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Rare Champagne Unveils $1,985 Dual-Vintage Set With Only 250 Available Worldwide

Miami debut of Rare Le Contraste raises $75,000 for diversity and education in wine industry through Gérard Basset Foundation auction

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Rare Champagne, a producer known for its limited releases and focus on exclusivity, has unveiled a new limited-edition set called Rare Le Contraste. This collection brings together two vintages separated by three decades: Rare Millésime 1985 “Majestic” and Rare Millésime 2015 “Prima Vera.” Only 250 individually numbered sets will be available worldwide, with a suggested retail price of $1,985. The official international launch is scheduled for 2026.

The U.S. debut of Rare Le Contraste took place at The Golden Vines, a luxury wine and spirits event held in Miami from November 7 to 9, 2025. The event was organized by Liquid Icons to benefit the Gérard Basset Foundation, which supports inclusivity, diversity, and education in the wine, spirits, and hospitality industries. At the Miami auction, one set of Rare Le Contraste was sold along with a full Rare Experience package for $75,000. Proceeds from both live and online auctions will go toward scholarships, mentorships, and training programs run by the foundation.

Rare Le Contraste was created under the direction of Émilien Boutillat, Chef de Caves at Rare Champagne. According to Boutillat, the set is designed as a conversation between two distinct moments in Champagne’s history—1985 and 2015—each shaped by contrasting weather conditions. The 1985 vintage followed one of the coldest winters on record and a severe frost, resulting in a wine with depth and spice. In contrast, the 2015 vintage was marked by drought and intense sun, producing a wine that is fresh and vibrant.

Both wines are blends of 70% Chardonnay and 30% Pinot Noir. The 1985 “Majestic” offers notes of candied fruit, truffle, and Armagnac with a structure suited to dishes like scallop carpaccio or truffle risotto. The 2015 “Prima Vera” features flavors of exotic fruit, cardamom, and pistachio with a mineral finish that pairs well with citrus-accented seafood or creamy goat cheese.

The presentation box for Rare Le Contraste is handcrafted in France’s Jura region. Its mirrored black-and-gold interior is meant to symbolize reflection and duality. Each wire cage (muselet) is produced in Reims to highlight French craftsmanship. The box’s front panel can be removed and used as a serving tray.

Rare Champagne traces its origins back to May 6, 1785, when Florens-Louis Heidsieck first presented his cuvée to Queen Marie Antoinette. The brand’s modern legacy began in 1985 with the release of its first vintage at the Château de Versailles. Since then, only fourteen vintages have been released under the Rare label, each in limited quantities.

In recent years, Rare Champagne has also focused on sustainability. In 2022 it became one of the first Champagne houses to achieve B Corp certification alongside Piper-Heidsieck and Charles Heidsieck. The house renewed this certification in 2025 as part of its ongoing commitment to responsible business practices.

Rare Le Contraste continues Rare Champagne’s tradition of combining craftsmanship with artistry while highlighting the unique qualities that nature brings to each vintage. With only 250 sets available globally and its debut tied to charitable efforts in Miami, this release stands out as both a collector’s item and a symbol of the brand’s evolving legacy.