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Louis Roederer Wins Seventh Consecutive Title as World’s Most Admired Champagne Brand

International panel of experts praises Roederer’s excellence and innovation as the Maison celebrates its 250th anniversary

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Louis Roederer has been named the “World’s Most Admired Champagne Brand” for the seventh consecutive year by Drinks International magazine. This recognition, announced after a vote by an international panel of industry experts, marks an unprecedented achievement in the history of the ranking. The panel includes sommeliers, retailers, importers, Masters of Wine, journalists, and wine writers who evaluate brands based on quality and consistency—especially in non-vintage cuvées—brand strength and marketing, value for money, and prestige within the sector.

The jury praised Louis Roederer for its consistent excellence, commitment to sustainable viticulture, and unique savoir-faire passed down through generations. This year’s award coincides with the 250th anniversary of the Maison, adding special significance to the recognition. Giles Fallowfield, a wine journalist responsible for compiling the list each year, noted that Louis Roederer has topped the Top 40 Most Admired Champagne Brands list in eight out of twelve years since its inception. He described this as a remarkable accomplishment for the Roederer team.

Frédéric Rouzaud, president and CEO of Louis Roederer, emphasized that this award is more than just an achievement. He stated that since its founding in 1776, the Maison has been guided by a deep love for its vineyards and a determination to produce the best Champagnes. Rouzaud said that receiving this recognition for a seventh consecutive year is a strong motivation for his family and everyone working at Roederer to continue creating wines that inspire emotion and showcase their terroir and expertise worldwide.

The expert panel highlighted Louis Roederer’s ability to remain at the forefront of the industry not only in terms of quality but also in adapting to new challenges. Over the years, the Maison has stood out for its commitment to sustainable viticulture and ongoing innovation in Champagne production. One of its most iconic creations is the Cristal cuvée, which will celebrate its 150th anniversary in 2026. Created in 1876 for Tsar Alexander II of Russia, Cristal has become one of Champagne’s great icons and reflects Roederer’s mastery and pursuit of excellence across the region’s best terroirs.

With this latest recognition, Louis Roederer further consolidates its position as the world’s most admired Champagne house. The combination of excellence, innovation, and respect for nature continues to be at the core of its international success.

Founded in 1776 and still family-owned under Frédéric Rouzaud’s leadership, Louis Roederer is one of the last major independent Champagne houses. Based in Reims, it bears the name of Louis Roederer, who in 1841 implemented a then-innovative vision: acquiring his own vineyards to control every stage of wine production. He purchased plots in some of Champagne’s top terroirs—Grands Crus and Premiers Crus in Montagne de Reims, Côte des Blancs, and Vallée de la Marne—laying the foundation for an estate that now covers 250 hectares. Of these, 135 hectares are certified organic (AB label in France).

Roederer introduced the idea that great wine results from a constant and respectful dialogue between land and people. Today, under Frédéric Rouzaud’s leadership—the seventh generation—and with Jean-Baptiste Lécaillon as Chef de Cave, Louis Roederer continues to innovate while honoring its legacy. The Maison shares these values with other companies within the Roederer Collection group.