



# LAURENT-PERRIER GROUP ANNUAL REPORT

2023-2024





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# THE HOUSE



## PORTRAIT

### **Innovator in Champagne**

Laurent-Perrier is a family-owned House that has always had a pioneering and innovating role in Champagne. Through its engagement in Sustainable Viticulture of the Champagne vineyards, and with each of its Cuvées, the House was created around 4 strong convictions.



## A unique and distinctive style: freshness, elegance and purity

These characteristics are present in each cuvée of the Laurent-Perrier range, always marked by aromatic complexity and exceptional fullness and length in the mouth.



## The Expression of Pinot Noir

Macération depending on the harvest allows it to obtain unequalled aromas, revealing all the richness of the best Crus of Pinot Noir. Cuvée Rosé is the perfect illustration of this.

## The assemblage, not the vintage

Blending is the real secret of the Champagne region's quality. Laurent-Perrier is the only House that's most prestigious and exacting cuvée, Grand Siècle, is not vintage but numbered. It is an assemblage of 3 exceptional vintages in order to recreate the perfect year.



## Chardonnay

Chardonnay is the majority grape variety in all of the House's wines, with the exception of Cuvée Rosé and Alexandra Rosé. The Chardonnay grape variety brings freshness, finesse and elegance to the assemblage, and makes the Laurent-Perrier style so distinct from other Houses.



# MANY WINES, ONE HISTORY

More than 200 years of history  
committed to champagne  
and Champagne area

Established in Tours-sur-Marne,  
in the heart of the Champagne  
country, the House took the  
name of Veuve Laurent-Perrier  
when **Mathilde-Émilie Perrier**,  
the widow of Cellar Master  
**Eugène Laurent**, took over the  
running of the House in 1887.



1812



1939

In February, **Marie-Louise de Nonancourt**, a widowed mother of four, purchased Domaine Laurent-Perrier. **Bernard de Nonancourt**, her son, upon returning from fighting in WWII, started an intensive apprenticeship from vineyard to cellar, before becoming Chairman and Chief Executive of the brand in November 1948, then ranked as 100th place worldwide.

**Grand Siècle** and **Cuvée Rosé** unique in the way they were crafted, were born out of a leap of audacity, becoming two signatures of the Laurent-Perrier range.

1959-1968



The **de Castellane**, **Delamotte** and **Salon** brands are integrated to make up the Laurent-Perrier Group champagne portfolio.

1983-1988



1981

A true illustration of Laurent-Perrier expertise, **Ultra Brut** was the precursor of the Brut Nature category, expressing champagne in its purest form and originally named "Grand Vin Sans Sucre" by Mrs. Veuve Laurent-Perrier.



1987

In 1982, Bernard de Nonancourt created an outstanding vintage rosé that captured all of his pursuit of excellence and experience. Launched in 1987, the first **Alexandra Rosé Millésimé** is a rare and cherished wine, an exceptional marriage between Pinot Noir and Chardonnay Grands Crus grapes.

The Laurent-Perrier Group lists on the Second market of the Paris Stock Exchange. The Group sets up a Management Board and Supervisory Board configuration. Bernard de Nonancourt's two daughters, **Alexandra Pereyre de Nonancourt** and **Stéphanie Meneux de Nonancourt**, join the Laurent-Perrier Management Board

1999



After Bernard de Nonancourt's death, the Management Board, united around his two daughters, Alexandra and Stéphanie, celebrates the **Bicentenary of the House of Laurent-Perrier**, in a never-ending momentum.

2012



2004

**Michel Fauconnet**, who had joined Laurent-Perrier in 1973, becomes its third cellar master, following Édouard Leclerc in 1950 and Alain Terrier in 1983.



2016

The production site of **Clos Valin**, in Tours-sur-Marne, strengthens its vinification and production facilities and increases its storage capacities.

Launching of “**La Cuvée**”, the non-vintage brut. It embodies the evolution of the House style and is the reflection of long-term work on the quality of supply.

2017



In 2019, Laurent-Perrier innovates with **Blanc de Blancs Brut Nature**, a wine with no dosage, thanks to a perfect knowledge of Chardonnay vinification and careful aging in stainless steel vats.

