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Vranken-Pommery Monopole to Rebrand as Maison Pommery & Associés Amid Strategic Restructuring

Company streamlines operations, sells Heidsieck & Co Monopole brand, and emphasizes premiumization ahead of major anniversaries in 2026

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Vranken-Pommery Monopole, one of France’s leading Champagne groups, will change its trading name to Maison Pommery & Associés starting January 1, 2026. The company announced the decision from its headquarters in Reims on September 11, 2025, as part of its half-year financial report. The move aims to highlight the group’s focus on premiumization and the added value of its flagship Pommery brand. The name change was first proposed at the annual general meeting on June 5, 2025, and has now been confirmed.

The group also reported that it is in the process of selling the Heidsieck & Co Monopole brand. This sale was approved by shareholders in June and is part of a broader strategy to streamline operations and reduce debt. According to industry sources, Heidsieck & Co Monopole will be transferred internally to Compagnie Vranken, the parent company. This means the brand will leave the publicly listed Vranken-Pommery Monopole group but remain within the larger corporate structure. The estimated value of this internal transfer is between 110 and 150 million euros.

These changes come as the company prepares to celebrate two major anniversaries in 2026: the 190th anniversary of Maison Pommery and the 50th anniversary of the Vranken group. The company’s portfolio includes not only Champagne brands but also vineyards in Provence, Camargue, and Portugal’s Douro Valley.

Financial results for the first half of 2025 show stable revenue at 109.3 million euros, a slight decrease of 0.2 percent compared to the same period last year. This stability follows a challenging year in 2024, when total revenue dropped by 10.5 percent. The Pommery brand itself reported a sales increase of 4.7 percent, driven largely by new releases of prestige cuvées.

Exports now account for more than 57 percent of group sales, reflecting strong international demand for its products. The company reduced its net loss to 1.4 million euros in the first half of 2025, down from a loss of 1.9 million euros during the same period in 2024. However, net profit was reported at 13.7 million euros, which is 7.2 percent lower than last year.

Vranken-Pommery Monopole remains optimistic about the rest of the year and expects an encouraging end to 2025. Management emphasized ongoing efforts to reduce debt, with proceeds from the Heidsieck & Co Monopole sale supporting this goal.

Heidsieck & Co Monopole was acquired by Paul-François Vranken in 1996 and played a key role in forming what became Vranken Monopole. Maison Pommery joined the group later, in 2002, after being acquired from LVMH.

Industry analysts note that while Heidsieck & Co Monopole will no longer be part of the publicly traded entity, it will continue under Compagnie Vranken’s ownership. The future direction for Heidsieck & Co Monopole—whether it remains as is, is repositioned, or possibly sold again—will be decided by its new parent company.

The changes mark a significant shift for one of Champagne’s most recognized groups as it seeks to strengthen its position in global markets and focus on high-value offerings under the Pommery name.