



CHAMPAGNE

POL ROGER

Tribute to Patrice Noyelle



Maison Pol Roger pays tribute to Patrice Noyelle, who passed away on 7 October 2025 at the age of 78. Born in Paris, Burgundian by marriage and Champenois at heart, he left an indelible mark on the history of the Maison, which he joined in 1997.

The first director outside the founding family to take the helm of Pol Roger, an independent Champagne House deeply committed to its values, he worked tirelessly to uphold and enhance its worldwide reputation for excellence, combining tradition and modernity with vision, exacting standards and humanity.

Taking over the reins of a family business with more than 150 years of history was no easy task, yet Patrice Noyelle rose to the challenge with great panache, leading Pol Roger from 1998 until his retirement in 2013. As Christian de Billy, a fourth-generation member of the family, noted at the time: *“He successfully steered the company through a difficult period and laid solid foundations for its continued growth.”*

When he joined the company as Deputy GM in September 1997, he already brought with him extensive experience in the wine industry. For 25 years, he had worked in his wife’s family business in Burgundy (*Mommessin*), serving first as Export Director and later as General Manager. In 1998, he succeeded Christian de Billy as CEO of Pol Roger.



His mission, alongside the two other members of the management Board, Christian Pol-Roger and Hubert de Billy, was clear: to strengthen the entrepreneurial spirit while honouring Pol Roger's unique heritage. Under his leadership, the Maison entered a new phase of development - one of profound transformation grounded in its founding values of tradition and excellence.

In 1999, he initiated alongside then chef de caves Dominique Petit, on an ambitious modernisation of the production facilities. These major investments, carried on throughout his tenure, marked a decisive milestone in the history of Pol Roger.

Yet Patrice Noyelle remained deeply attached to certain traditional practices, provided they served quality. A deliberate choice, guided by the conviction that the precision of hand craftsmanship enhances the final excellence of the wine and preserves the transmission of ancestral know-how. Patrice Noyelle was equally committed to preserving and enhancing Pol Roger's heritage.

Patrice Noyelle often remarked that Pol Roger's focus was never on volume but on valuing its wines and building lasting worth. This philosophy earned the company recognition as *"one of the world's most admired Champagne brands"*. In an era increasingly swayed by the lure of aggressive marketing, Pol Roger remained true to its roots and to the founding values cherished since its creation, convinced that true success lies in the recognition of a wine's intrinsic quality. It was with immense pride that, on December 23, 2003, the Maison regained the Royal Warrant of Appointment, the official mandate of the British Court recognising Pol Roger as Champagne supplier to Her Majesty the Queen. And in 2011, Pol Roger was chosen as the official Champagne for the royal wedding of Prince William and Catherine Middleton.

Alongside his responsibilities at Pol Roger, he played an active role in the collective life of the Champagne industry. Deeply committed to the Comité Champagne, he also served within the Union des Maisons de Champagne, working to defend the profession's shared interests and promote the reputation of Champagne. Throughout his tenure, he upheld the values of quality, origin and tradition - the very foundations of Champagne's strength and identity and that of the Champagne region.

Patrice Noyelle stepped down as Chairman of the Executive Board upon his retirement in June 2013, after ensuring a smooth handover to his successor, Laurent d'Harcourt. Loyal to the company as his own, he continued to serve Pol Roger by joining its Supervisory Board.

At this time of remembrance, Pol Roger, together with the members of the Supervisory Board and its shareholders, expresses its deep gratitude to Patrice Noyelle for his commitment, vision, loyalty, and profound respect for the spirit of the Maison.

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Maison Pol Roger extends its deepest thoughts to Patrice's family and loved ones. We share their grief and join them in mourning, with emotion and respect for the memory of a man who contributed so profoundly to the history of Pol Roger. Patrice was an exceptional man, combining rigour and humanity, and always faithful to the founding values of the Maison. He guided Pol Roger with clear vision and deep respect for its heritage, laying the solid foundations that allow us today to continue his work with pride. His legacy will remain forever engraved in the heart of the Maison.

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Laurent d'Harcourt, Chairman of the Executive Board