2019



2018

New extension of Clos Valin and renovation of the **Orangery of Château de Louvois** built in the 17th century at the time of “Grand Siècle”, in partnership with Historical Monuments.



2023

Laurent-Perrier Grand Siècle No.26 named **Wine of The Year** for 2023 with a note 100/100 by James Sucking.

The Orangery of Château de Louvois receives the **Pierre Cheval Prize for Embellishment** from the UNESCO Mission.

## THE PORTFOLIO

### A portfolio of unique brands

The Laurent-Perrier Group has a portfolio of complementary brands covering all market segments and distribution channels.





## Gastronomy wines

Each of the cuvées in the range possesses its distinct history and personality. The unique character of Laurent-Perrier wines makes it possible to associate them with different types of cuisine from around the world.



## Grand Siècle

Nature will probably never provide the perfect oenological year but thanks to the art of assemblage, Laurent-Perrier can in fact recreate it. Going far beyond rare vintages, each iteration of Grand Siècle is the blending of three outstanding years declared as vintages by Laurent-Perrier, chosen for their complementary oenological traits and blended from a maximum of 11 of the 17 Grands Crus of Chardonnay and Pinot Noir.



## Alexandra Rosé 2012

A rare and sought-after wine that is the result of a rigorous selection of the best plots. Alexandra Rosé is an exceptional marriage between Grands Crus grapes of Pinot Noir and Chardonnay which have reached perfect maturity at the same time. Enjoying Alexandra Rosé 2012 is a rare moment that should be reserved for only the finest dishes.



## Blanc de Blancs Brut Nature

Thanks to his perfect mastery of the winemaking of Chardonnay, a rare and demanding grape variety, Laurent-Perrier offers an exceptional 100% Chardonnay champagne in the Brut Nature category of which the House is the initiator. From the best Coteaux of the Côte des Blancs and the Montagne de Reims, Blanc de Blancs Brut Nature is characterized by very high purity and delicious lemon notes. This wine, without any dosage is a true wine for gastronomy pairing well with the finest fish.



## Cuvée Rosé

Cuvée Rosé was launched in 1968, born from the audacity and know-how of the House of Laurent-Perrier. Maceration – lasting from 48 to 72 hours – enables us to obtain the most rich and subtle expression of Pinot Noir. Its aromatic depth makes it ideal for pairing with marinated raw fish, grilled prawns, exotic dishes, and red fruit desserts.



## Brut Millésimé 2015

The House has made a choice to only vintage the greatest years in order to create a rare and outstanding wine, characteristic of the Laurent-Perrier style. Brut Millésimé 2015 pairs well with citrus-marinated scallop carpaccio, herb-crusted sea bass, or roasted poultry with citrus and gingerbread.



## Ultra Brut

Pioneer of the Brut Nature category, Ultra Brut is a wine with no added sugar, expressing a champagne in its purest form. Launched in 1981, this wine is a true illustration of House knowhow. This wine pairs perfectly with seafood, sushi and a white fish ceviche as well as a young parmesan or a pata negra ham.



## « La Cuvée »

This wine comes from the purest grape juice and it alone allows Laurent-Perrier to craft “La Cuvée”, a champagne of great finesse and beautiful freshness obtained after a long ageing process in our cellars. Its citrus and white fruit notes, along with its perfect balance between freshness and delicacy, supported by a subtle effervescence, make it ideal as an aperitif.



## CHAMPAGNE SALON

### **A unique champagne, an exceptional wine**

Everything in this exceptional wine bears the signature of its uniqueness. One man: Aimé Salon. A single terroir: the Côte des Blancs. A single cru: Le Mesnil-sur-Oger. A single varietal: Chardonnay and a single year, free from any assemblage.

Salon's success persists, vintage after vintage and the release of 2013 continues to write the house's extraordinary history.

Wine professionals and private customers in some 60 countries cheered the arrival of Salon 2013 with fervor and deep respect for what they consider to be the highest expression of Champagne Chardonnay. For example, Antonio Galloni awarded the score of 99/100 to Salon 2013.



