vinetur

Laurent-Perrier Celebrates Nature with “Rubans” Edition

The Cycle of Vineyards and the Craft of Winemaking at Laurent-Perrier

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Laurent-Perrier, one of the most renowned champagne houses in the world, continues to highlight the essence of nature and human expertise in every bottle it produces. Located in the Champagne region of France, this historic winery has masterfully combined respect for the natural lifecycle of the vine with meticulous winemaking processes, reflecting its dedication to the art of champagne.

Each year, the vineyards in Champagne witness a natural cycle that begins in winter when the vines rest, shielded by cold and frost. With the arrival of spring, buds begin to sprout, adorning the fields with vibrant foliage, signaling the annual renewal. In summer, the grapes mature, changing color and preparing for the harvest season. Autumn marks the climax when the ripe fruit is harvested and transformed into wine.

In 1968, Laurent-Perrier introduced its celebrated Cuvée Rosé, an innovative champagne made exclusively from Pinot Noir grapes. The method, based on maceration, extracts the unique aromas and colors of the grape variety, resulting in a wine with its own distinctive identity. The grapes are sourced from the finest plots in the Montagne de Reims, where the chalky soil and favorable climate ensure optimal vine growth. Only clusters that reach perfect ripeness are selected to guarantee the quality of every vintage.

Since 2017, Laurent-Perrier has added an artistic touch to its iconic Cuvée Rosé bottle by adorning it with exclusive metallic designs. This year, the 2024 edition called "Rubans" celebrates the aromatic nuances that define this rosé champagne, emphasizing a flavor profile that ranges from delicate notes to more intense red fruits. The design symbolizes not only the wine's complexity but also the house's commitment to elegance and excellence.

The creation process of this champagne combines traditional techniques with a modern approach. After the harvest, the grapes undergo rigorous selection to ensure they meet high-quality standards. During maceration, compounds contributing to the wine's color and aroma are carefully extracted. The subsequent fermentation and aging in underground cellars allow the champagne to develop its characteristic profile before being presented to the public.

Laurent-Perrier does more than produce champagne; it embodies a philosophy celebrating the connection between nature and human skill. Each bottle of Cuvée Rosé reflects this interplay, balancing the offerings of the seasons with the craftsmanship required to transform the fruit into a unique product. The house has upheld this tradition for decades, establishing itself as a benchmark in the world of sparkling wine.