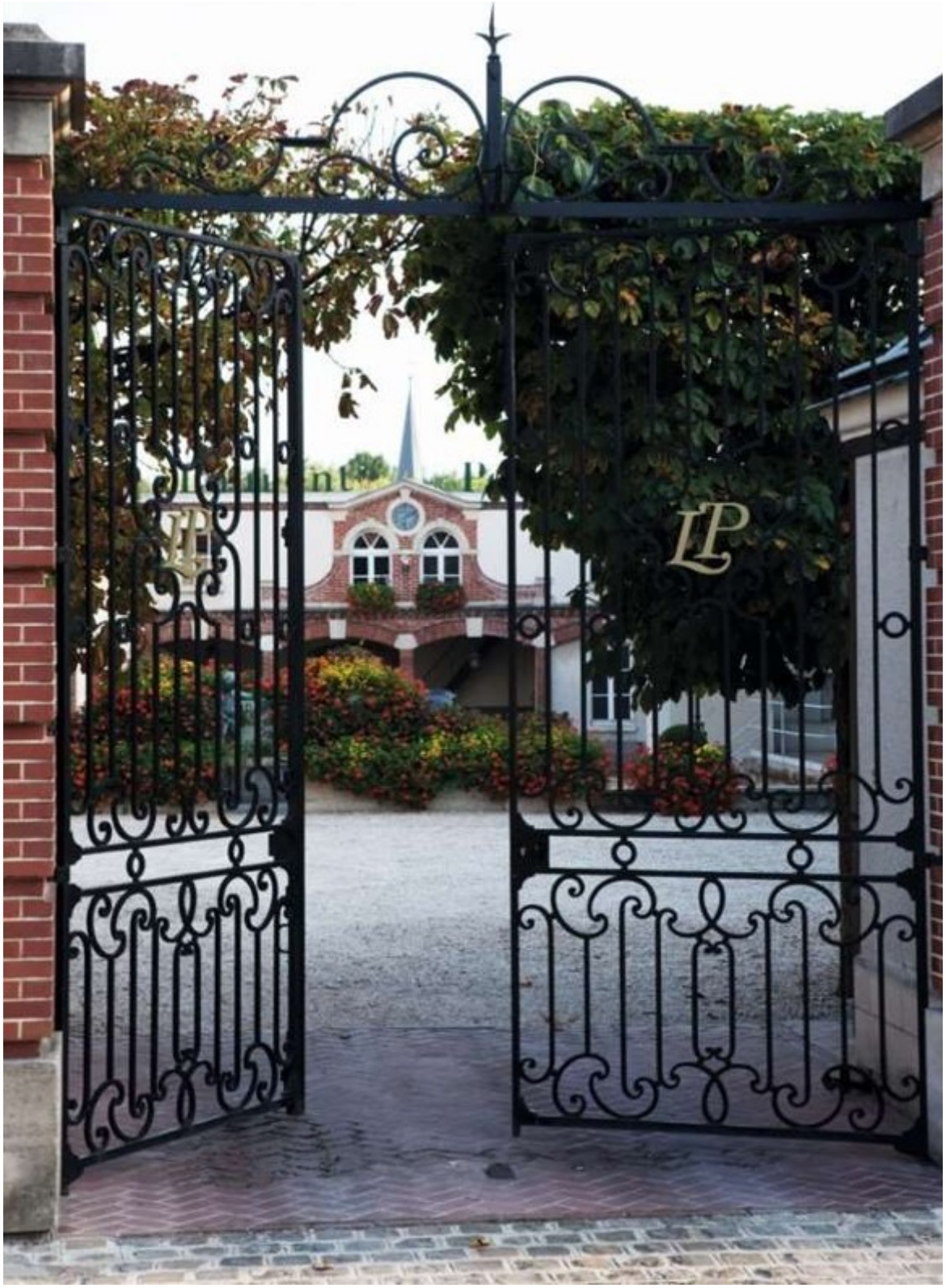
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Laurent-Perrier Crowned First Champagne House to Receive Royal Warrant from King Charles III

Laurent-Perrier Becomes Official Champagne Supplier to British Royal Household

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In the sparkling world of Champagne, few names shine as brightly as Laurent-Perrier. Recently, this prestigious house has added another feather to its already illustrious cap: the Royal Warrant from King Charles III. This accolade cements Laurent-Perrier's status as the official champagne supplier to the British Royal Household, marking it as the first

champagne house to receive this distinguished honor.

Laurent-Perrier's story is one of tradition, innovation, and an unwavering commitment to quality. Established in 1812, the house has been a beacon of excellence in the champagne industry for over two centuries. Today, it's the Nonancourt family who continue to steer the ship, maintaining both its independence and its reputation for outstanding champagne.

The Nonancourt family has been at the helm of Laurent-Perrier for generations, with Alexandra and Stéphanie de Nonancourt currently serving on the board. They celebrated the Royal Warrant as a testament to their family's dedication and hard work. This relationship with the British Royal Family is not new. It traces back to 1979 when a young Prince Charles, accompanied by Lord Mountbatten and Bernard de Nonancourt, visited the Laurent-Perrier cellar as part of the "United World Colleges" program.

Bernard de Nonancourt, who took the reins in 1948, was a visionary. He led Laurent-Perrier through a period of significant growth while ensuring it remained true to its core values. His philosophy of constant innovation, paired with a deep respect for tradition, set the foundation for the house's continued success. Alexandra and Stéphanie uphold these principles, driving the house forward in today's competitive market.

A significant milestone in Laurent-Perrier's recent history was receiving the Royal Warrant from the then Prince of Wales in 1998. This seal of royal approval not only recognized the exceptional quality of Laurent-Perrier's champagnes but also its dedication to environmental sustainability. In 2018, Alexandra Pereyre de Nonancourt presented a special edition champagne to Prince Charles on his 70th birthday, further cementing their special relationship.

Environmental responsibility is a cornerstone of Laurent-Perrier's ethos. The house has implemented sustainable viticulture practices, ensuring that every step of their production process, from grape cultivation to the final bottle, respects the environment. By adopting innovative methods that reduce environmental impact, Laurent-Perrier reaffirms its commitment to sustainability.

The Royal Warrant from King Charles III places Laurent-Perrier among a select group of official suppliers to the Royal Household. This recognition is not just an honor but also an incentive for Laurent-Perrier to continue its legacy of innovation and excellence. The Nonancourt family's vision and dedication to sustainability ensure that the house remains a leading name in the world of champagne.

In conclusion, Champagne Laurent-Perrier stands out not only for its rich and prestigious history but also for its dedication to innovation and environmental stewardship. The Royal Warrant from King Charles III is a recognition of Laurent-Perrier's ongoing efforts and steadfast commitment to quality and sustainability, ensuring the house's continued prominence in the champagne world.

So, the next time you raise a glass of Laurent-Perrier, remember that you're not just savoring a world-class champagne; you're tasting the result of centuries of tradition, innovation, and a deep respect for the environment, now officially recognized by the British Royal Family.