

“EVERY GREAT STORY
BEGINS WITH AN ENCOUNTER...”

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HISTORY OF A CONNECTION

“AN INDEFINABLE MAGIC,
SEDUCTION IS THE FRUIT
OF A MYSTERIOUS ALCHEMY
THAT TRANSFORMS EVERYDAY
LIFE AND CHANGES THE WORLD.”

HISTORY AND LOVE STORY

The House was founded in 1785, following the love story between Florens-Louis Heidsieck and Agathe Pertois. That love story has lasted more than two centuries...

A HOUSE BORN WITH THE DESIRE TO PLEASE

From the creation of his House, Florens-Louis Heidsieck cherished great ambitions. Fuelled by the incredible desire to “create a cuvée worthy of a queen”, he quickly became a master of his art and personally presented his wine to Queen Marie-Antoinette in 1785.

SEDUCTION IS IN OUR GENES

Christian Heidsieck, the founder’s nephew, went into business with Henri-Guillaume Piper. They were the ideal duo, and together forged the Piper-Heidsieck legend. All high society desired “Heidsieck’s wine elaborated by Piper”. Then, in 1838, Henri-Guillaume Piper married his partner’s widow and the names Piper and Heidsieck were joined by a dash.



ONE DOES NOT EXPLAIN SEDUCTION, ONE EXPERIENCES IT

“NEVER EXTINGUISHED,
ALWAYS REKINDLED,
SEDUCTION SPANS
GENERATIONS AND
TIRELESSLY INVENTS
NEW LANGUAGES.”

A DASH BETWEEN GENERATIONS

A SEDUCTION THROUGH TIME

Piper-Heidsieck always gives the signal. The brand and its image, high-end position and advertising choices - not to mention its partnership with cinema and the fact that it won Marilyn's heart - have always breathed seduction.

THE MILLENNIALS

Piper-Heidsieck particularly caters to millennials, the women and men of the 21st century. Enthusiastically conquering a legitimate new market, the House has adopted the language of this match made in heaven.

TOUCH,

THE BRAND

AND AMBITIONS...

PALPABLE YET IMPERCEPTIBLE,

CONJURES UP MANY REFERENCES.



DASH OF SEDUCTION,



TRIGGER



CONNECTS PEOPLE,



DESIRES



"DASH OF SEDUCTION"



MAISON FONDÉE EN 1785

PIPER-HEIDSIECK

CHAMPAGNE



DASH OF EXCELLENCE



“SEDUCTION IS ALWAYS NOBLER
WHEN IT’S FOUNDED ON
INDISPUTABLE CRITERIA THAT ONLY
STRENGTHEN OVER TIME...”

PIPER-HEIDSIECK IS EXCELLENCE

Piper-Heidsieck is the House of the Century in terms of awards. Our champagnes are regularly recognised at international competitions such as the Decanter World Wine Awards. Moreover, Régis Camus, our Cellar Master, has been awarded “Sparkling Wine Maker of the Year” some eight times, bestowed by the jury of the International Wine Challenge.

RELENTLESSLY DEMANDING

Piper-Heidsieck works with exceptional crus, mainly produced in Champagne’s Montagne de Reims and Côte des Bar regions. Our House relies on a variety of grape-growing partners with unique expertise, some of whom have worked with us for several generations.

OUR SIGNATURE PINOT NOIR

Pinot Noir holds a position of choice among our varietals, structuring the composition of our cuvées. Chardonnay brings its elegant hues, while Meunier enriches our blends with its fruit. Our precious reserve wines temper nature’s variations and guarantee stability over time.

Find our excellence philosophy on www.piper-heidsieck.com



ONE SAVOURS IT





THE PIPER-HEIDSIECK COLLECTION, SEDUCTIVE IN MORE WAYS THAN ONE

As far as its non-vintage *cuvées* are concerned, the House boasts more than 100 crus that have been carefully selected among the most representative that Champagne has to offer. The Vintage *cuvées*, on the other hand, are the most exquisite expression of their year.



CUVÉE BRUT

A round and vibrant non-vintage champagne, reminiscent of its 100 *crus*. It has a strong, pleasant personality and is bound to entice with its radiant colour and the joyful effervescence of its lively, elegant bubbles.



CUVÉE SUBLIME

The adaptation of a non-vintage blend, this *demi-sec* has the harmonious character of quality champagne. As it is tasted, it deliciously reveals all its charms, and will captivate you as its flavours of vanilla, rum, exotic fruits and roast pineapple are unleashed.

Consult all of our wine-tasting notes
at: <http://presse.piper-heidsieck.com>



ROSÉ SAUVAGE

A unique blend created by Régis Camus in 2001; a dazzling colour similar to that of a sparkling ruby; an explosion of red fruits with intense aromas; a “gastronomic”, structured wine; a daring *rosé* champagne that reflects the House’s values.



