



# CHAMPAGNE POL ROGER

EPERNAY, FRANCE

**POL ROGER**, a Champenois from Aÿ, founded his Champagne house in Epernay in 1849. Over the next 50 years, until his death in 1899, he built his business into one of the most respected wines in Champagne and forged strong trade links with Britain.

The founder was succeeded by his sons, Maurice and Georges, who changed their names to Pol-Roger by deed poll and, thereafter, by a further three generations (to date) of his direct descendants.

In 1998, Patrice Noyelle joined the company to become Président du Directoire after having spent 25 years in the Burgundian wine company of his wife's family. He retired this year after 15 years of service.

The supervisory board of family members (the conseil de surveillance) is headed by Christian de Billy, a great grandson of the founder. Christian's son, Hubert (commercial and marketing director) and Laurent d'Harcourt (the first non-family general manager) are also members of the Directoire.

Pol Roger, with stocks of 7.5 million

bottles representing some four to five years' supply, is among the smallest of the great Champagne houses, but ranks with the very highest in terms of prestige and an uncompromising reputation for quality. It remains proudly independent, one of a very select brand of Grandes Marques still remaining in family hands.

Its cellars, extending 7km, lie on three levels in the chalk below Epernay and are among the coolest and deepest in the region, no doubt contributing to the persistent mousse of small bubbles, which distinguishes all Pol Roger Champagnes.

The current range includes Brut Réserve Non-Vintage, Pure, Brut Vintage, Brut Blanc de Blancs Vintage, Brut Rosé Vintage and the renowned Sir Winston Churchill Cuvée.

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## WHAT TO DRINK THIS SEASON

2002 POL ROGER  
BLANC DE BLANCS

*A talented Champagne can be enjoyed as an aperitif, or the ideal accompaniment for hors d'oeuvres, seafood or the noblest of fish prepared with the greatest simplicity. Rich and full-bodied with a graceful elegance. Sir Winston Churchill famously said, "In victory I deserve it, in defeat I need it!"*



CHAMPAGNE

*Pol Roger*