opens in the glass, notes of vanilla emerge, with toasted hazelnut, hints of liquorice and even a touch of cinnamon.

The palate is structured, energetic and sculpted. The first impression of a ripe and silky texture is amplified by a chalky, crisp brightness and a herbal freshness followed by a succession of delicious and colourful textures perfectly integrated within the lightness and finesse of the wine.

The bright personality of Cristal then appears, simultaneously pure and crisp, with a finish focused once again on chalk, energy and a fine texture. In this Cristal 2009 there is a genuine force of life, a sheer delight, and at the same time great depth and crystalline purity.

REFRESHED PACKAGING FOR 2009:

We are delighted to draw your attention to the newly refreshed packaging of the Cristal 2009, in particular the front label design and lighter gold tone for both label and foil.