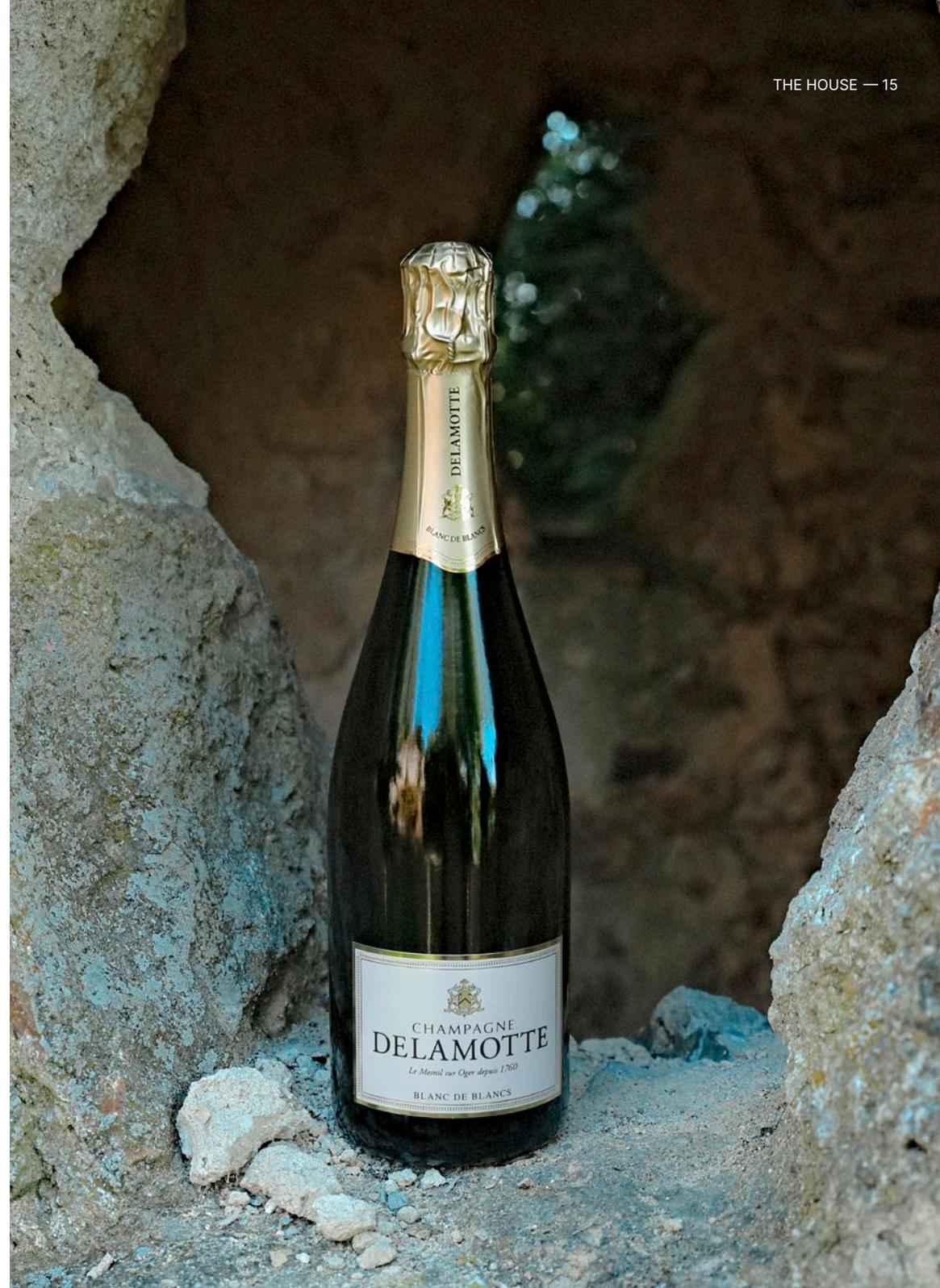


# CHAMPAGNE DELAMOTTE

## At the heart of the Côte des Blancs, the sister House of Champagne Salon

Founded in 1760, The House of Delamotte offers champagnes with unparalleled freshness, centered around the King grape of the Côte des Blancs, Chardonnay.

