



CHAMPAGNE
FLEUR DE **MIRAVAL**



EXCLUSIVELY ROSÉ

CHAMPAGNE FLEUR DE MIRAVAL
IS THE VERY FIRST CHAMPAGNE
HOUSE EXCLUSIVELY DEVOTED TO
ROSÉ CHAMPAGNE.

Formed from the association of the skills of the Perrin and the Péters families and the artistic vision of Brad Pitt, it is a creative force that each year gives life to an exclusive edition from a blend of aged Chardonnay and young Pinot Noir.

CHAMPAGNE'S TERROIR, OUR CREATIVE DESIGNER

NOBLE MATERIALS

Exceptional terroirs create the living matter, the matter begets passion, and from passion springs the creative inspiration that allows a masterpiece to triumph.

Giving free rein to the living matter and aspiring to absolute purity by drawing on the experience of each family to create a resolutely different style of rosé champagne, inspired by the magic of the great terroirs and the slow ripening of the grapes. It took five years of research to perfect this unique and innovative method and give life to this unparalleled champagne; a blend of aged Chardonnay and young Pinot Noir, at the pinnacle of purity.

FLEUR DE MIRAVAL is above all the art of creation, seeking the greatest elegance by daring to fly in the face of convention whilst respecting ancestral know-how. Its inspiration came from a desire for a rosé champagne that was both pure, complex and timeless, in which the Pinot Noir would have the fresh profile of the Chardonnay. It transpired that the terroirs of the Côte des Blancs, with their characteristically chalky soils, offered the perfect conditions for achieving this.

Both Chardonnay and Pinot Noir thrive there, drawing their tension and aromatic complexity from this unique chalk. All the creative mystery lies in the subtle blending of Chardonnay reserve wines, aged in bottles and in large oak casks, with young Pinot Noir. The consummate harmony of this blend creates an outstanding, timeless rosé champagne of infinite purity.





CHAMPAGNE'S TERROIR, OUR CREATIVE DESIGNER

GRAPES

The Côte des Blancs and the terroir de Vertus... from great terroirs arise a complex and dynamic spirit, entirely devoted to nobility and art.

This is a champagne blend no-one had ever dared imagine: 75% Chardonnay from the great terroirs of the Côte des Blancs, and the saignée juice from exceptional Pinot Noir grown on the terroir of Vertus, on a perpetual reserve of wine in a never-ending circle.

In **FLEUR DE MIRAVAL**, we find every expression of the grapes, with the buttery and roasted notes of complex, mature Chardonnay associated with the purity and energy of meticulously crafted Pinot Noir.

Noble terroirs and unique winemaking techniques are the cornerstones of creation that, after ageing, contribute to the incomparable style of the Fleur de Miraval Champagne House.



CHAMPAGNE'S TERROIR, OUR CREATIVE DESIGNER

OAK

In the barrel patience is forged, passion is fired, inspiration mellows, with extraordinary elegance as the constant aspiration.

Time, a delicate touch and temperance. The wines of the Perpetual Reserve, which are essential to the expression of the final blend, are kept in 140 hL oak casks.

Composed of Chardonnay from the great terroirs of the Côte des Blancs, some of the wines are from as far back as 1998. The reserve is partially renewed each year to maintain both complexity and freshness.

This container is ideal for creating synergy with other materials, forging an intimate connection between a source and its destination.

CHAMPAGNE'S TERROIR, OUR CREATIVE DESIGNER

CHALK

For thousands of years, chalk has tempered this earth, helped the winegrowers to work with serenity, and nurtured the legend.

In its pure state, chalk has an almost sensory quality. This type of soft limestone leaves its influence. Chalk will temper any extreme weather, creating calmer conditions for the winegrower.

Minerality, power, aromatic finesse... the grapes draw their identity from these age-old seams of chalk. Texture and salinity are the characteristic features of this soil, formed from ancient marine sediments.

A veritable reservoir of water and heat, it gives nobility to the grapes, raising them to greater heights so that they may be transformed, after many long years, into this exceptional champagne.





ORIGINS

THREE BELIEFS UNITING TO CREATE THE UNFORGETTABLE

Pitt, Perrin and Péters. 3Ps, three souls, three sensibilities and three ardent desires to create the unforgettable. Craftsmanship, passion, and creativity interweave in the pursuit of beauty and the unexpected.

Fleur de Miraval was born out of the shared passion and convictions of three families united around one simple idea... that of creating the rosé champagne they had dreamed of, but that did not yet exist.

So they sat down together to experiment, to blind taste, to debate with and challenge each other. Eventually they reached a natural consensus, giving shape to their definition of a unique rosé champagne.

The Fleur de Miraval Champagne House came into being when the Pitt and Perrin families, representing the worlds of the Arts and Wine, joined forces with a family who had had their roots in Champagne for many generations: the Péters.

Together, they chose to give free rein to their creativity, with no holds barred, no limits, entertaining instead all possibilities, to make a stunning rosé the likes of which no-one had ever seen before.



ORIGINS

THE PERRIN FAMILY

FIVE GENERATIONS, AN INCOMPARABLE KNOW-HOW

On a legendary terroir that commands respect, five generations of the same family have revealed the truth, harmony and elegance of exceptional fine wines.

