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Brad Pitt's New Champagne Venture

Fleur de Miraval's Petite Fleur Champagne Enters the Market

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In the world of sparkling wines, the latest buzz comes from the lush vineyards of Champagne, where a new player has entered the scene with a proposition of high-quality, yet more accessible luxury. This holiday season, the Brut Rosé Champagne Petite Fleur NV has emerged, scoring an impressive 93 points and priced at $110. Behind this venture is a collaboration that combines star power and winemaking prowess: film icon Brad Pitt and renowned vintners Marc Perrin and Rodolphe Péters.

The genesis of Petite Fleur is rooted in the year 2020 with the launch of Fleur de Miraval, the brainchild of Pitt and his winemaking comrades. The Petite Fleur label is envisioned as a more attainable counterpart to the original Fleur de Miraval's opulent Brut Rosé Champagne Exclusivement ER3, which, with a 95-point rating, commands a price of $350. The new entrant to the market offers a remarkable experience at a third of the cost, without compromising the craftsmanship and quality that the brand has come to represent.

Petite Fleur's appeal lies in its blend, which marries Chardonnay grapes, sourced exclusively from Grand Cru sites, with a touch of Pinot Noir, vinified as still wine. This delicate process imbues the Champagne with its signature pale pink hue and maintains the integrity and flavor profile that aficionados have come to expect from the region's prestigious offerings.



The alliance of Pitt and Perrin is not a novelty in the wine industry. Their partnership dates back to 2012 when they introduced Château Miraval Côtes de Provence Rosé to the world, popularizing the "rosé all day" lifestyle and setting a benchmark for quality in a category that was often overshadowed by its white and red counterparts. Their foray

into rosé Champagne is a natural progression of their mission to elevate the rosé wine category across all regions and styles.

Perrin's statement to Wine Spectator in 2021 underscores their philosophy: "We're wine lovers on top of being winemakers. We loved great white Champagne, but we often felt the rosé counterparts were not at the same level." This sentiment fueled their quest for excellence, leading them to Péters, a maestro of Champagne, to realize their vision for a rosé Champagne that stands shoulder to shoulder with the best white versions the region offers.

The meticulous crafting of Petite Fleur is a testament to this vision. Unlike the Exclusivement Rosé, which draws heavily on reserve wines to attain complexity and depth, Petite Fleur introduces a fresher approach. It incorporates 65 percent of wines from the recent 2019 vintage, resulting in a Champagne that is harmonious and vibrant, with notes of apricot, white cherry, and an undercurrent of toasted nuts and mineral.

The arrival of Petite Fleur is not merely an expansion of a brand; it represents a cultural shift towards inclusivity in luxury. By making a high-quality Champagne more accessible, Pitt, Perrin, and Péters are democratizing the notion of indulgence, allowing more enthusiasts to partake in the storied tradition of Champagne without the prohibitive price tag.

As the holidays approach, Champagne Petite Fleur NV stands poised to become a fixture in celebrations, offering a taste of star-studded craftsmanship and the promise of French winemaking heritage at a price point that opens the door to a broader audience. The release of Petite Fleur is not just a new product launch; it's a statement that luxury and accessibility need not be mutually exclusive, a philosophy that could very well redefine the landscape of Champagne consumption for the modern connoisseur.