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Brad Pitt's Champagne: The Star of the Oscars

Brad Pitt's Champagne Serves a Third Year at the Oscars

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In the glamorous world of Hollywood, where the spotlight often shines on the brightest stars and their dazzling achievements, a unique blend of artistry and craftsmanship quietly bubbles to the surface, courtesy of none other than Brad Pitt. This year, as the stars gather under the opulent roof of the Dolby Theatre in Los Angeles for the Academy Awards, they will be toasting their victories and comforting their losses with a glass of Pitt's exquisite Fleur de Miraval Champagne. This marks the third consecutive year that Pitt's Champagne will be the toast of the Oscars, a testament not only to its quality but also to the actor's multifaceted talents.

Brad Pitt, a name synonymous with Hollywood royalty, has earned his place in the pantheon of greats with a career spanning over three decades. With seven Oscar nominations under his belt and two wins—one for his role in "Once Upon a Time in Hollywood" as Best Supporting Actor in 2020 and another as a producer for "12 Years a Slave," which won Best Picture in 2014—Pitt's legacy in the film industry is undeniable. Yet, his contributions extend beyond the silver screen; Pitt has also made a significant mark in the world of viticulture.

The journey into winemaking began in 2011 when Pitt purchased Château Miraval in Provence, a venture that extended beyond a mere celebrity endorsement. Collaborating with the esteemed Perrin family, known for their wine-making prowess with Château Beaucastel in Châteauneuf-du-Pape, Pitt delved deep into the craft. Together, they embarked on a mission to produce wines that would stand the test of time, blending art, tradition, and innovation. The partnership later expanded to include the Péters family, renowned Champagne producers, leading to the creation of the Fleur de Miraval Champagne House, an entity devoted exclusively to crafting exquisite rosé Champagne.

The decision to serve Fleur de Miraval at the Oscars is a nod to the exceptional quality of the Champagne, which has quickly risen to become a symbol of celebration and sophistication at the awards ceremony. Replacing Piper-Heidsieck, the previous long-standing Champagne partner of the Oscars, Fleur de Miraval has carved its niche, demonstrating the successful fusion of celebrity influence and genuine craftsmanship. The house's dedication to producing only rosé Champagne underscores its commitment to excellence and innovation in a market teeming with tradition.



Fleur de Miraval's offerings, including the limited-edition Exclusivement Rosé and its successors, ER2 and ER3, along with the newly unveiled Petite Fleur, showcase the collaborative spirit and expertise of the teams behind the brand. Marc Perrin's comments highlight the shared passion and dedication that Pitt and the Perrin family have for their crafts, whether it be on screen or in the vineyards. This synergy has allowed Fleur de Miraval to flourish, bringing a touch of Hollywood glamour to the storied fields of Champagne.

As the Oscars approach, the spotlight may be on the nominees and their achievements, but behind the scenes, Brad Pitt's Champagne will be playing a supporting role, embodying the spirit of celebration and craftsmanship that defines both the film industry and the world of fine wine. In a place where stars are born and legends are made, Fleur de Miraval stands as a testament to the art of winemaking, a reminder that behind every great achievement, there's a story of passion, dedication, and collaboration.