The complexity of the two Blanc de Blancs cuvées allows them to accompany an entire meal and to share an extraordinary aging potential with its sister house Salon.





## CHAMPAGNE DE CASTELLANE

### The perfectly mastered blending of Chardonnay, Pinot Noir and Meunier

The De Castellane brand, created in 1895 by Florens de Castellane, is stamped with the red cross of Saint Andrew. Located on the heights of the city of Epernay, the Sparnacian House stands out for its architecture and the richness of its heritage. The belfry tower overlooking the vineyard of Epernay is a symbol of the city and its strategic location at the edge of the railway linking Paris to Strasbourg allowed the brand to find new impetus thanks to the momentum created by Alexandre Mérand.

In 2018, the House did research on its history, its buildings registered under the French historical monuments, highlighting the tower and its exceptional heritage. It is to be seen in the labelling room.



# A GLOBAL PRESENCE

- BELGIUM
- FRANCE
- GERMANY
- ITALY
- SWITZERLAND
- UNITED KINGDOM
- USA

**7 subsidiaries**

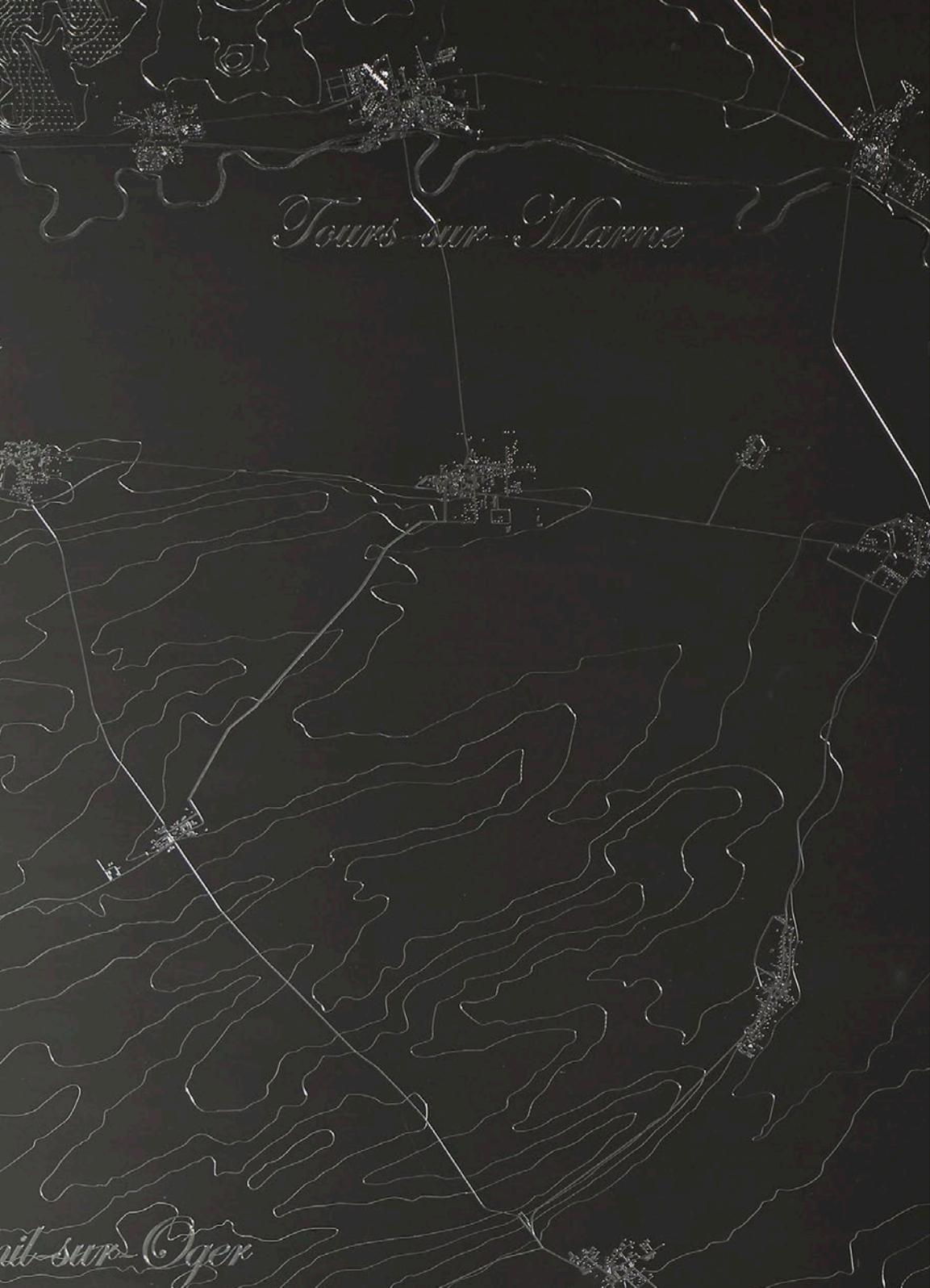
**Independent distributors in 140 countries**

