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Lanson-BCC Acquires Historic Heidsieck & C° Monopole in Major Champagne Industry Shift

Deal includes rare vintages and marks strategic realignment for both Lanson-BCC and Vranken-Pommery Monopole brands

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The French Champagne group Lanson-BCC has announced the acquisition of the historic brand Heidsieck & C° Monopole from Vranken-Pommery Monopole. The transaction is set to take effect on January 1, when Lanson-BCC will officially take over the activities of Heidsieck & C° Monopole, one of the oldest Champagne houses in France. The deal includes the purchase of the brand’s oenothèque, a collection of rare and historic vintages, as well as existing stocks already bottled under the Heidsieck & C° Monopole label.

Among the notable assets changing hands are bottles dating back to 1907, which were recovered from the wreck of the Jönköping, a ship sunk in the Baltic Sea in 1916 and rediscovered in the late 1990s. These bottles are considered some of the most unique and valuable in Champagne’s history.

Vranken-Pommery Monopole, which has owned Heidsieck & C° Monopole since 1996, will also sell additional Champagne stocks to its parent company, Compagnie Vranken. The combined value of these transactions will allow Vranken-Pommery Monopole to reach its debt reduction target of 130 million euros, a goal set by the group in June. Nathalie Vranken, managing director of Vranken-Pommery Monopole, described the sale as an important milestone for reducing debt. The group will also change its name to Maison Pommery & Associés at the start of next year and focus its strategy on its flagship brand, Champagne Pommery & Greno.

For Lanson-BCC, this acquisition is part of a plan to give its subsidiary Maison Burtin a distinct identity that will help ensure its long-term success. Maison Burtin has traditionally produced custom Champagnes for major European clients and possesses both the teams and resources needed to develop Heidsieck & C° Monopole further. This includes contracts with 650 Champagne growers whose grapes supply the house. Lanson-BCC emphasized that these partnerships will continue, providing growers with valuable outlets for their harvests.

The deal marks a significant shift in the landscape of French Champagne houses, with both groups aiming to strengthen their core brands and secure their positions in an increasingly competitive market. The transfer of such a historic brand and its rare vintages is expected to draw attention from collectors and Champagne enthusiasts worldwide.