

Champagne Lanson revamps Le Green Bio-Organic packaging



Le Green Bio-Organic is now produced in a more lightweight bottle to minimize its carbon impact

[Champagne Lanson](#) has unveiled new packaging for its organic champagne, Le Green Bio-Organic.

According to a press release, "The packaging is part of the transparency approach initiated for several years with more informative labels and back labels specifying the blend, the dosage, the harvest, the reserve wines, the disgorgement date and the traceability of the bottles. Lanson pushes ever further the cursor for Le Green Label Bio-Organic by highlighting the specific terroir from which this confidential cuvée comes: The Malmaison Estate, a 16-hectare pilot vineyard of the House. Located in the heart of the Vallée de la Marne, The Malmaison Estate is one of the largest biodynamically-farmed estates in Champagne.

"Imagined by Hervé Dantan, the House's Winemaker, to be consistent with Lanson style while reflecting the particular characteristics of its terroir, Le Green Bio-Organic is certified AB and Demeter. This cuvée is the result of a meticulous work respectful of fauna, flora, soil and people. Le Green Bio-Organic is made of a blend composed mainly of Pinot Noir (46%) which created a champagne with a strong identity and vitality. The lack of malolactic fermentation, coupled with a low dosage, emphasizes the brilliance and original purity of the fruit."

Le Green Bio-Organic is naturally free of secondary packaging and produced in a more lightweight bottle in order to minimize its carbon impact. Maison Lanson also favors local and responsible sourcing for all its packaging, in order to support the local economy while limiting its carbon footprint.