- AUSTRIA
- BRAZIL
- CANADA
- CHINA
- IVORY COAST
- JAPAN
- NORDIC COUNTRIES
- PUERTO RICO
- SPAIN
- UAE...

A CHAMPAGNE  
ANCHORAGE

TOURS-SUR-MARNE  
GRAND CRU CLASSÉ





**2<sup>nd</sup>**

Laurent-Perrier Group's global ranking by value.

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**303.5**

Turnover (champagne) of the Laurent-Perrier Group in millions of euros as of the 31st of March, 2024.

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**44.6%**

Percentage of turnover generated by Laurent-Perrier brand Premium Cuvées between April 2023 and March 2024.

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**87.3%**

Percentage of turnover from exports for the Laurent-Perrier brand in 2023-2024.





# THE QUALITY OF WINES

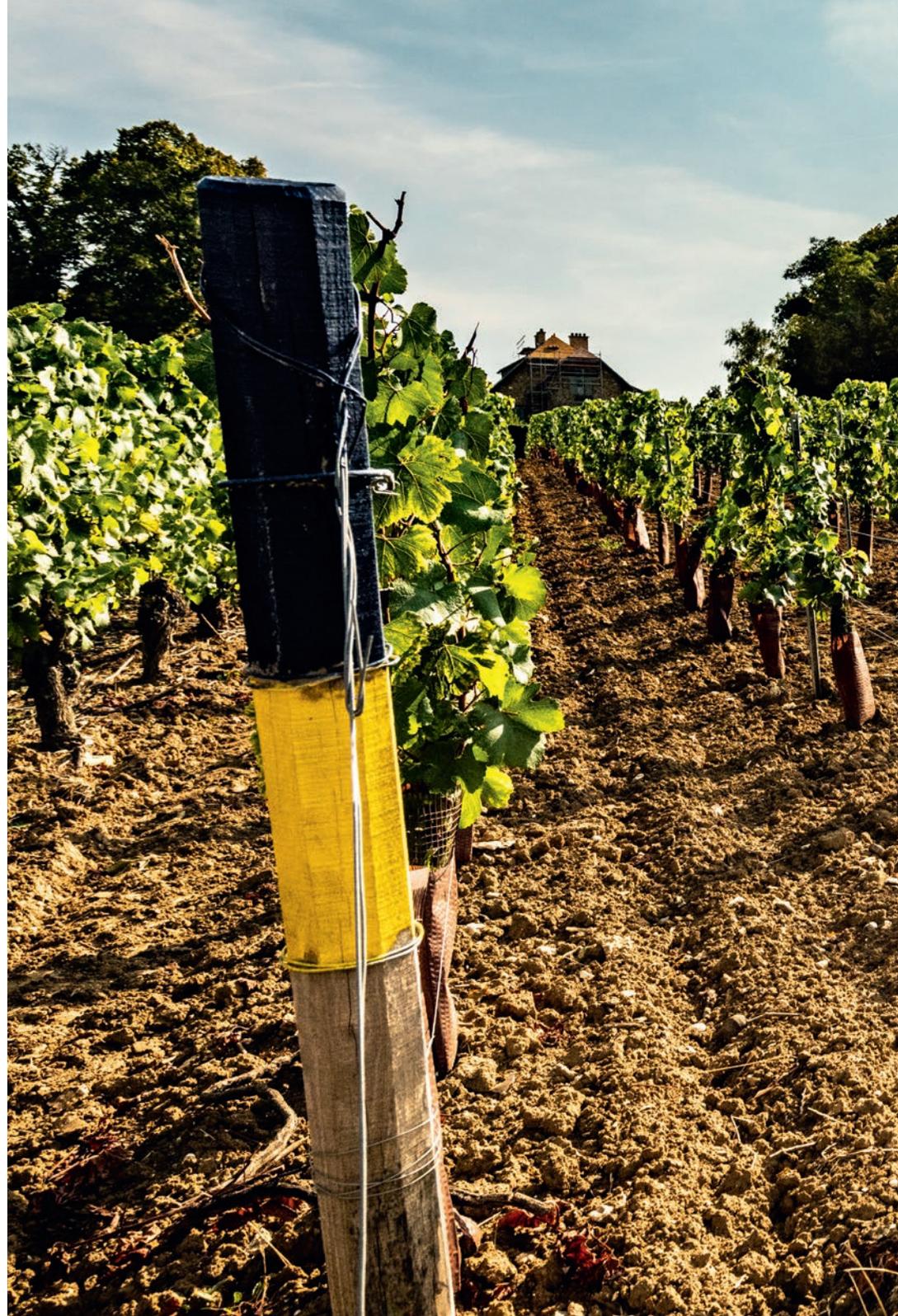
# THE VINEYARD, A TREASURE TO BE NURTURED

