

# What's a celebration without champagne?

As Le Chardon's new house champagne of choice, we felt it was about time to share some little known facts about luxury champagne brand, Pol Roger.

## An exploration into the distinction and elegance behind the Pol Roger brand

### Pol Roger

In 1849 an 18-year-old Pol Roger made his first wine sale at the foot of the Montagne de Reims. Ushered into business by his father, Pol followed his passion for champagne and later founded the family owned business in Epernay soon after. Now over 150 years on, the Pol Roger firm has transformed into a legacy, becoming one of the most prestigious champagnes in history and now Le Chardon Mountain Lodges' official house Champagne.

### History

The death of Pol Roger led sons Georges and Maurice Roger to take over the family business, changing their surnames to Pol-Roger in their father's honour. Disaster struck as the business suffered a terrible catastrophe when the production cellars collapsed in 1900. Over 500 casks and half a million bottles were lost, resulting in almost certain destruction for the business. However, the family's honour, passion and determination pulled the firm through and the brothers led the brand onto further success and growth around the world.

### Excellence

Le Chardon Mountain Lodges have carefully selected Pol Roger for their degree of excellence. Excellence can be defined by multiple factors starting with the selection of vine growers; all grapes are hand picked and carefully transported to avoid damage. During the operation process everything is monitored from vinification to suppliers in order to ensure the final product is completed to the best possible quality. Similarly to Le Chardon the Pol Roger family still look after every aspect of their business upholding the same standards and traditions they began with.

### Reputation

Pol Rogers' reputation is second to none – the champagne of choice for both Winston Churchill and the British Royal family. After establishing the brand as a luxury champagne all suppliers are carefully selected to ensure this level of excellence is maintained in the service. Le Chardon Mountain Lodges are the only chalets to stock the champagne in the Alps positioning the chalets in the same 5\* elite as Pol Roger. Drinking champagne in a hot tub overlooking a picturesque view of the valley showcases the luxury service we do provide here at Le Chardon.

*"Remember Gentlemen, Its not just France we're fighting for. It's Champagne!"* –Winton Churchill WW1