

Champagne Lanson celebrates long-standing Wimbledon Championships partnership



The champagne brand has launched Wimbledon gift boxes & airport activations to mark its 45th year in partnership with the prestigious name



Champagne Lanson is celebrating its 45th year in partnership with the Wimbledon Championships tournament in 2022.

Two special-edition Wimbledon gift box sets for Le Black Label Brut and Le Rosé will be released to coincide with the prestigious UK tennis tournament with activations in travel retail locations, as well as on and off trade running throughout the summer.

For its Wimbledon 2022 gift boxes, Champagne Lanson is delighted to reveal the latest designs for its tennis themed packaging. The boxes are available in two versions; a pink hue for Lanson Le Rosé – a fruity and delicate champagne sought after for its pale salmon color and its characteristic freshness and a dark navy for Lanson’s signature Le Black Label Brut – a champagne known for its finesse, freshness and elegance.

In partnership with Lagardère Travel Retail, the champagne brand is running two Wimbledon themed activations at London City Airport this summer to mark the milestone. This June and July, the brand is also teaming up with Dubai Duty Free to celebrate in the same way at Dubai Airport.

“We have kicked off this year’s Wimbledon sponsorship program with several activations both in travel retail locations and with our one and off trade retail partners.

“We are delighted and proud to be the historical champagne partner of Wimbledon for 45 years. This is a great opportunity to share our premium serves Le Black Label Brut and Le Rosé. Our exclusive new Wimbledon gift boxes really mark the occasion for tennis fans.

“The Champagne sector continues to be very buoyant at the moment with Lanson over-performing within the category, so we are confident of some encouraging sales during this activation period,” says Edouard de Boissieu, Head of Travel Retail at Champagne Lanson,

As the official Champagne partner for the Wimbledon Championships, Lanson is available exclusively at all the bars and hospitality marquees within the grounds of The All England Lawn Tennis & Croquet Club.

2022: a centenary year

A particularly special celebration, 2022 marks the centenary of the iconic Centre Court at its current location and will form the central theme of this year’s Wimbledon campaign.

To commemorate the occasion, Lanson will celebrate memorable moments from Centre Court’s rich history by showcasing historic imagery from the last century, alongside renowned vintages from its cellar. VIP guests will also be able to enjoy an exclusive worldwide preview of Le Vintage 2012, which will be available to customers later in the year.