## The art of assemblage by Laurent-Perrier

Assemblage is the art of champagne in which Laurent-Perrier excels thanks to the expertise of the team led by Michel Fauconnet, 3rd Cellar Master since 1950. At Laurent-Perrier, winemaking means selecting the best juice from the press, working almost exclusively with two main Champagne grape varieties: Chardonnay and Pinot Noir. It also means choosing the still wines will go to make up the final composition from the 319 villages in the Champagne AOC area including 17 Grands Crus and 42 Premiers Crus.

To make wine is to achieve the perfect balance between a base year and reserve wines to recreate the characteristic Laurent-Perrier style each year. Finally, it means ageing our Cuvées for long periods so that they are perfectly ready to enjoy as soon as they are released onto the market.

Each of these stages, however important, can only be accomplished if we have the best grapes, which is why our long-standing partnerships with the region's growers and cooperatives, often over several generations, are vital.





## RESPECT FOR EARTH, AIR AND WATER

### Laurent-Perrier, responsible and committed

Since the 1980s, the Champagne region has been dedicated to implementing solutions to protect the environment. Today, the Champagne industry has the 2030 target of having 100% of certified surfaces, working in three main areas:

- › The preservation and enhancement of land and landscapes,
- › The management of effluent, waste and by-products,
- › The reduction of the carbon footprint.

As part of its environmental strategy for the vineyard and for 100% of its parcels, the Laurent-Perrier Group obtained the **Sustainable Viticulture in Champagne** (SVC) and the **High Environmental Value** (HEV) certifications in February 2018.

The Group controls its waste production, both related to wine production and product packaging, by promoting recycling. Laurent-Perrier also strives to minimize its consumption of water, electricity and gas at its production site.



# GRAND SIÈCLE

## Recreating the perfect year

Vintage in Champagne is usually synonymous with excellence for Prestige Cuvées. Contrarily, Laurent-Perrier believes that only the art of assemblage can offer what Nature can never provide, that is, the perfect year.

The expression of the perfect year is that of a great Champagne wine that has long ageing potential and over time develops depth, intensity and aromatic complexity yet retains its freshness and vibrancy.