Château de Beaucastel, birthplace of the Perrin family success story and a jewel of French viticulture in the terroir of the Châteauneuf-du-Pape appellation, was founded in 1549.

Over five generations the Perrin family have managed its vineyards, guided by their shared values: absolute respect for the earth and the terroir and the pursuit of truth, balance and elegance.

Today, their mastery of the saignée technique to bring out the energy and purity of fine rosé is their passion - and something for which they are renowned worldwide.

ORIGINS

THE PÉTERS FAMILY

CHAMPAGNE COUTURE

"Like Rodolphe Péters, we are passionate about the great wines of the world. We wanted to create, with him, a different style of rosé champagne of great harmony and nobility" Marc Perrin

The Péters family has been established at Mesnil-sur-Oger for six generations and making champagne from their own grapes since 1919. Rodolphe Péters is now at the head of 50 acres, 40 of which are Grand Cru mainly around Mesnil-sur-Oger in the Côte des Blancs. His champagnes of worldwide renown delight all lovers of great Chardonnays.



Péters
CHAMPAGNE



ORIGINS

THE PITT FAMILY AN ARTISTIC PASSION

It's a question of intense artistic sensibility. And of a constant quest for beauty, a desire to create space for all possibilities.

Brad Pitt explains: *"For me, champagne conjures up feelings of celebration, quality, prestige and luxury. But rosé champagne is still relatively unknown. I wanted us to try to create the defining brand of rosé champagne, focusing all our efforts on just this one color. The result is spectacular and I'm very proud of it."*

EXCLUSIVELY ROSÉ

LIMITED EDITION

EXCLUSIVELY ROSÉ

Five years of passion, virtuosity and creativity have been dedicated to giving life to a singular wine. Welcome to the world of the exceptional.

Elegance, power and complexity. Bringing out the nobility conferred by time on white wines from great terroirs through the energy and verve of Pinot Noir, meticulously crafted using the traditional skill of the saignée method.

FLEUR DE MIRAVAL ROSÉ is the culmination of five years of work, research and tastings undertaken in the greatest discretion. This authentic winemaker project brings together expertise, skill and passion to create a style based on Chardonnay from the great terroirs of the Côte des Blancs and a saignée of Pinot Noir from Vertus.

A blend of infinite purity, imbued with creative energy.

A rare, finely crafted wine of which only 20,000 bottles are produced every year. Each edition is called ER for "Exclusively Rosé" followed by a number corresponding to its year of release, ER1 being the first vintage.



EXCLUSIVELY ROSÉ

EXCLUSIVELY ROSÉ I 2020 EDITION

When young Pinot Noir is blended with mature Chardonnay, enchanting notes of redcurrant and raspberry embrace and entwine in an immensely subtle salinity. This first edition abounds in charm.

A blend of Chardonnays of different ages makes up 75% of the final Fleur de Miraval blend. The remaining 25% is from young Pinot Noir which gives the wine its subtle, pink color, and whose tangy notes of redcurrant and raspberry energize the delicate mineral, saline and iodized expression of the Chardonnay.

The wine is then aged on lees in the dark for three years.

Chardonnay 75% - Pinot Noir 25%.

This edition has been made from a base of the 2016 vintage, with the perpetual reserve that dates back to 2007.

Disgorged in June 2020.

Dosage: 4.0 G/L.





EXCLUSIVELY ROSÉ

EXCLUSIVELY ROSÉ 2 2021 EDITION

ER2 is characterized by the intensity that is the signature of the grand crus of the Côte des Blancs and by the complexity of its perpetual reserve. A delicate, slightly coppery, pink.

This second edition made up of 75% of Chardonnays of different ages benefits from the richness of the 2012 vintage and the perfect balance of the 2014 vintage that occupy a large place in the heart of an intensified perpetual reserve. The remaining 25% of young Pinot Noirs from the terroir of Vertus energize the delicate mineral, saline and iodized expression of the Chardonnay and heighten the wine's aromatic expression.

The wine is aged on lees in the dark in our cellars for three years.

Chardonnay 75% - Pinot Noir 25%.
This edition has been made from a base of the 2017 vintage.
Disgorged in April 2021.
Dosage: 4.5 G/L.



EXCLUSIVELY ROSÉ

EXCLUSIVELY ROSÉ 3

2022 EDITION

ER3 is the essence of balance and delicacy, combining the intensity of the grand crus of the Côte des Blancs and the complexity of its perpetual reserve with immense finesse. An exquisitely delicate pale pink.

With 75% Chardonnay of different ages, this third edition is a model of balance between freshness and complexity, with an incredible finesse that is delicately lifted by 25% young Pinot Noir from tiny parcels in the terroir of Vertus. ER3 offers up superb aromas of white flowers, redcurrant, and wild strawberry before unveiling slightly smoky notes. Fresh and vibrant in the mouth, with superb white fruit and citrus evolving to more complex notes of candied fruit, soft spices, and toasted almonds.

Aged on lees in the cool darkness of our cellars for three years.

Chardonnay 75% - Pinot Noir 25%.
This edition has been made from a base of the 2018 vintage.
Disgorged in May 2022.
Dosage: 4.5 G/L.



MIRAVAL

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CHAMPAGNE
FLEUR DE MIRAVAL

À LE MESNIL-SUR-OGEE

EXCLUSIVEMENT ROSE



EXCLUSIVEMENT ROSÉ

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