

## Press release

### Louis Roederer release Brut Nature 2006 co-produced with Philippe Starck

#### For immediate release

*“The Brut Nature 2006 is the fruit of several convergences: between a historic terroir and a remarkable year, and between a Champagne House that respects nature and a creative genius with a free spirit.”*

Frédéric Rouzaud, Managing Director

**London 30<sup>th</sup> September 2014** – Frédéric Rouzaud, MD, and Jean-Baptiste Lécaillon, Executive Vice President and Cellar Master at Champagne Louis Roederer, unveiled the newest addition to the Champagne Louis Roederer range – the Brut Nature 2006 – yesterday at The Royal Institute of British Architects, London.

The launch brought together sommeliers from the London prestige on-trade, retail partners and members of the press to discover the unique co-creation process behind the birth of the new wine.

Not only is the Brut Nature 2006 the first addition to the prestigious *Grande Marque*'s portfolio in 40 years (since the launch of Cristal Rosé in 1974), but is also the first time the *maison* has involved someone outside the industry to assist with the creation of the wine.

Enter Philippe Starck: thanks to a mutual appreciation of each other's aesthetic values, Rouzaud and Starck began a conversation some years ago about the ideal wine which led to the joint creation of the Brut Nature 2006.

“I have always admired Philippe's creative genius. When I met him for the first time, I had no preconceptions—I was simply convinced that we could and should work together. And his declaration that he only drank *non-dosé* (non-dosed) champagnes coincided with—and motivated us to continue—a project we had been concentrating on since 2003, which involved developing a different kind of wine—a Louis Roederer cuvée based on a truly authentic *terroir*”, explained Rouzaud.

Starck added: “Other champagne houses had contacted me previously, but I always turned their offers down because I felt there was something deceptive about selling a bottle marked ‘Starck’ without a ‘Starck’ contribution to the contents. If I had accepted to work only on the bottle's exterior, I would not have achieved something truly authentic. So, for this cuvée, I had to be involved in the winemaking process itself to ensure that the final bottle would be the fruit of an honest process and a comprehensive collaboration in every way; I knew that this would be the only way to achieve total coherence between the design and the contents.”

#### Co-creation

Creating wine with someone from outside the industry has its challenges: Starck commented; “we discussed it at great length. I spent many hours describing my vision of the ideal champagne; I told the story from different points of view, using very precise words that conjured up powerful images. [Lécaillon] and his teams managed to transform these words and this abstraction into wine through our tastings sessions. Fortunately for me, Lécaillon masters two languages—that of words and that of wine!”

Frédéric Rouzaud – “Philippe provided his more emotional, creative vision of the wine. This was enriching for us, because it gave us the creative freedom that we lacked. Philippe enabled us to go much further than we would have envisaged without his enlightening participation. The more precisely he described his vision the more precise we were able to be in producing the champagne. I remember him talking about a wine that was ‘stripped to the bone’, straightforward, and authentic. And his vision coincided with an approach that we had already adopted in 2003.”

#### The result

Philippe Starck – “[Lécaillon] had succeeded in ‘translating’ my words into champagne, tastes, aromas, liquid, and bubbles. I wanted to create a champagne with a modern elegance, without losing sight of its history and roots, and this delicate equilibrium had been magnificently attained. I felt that we had reinvented champagne because we had achieved success on a number of levels: we had invented a method that consisted of ‘translating’ the concept of the wine and the words that describe it into the creation of the wine itself.”

Frédéric Rouzaud – “The initial tasting was a moving experience. It was the materialisation of the *maison*’s long-standing philosophy; a constant quest for creativity through research. The work of artists helps us to enrich our wines; Brut Nature 2006 is the perfect illustration of this influence, and is the fruit of several convergences: between a *terroir* with a remarkable year, and between the *maison* and Philippe Starck, a creative genius and a free spirit.”

*The origin of the Brut Nature 2006*

### **Authenticity**

For the Brut Nature 2006, Lécaillon and his team drew inspiration from river wines from Cumières to create a medium-dry, *terroir*-based champagne, strengthening the concept of authenticity so central to both Starck’s and Roederer’s work. As such, every measure was taken to ensure optimal maturity on these south-facing parcels of Pinot Noir to obtain an excellent fruit that would require very minor corrective measures – as true an expression of the spirit of the *terroir* as possible. As it happened, in 2006, the Cumières Pinot Noir was exceptionally mature with great depth of flavour and texture. Because of the fruitiness and richness of the grapes, Lécaillon decided ‘to allow nature to take its course’ and, true to Starck’s vision, was not *dosé*.

### **Character**

The Pinot Noir from Cumières is intense with great vinosity (without malolactic fermentation) and slightly spicy notes, characteristic of the village. Complemented by select Chardonnays and a small amount of Meunier, the *cuvée* is ample, elegant, and extremely pure; the wine’s smooth and velvety structure is combined with the remarkable freshness and fruitiness of the grapes that are characteristic of Louis Roederer’s champagnes.

To highlight the different characteristics of the wine, guests at the launch event were invited to try the wine with a range of carefully paired canapés, each of which was designed to complement a different facet of the wine.

- Scottish oak-smoked salmon: *the dry fattiness of the fish added a voluptuousness to the Brut Nature 2006*
- 36 month Pata Negra: *drawing parallels with the power of texture in the two*
- Foie Gras: *accentuating the length and flinty finish*
- Mozzarella Burrata with assorted tomatoes and 18 month summer Compté: *exploring the creaminess of the two, complementing the wine with the rich fat of the cheese*
- ‘Bon-Chretien’ pears and Patrick Roger 70% chocolate: *A striking pairing where the rough chunks of pear brought out the fruit, while the bitterness and texture of the chocolate heightened the elegance and slight bitterness in the wine*

The wine is available from selected retailers will be served by the glass at certain venues including the Beaufort Bar in The Savoy for a limited period. Please contact Marinel FitzSimons at Maisons Marques et Domaines for full details.

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