

MAISON DES CHAMPAGNES BINET, 160 YEARS OF EXCELLENCE

Champagne BINET is more than just a prestigious name. This is the family story of an independent and always Reims-based House, the birthplace of Champagne.

1849: Louis BINET founds his trading house, Maison BINET in 1849 in Reims. He establishes the cellars and the headquarters of the House in the center of the city, neighboring Houses such as Irroy and Roederer. The main wine cellar is then in Verzenay on La Montagne de Reims.

1865: Creation of the **Médailon Rouge** cuvée that remains to this day the iconic vintage cuvee of the BINET House.

1872: Catherine BINET (said the BINET Widow) takes responsibility for the Maison BINET Fils & Co at the death of her husband. The House will take a few years later, in 1876 after the death of his son Jean-Baptiste BINET, the name of "**Veuve BINET Fils & Co**" and held it until about 1910.

1881: Armand WALFARD-BINET, son in law of Jean-Baptiste BINET and vintner himself takes the direction of the House. Brilliant inventor and shrewd businessman, he revolutionizes the champagne practices with the invention of the disgorging method by icing. He subsequently filed a dozen patents.

The House moves across the Marne and establishes its cellars in Reims, on Courlancy street.

1900: Maison BINET is the leading provider of Champagne for the **Paris Universal Exposition**. It benefits from this international showcase for quickly export worldwide.

1902: The House initiates an historic partnership that will last nearly a hundred years with the prestigious London **Berry Brothers & Rudd**, already more than 200 years-old, and launches for them the *Empereur Champagne* cuvée.

1928: Maison BINET transfers to another House the cellars of Courlancy street and then settled for a few years before the second world-war in the prestigious cellars of the **Abbey of Saint-Nicaise**, in Reims center.

1985: The Frey family, owners of some of the greatest wines of Champagne and Bordeaux, becomes the owner of Maison BINET and its cellars in Rilly-la-Montagne.

1997: After resting almost 80 years by 30 metres deep in the Baltic Sea, nine bottles marked under the cork "BINET Fils & Co. - 1911" are brought to the surface from the wreck of the "**Volturnus**". The mission of the British ship was to provide a Royal Navy base when it sank off the coast of northern Denmark on November 1919.

2013: Maison BINET is making a real return to its roots, those of an **exclusive and prestigious name**, 100% Grand Cru and available only through a very restrained number of bottles.