

Champagne Lanson & Enoteca Shanghai partner in Mainland China



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ENOTECA

For All Wine Lovers

We are extremely pleased to announce a long-term sales and marketing agreement with Enoteca Shanghai starting on April 1, 2021, as the Champagne house's exclusive distributor in Mainland China. Following our current successful partnerships with Enoteca in Japan and Hong Kong, where Champagne Lanson is already well established thanks to Enoteca's distribution footprint in the

market, we have decided to go a step further and extend our synergies to China.

“We are looking forward to a very long and successful partnership in China, as we strongly believe Enoteca Shanghai is the perfect partner to convey our values and brand philosophy to all wine lovers. Champagne Lanson recently celebrated its 260th anniversary. We already have strong common synergies in Asia and are very excited to join our strengths and new brand vision to grow our brand in a very promising market such as China” says Francois Van Aal, President, Champagne Lanson.

Founded in 1988, Enoteca initially specialized in retail, wholesale and e-commerce in Japan. The company went on to extend its network to other countries including Hong Kong, China, Korea, Singapore, Taiwan and Thailand to become one of the largest and renowned luxury wine merchants in Asia.

Enoteca Shanghai will take over the distribution of Champagne Lanson in Mainland China via a well-established network of 18 wine shops located in the most premium department stores and shopping malls, as well as an experienced wholesale and e-commerce team covering the whole Chinese market.

Considering the current renewal of Maison Lanson with its “It’s All About Love” campaign and the renovation of its Champagne range structure with a focus on elegance and modernity, this is a timely partnership. Part of its core range, which illustrates the Maison’s style, Le Black Label Brut, Le Rosé, Le White Label Sec and its two new release cuvées, Le Black Réserve and Le Blancs, will be available starting from June 2021 after the launching event in Shanghai.

Hervé Dantan, Lanson Winemaker, carefully crafts elegant wines that are characterized by an inimitable freshness, fruitiness and vitality. The unique and authentic style of its Champagnes rests on four immutable pillars: a meticulous selection of Crus, a vinification according to the traditional Champagne principle, a rare collection of reserve wines and a longer aging in cellars.

Lastly, some very special allocations from The Lanson Vintage Collection, undoubtedly one of the most beautiful vinothèque in Champagne, will be available to its new partner. Treasure of the House, this collection of prestigious vintages is dating back from 1904 and is available for sale from Vintage 1976, the majority in magnums.

Sharing the same values of quality work and caring for others, we are looking forward to a very successful, sincere and lasting partnership between Maison Lanson and Enoteca in China.