ESSENTIEL

The very essence of champagne. A subtle blend of slowly matured and young, ardent wines aged in our cellars for at least four years. A vigorously ardent, well-defined champagne with a bright, festive personality.



VINTAGE 2008

Unique, like each vintage *cuvée*. A blend of 17 crus, Vintage 2008 perfectly illustrates the balance between subtly-matured Chardonnay and Pinot Noir. Clear and crisp, this wine has a unique personality that only improves with time.



MAISON FONDÉE EN 1785

PIPER-HEIDSIECK

CHAMPAGNE

JOYFUL
ATTRACTION



ONE DOES NOT DESCRIBE SEDUCTION, ONE LIVES IT



“SEDUCTION FEEDS
ON THE COLOURS,

A SHORT FOIL

A quality criterion and the expression of elegance and refinement, the foils of our bottles have been refined. They are now a recognisable feature that distinguish our wines and express our high standards.



AN OPTIMISED COLOUR CHART

Beyond the 'Piper-Heidsieck red', we have perfected the hues of our different labels: a pink to match the colour of our Rosé Sauvage, warm hues to reveal the notes of our Cuvée Sublime, an intense black for a well-defined Vintage, a blank page for our Essentiel, where our Cellar Master can express himself.



IS REFLECTED
IN THE
BUBBLES

ENHANCING THE CODES

Our mission is to observe the traditional codes of champagne while allowing them to evolve. By renewing the positioning and appearance of our products, we wish to be in sync with the language used by Millennials.



A UNIQUE RED LABEL

The unique 'Piper-Heidsieck red' is the signature of the House. Developed by an expert colourist and Partisan du sens agency, it is now part of the brand's DNA, along with its original coat of arms, its typography and its logo.

AND FROLICS
AMONG THE LABELS

REFINED LABELS

A signature red, a sparkling gold and magnified letters; we have encapsulated Piper-Heidsieck's elementary codes to enhance our dash, a universal and eternal symbol that is emblematic of our House's history and audacity.

READY TO
PLAY ON THE
WHOLE RANGE
OF SENSATIONS
ABOUT TO
UNFOLD.”





CONNECTING
PEOPLE

“THROUGH PAGES,
POSTS AND TWEETS,
SEDUCTION IS
ENTHUSIASTICALLY
REDEFINING
ITS CODES”.

ONE DOES NOT COMMAND **SEDUCTION**; ONE RESONATES WITH IT

A NEW WORLD VISION

Millennials have a new relationship with the world: they wish to leave their mark on it. The choices they make are important; preferring one brand to another is, for them, a way to exist and be recognised in society.

*“My identity, my choices and my knowledge
make up my social DNA”*

Refusing rules, dogma and diktats, the upper millennials assert themselves by openly standing by their choices. Precocious connoisseurs of grands crus and luxury items, their expression is guided by excellence.



A DASH OF SEDUCTION



A DASH OF SEDUCTION



TRUTH LIES IN INSTINCT

Piper-Heidsieck tiggers, teases and renews the flame, each wine revealing its character just as a perfume divulges its fragrance when applied to the nape of the neck or the wrist. Each bottle is an overture to seduction, the golden robe unfurling its effervescence like so many pearls.

In line with the wines that we produce – and the time necessary for the meticulous and loving vinification – Piper-Heidsieck represents an enticing, languorous seduction, in contrast with the hurried act of bodily desire. Piper-Heidsieck is the champagne of those who prefer hidden mystery to the obvious.

SEDUCTION DEMANDS AUDACITY

Get ready to seduce: dare to take the first step, free yourself from convention, knowing that love is most often found where you least expect it. For Piper-Heidsieck, seduction is a matter of audacity. Whether we are making new wines – broadening our range with new flavours, dipping into the reserve wines to produce new vintages – or implementing new vinification techniques, thanks to our new installations, we continue to give new impetus to our history.

Audacity also incites us to explore new avenues. The scintillating muse of so many Hollywood actors, Piper-Heidsieck also inspires others, as witnessed through the exclusive bottles of Fabergé or Van Cleef&Arpels, dressed by Jean-Paul Gaultier or wearing a crystal pump designed by Louboutin. On the lips of Marilyn, its bubbles merged with the powdery, floral bouquet of her perfume, embracing her wishes like the dress enfolding her figure.



A DASH OF SEDUCTION



PIPER-HEIDSIECK, A DASH OF SEDUCTION

Piper-Heidsieck marks each bottle with its red wax seal; behind the dash on each label lies a secret, a confession or an intention; a demonstration of love to be revealed only to the right one.

A trigger to seduction, Piper-Heidsieck unveils each secret, marking the beginning of the game and translating the implicit message behind a glance or a gesture. Symbol of an irrepressible attraction between two or more people – friends, lovers or future lovers – Piper-Heidsieck brings and binds destinies together like an invisible, immutable magnet, connecting all these stories with a red dash.



A DASH OF SEDUCTION





MAISON FONDÉE EN 1785

PIPER-HEIDSIECK

CHAMPAGNE