

Champagne Lanson to launch Le Vintage 2021 in Cannes



Champagne Lanson's Le Vintage 2021



In celebration of the variant's 10th anniversary, [Champagne Lanson](#) will launch its Le Vintage 2012 at TFWA Cannes 2022 (Blue Village, C8). Le Vintage 2012 is characterized by its aromatic intensity and complexity. It is generous and intense on the nose, with notes of candied fruit, dried apricots and almond and punctuated by aromas of acacia honey and sweet spices. The freshness extends and blends delicately into a long and refined finish.

"We are very excited to be bringing this exceptional Vintage 2012 to Cannes and look forward to hearing the retailers' response.

"At Champagne Lanson we continue to be committed to global travel retail as a vital channel for our business and we are quite optimistic about the remainder of 2022.

"The last two years have been very difficult, but the Champagne category generally performed very well in 2021. In the UK, for example (one of Lanson's top markets) consumers purchased an extra 2.3 million litres or 260,721 nine-litre cases last year, according to Nielsen figures compiled by *The Grocer* magazine. For Champagne Lanson this translated into more than 20% growth.

"As travel restrictions continue to ease, we expect to see similar rapid recovery for Champagne sales in GTR, where the category is currently over performing within the W&S sector, as consumers want to celebrate after the difficult years. In this context of unexpected high demand, Champagne Houses need to pay special attention to the product stock in order to deliver to all clients.

"We are aware that the rising cost of living may affect this strong performance; however, at the moment Lanson seems to be holding its own. We are delighted that the travel retail industry is seeing real recovery and expect a very positive week in Cannes," says Edouard De Boissieu, Head of Travel Retail, Champagne Lanson.