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Brad Pitt expands Champagne offerings with 'Petite Fleur'

A closer look at Fleur de Miraval's newest cuvée

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Renowned Hollywood actor, Brad Pitt, not a stranger to the wine business, has recently expanded his offerings under the Fleur de Miraval Champagne brand. The new introduction, dubbed 'Petite Fleur', is said to be a more traditional and accessible version of rosé champagne. Still, it preserves the distinct characteristics that Fleur de Miraval champagnes are celebrated for.

The Fleur de Miraval brand's hallmark "chalky texture and salinity" remain integral to Petite Fleur, offering the brand's enthusiasts a consistent, yet novel, champagne experience. The foundation for this fresh cuvée rests upon a blend of 65% Chardonnay

Grand Cru 2019, 30% Chardonnay Grand Cru from Fleur de Miraval Perpetual Reserve, and a 5% infusion of Pinot Noir vinified as red wine. This composition stands out in its distinction from the Exclusively Rosé cuvée, especially considering the reduced proportion of reserve wine utilized and the decision to bypass the remise en cercle process.

Describing the wine, the Fleur de Miraval house elucidates its timeless nature, emphasizing its "pure, diaphanous character of delicate elegance". The grapes, predominantly harvested from the Grand Crus of Mesnil-sur-Oger, are supplemented by some Pinot Noir acquired from the neighboring premier cru of Vertus. This impeccable selection results in tasting notes that open with a resplendent bouquet reminiscent of spring flowers. Observers will recognize hints of peony and hawthorn, mingling effortlessly with vibrant red fruit notes, notably raspberry and redcurrant. The palate is further delighted with fresh, lemony citrus undertones, invoking imagery of ruby grapefruit and mandarin, and culminating in a subtly transparent finish.



The Fleur de Miraval brand insists that 'Petite Fleur' is a true representation of its origins, a testament to the outstanding terroirs of the Côte des Blancs and its deep-rooted connection with the noble purity of chalk.

Taking a step back, the Fleur de Miraval Champagne house is a unique entity in the champagne industry. Its exclusivity stems from being the only house dedicated solely to rosé. Its inaugural wine, released in October 2020, bore the name Fleur De Miraval and was conceived as a tribute to the legend of Provence-born Countess Fleur de Miraval. This historical figure reputedly relished only rosé Champagne, a nod to her southern French heritage.

Brad Pitt's involvement in the wine business is not an isolated endeavor but a collaboration that stems from years of partnership. Joining hands with the esteemed Perrin family, proprietors of the Château de Beaucastel in the Rhône, the two parties have jointly ventured into the Miraval Côtes de Provence Rosé since 2012. Adding to this prestigious alliance is the Champagne house Pierre Péters, a grand estate sprawled over 20 hectares, including 16 hectares of grand cru vineyards, located in Le Mesnil-sur-Oger in the Côte des Blancs.