To reach this expression, Grand Siècle's assemblage is based on principles that have now become immutable:

- › Three exceptional years, that are complimentary in character, are chosen from among the rare Laurent-Perrier vintages.
- › A majority of Chardonnay complemented by Pinot Noir sourced exclusively from a maximum of 11 Grands Crus within the 319 Crus of the Champagne region.
- › A minimum of 10 years ageing on lees in our cellars for bottles (75cl) and longer for magnums (150cl), thus delaying their release by a few years.



## The Pinot Noir experience

Since 1968, Laurent-Perrier has developed the mastery of a very specific and rare know-how in Champagne, the maceration process. Maceration enables Laurent-Perrier to extract a unique aroma for its **Cuvée Rosé**, that is immediately recognisable year after year, marked by red fruits and freshness.

It is this unique quality that makes it the preferred choice of leading establishments around the world.



## Nature

Since 2019, Laurent-Perrier has innovated again with **Blanc de Blancs Brut Nature**, the latest of the Laurent-Perrier cuvées. A champagne made from Chardonnay, without any dosage, which only a perfect mastery of Crus, vintages and vinification can obtain. This exceptional and elegant wine, obtained from the best Crus of the Côte des Blancs and the Montagne de Reims, is distinguished by its very high purity and delicious lemony notes.







THE QUALITY  
OF PEOPLE



**WALTER  
CRAMER**  
Export Director  
Laurent-Perrier  
Europe, America,  
Caribbean (excluding  
subsidiaries &  
Scandinavian countries)

**How did the Europe, Americas and Caribbean (out of LP Subsidiaries and EU Nordics) zone fare in 2023-2024?**

In general, Laurent-Perrier has outperformed expectations over the period and in particular with the high-end range of Cuvées. More and more trade players and end consumers recognize Laurent-Perrier for its oenological commitment, the quality of its wines and its innovative spirit. The launches of Grand Siècle Itération N°26, Alexandra Rosé 2012 and Brut Millésimé 2015 as well as the notes of the great wine critics contributed to this success. The high-value policy introduced over the years has undoubtedly borne fruit in a context of allocations for the first semester and with a high rate of inflation for the second half of the year.

**How are the premium cuvées progressing on your zone?**

During the first half of the period, growth was very strong, especially for Grand Siècle, Cuvée Rosé and Blanc de Blancs Brut Nature. During the second part, in a context where the wines of all the houses became available and with high inflation, the growth continued but at a more modest pace. Consumers (particularly in Europe and Canada) continue to consume less but better. The summer destinations

with a high number of affluent customers (Spain, Greece, Portugal, Croatia) have contributed significantly to the growth and consolidation of the House's premium wines.

**How do you see the future?**

We must continue to develop a high-value policy for all our wines, especially our high-end cuvées. The quality of the relationship with our network of importers/distributors is one of the keys to success thanks to their commitment to the brand and their ability to promote the recommendation and enhancement of our wines. Their ongoing training must continue.

Laurent-Perrier enjoys a very strong brand image, an increasingly established reputation and some well-consolidated positions in the area.

We have a relatively healthy and optimistic outlook for the upcoming months.



SEZAI  
OZKAN

Managing Director  
Laurent-Perrier  
Germany and Switzerland

### **How did the zone Germany, Austria and Switzerland fare in 2023-2024?**

Our expectations were confirmed that the general market situation would be very challenging in 2023. High inflation rates, economic uncertainties following escalating global conflicts and increasing interest rates showed their impacts on the market. As a result, the champagne market in 2023 decreased noticeable in volume but increased considerably in value.

Well anticipating these challenges helped us to gain significant market share in volume and value and to strengthen Laurent-Perrier position in the DACH region. Managing balanced but long-term focused price increases and handling perfectly the allocated volumes helped us very much to build confidence with existing clients, gaining new customers and keeping them, especially in the most valuable channels.

### **How are the premium cuvées progressing on your zone?**

While Cuvée Rosé constantly continues to gain market share in the DACH region, Grand Siècle made a vast jump in relevance achieving around 2.5% market share in the prestige champagne segment.

The sales force focus, the media campaign with Morgan Freeman, the high ratings achieved, e.g. from James Suckling and Falstaff helped a lot to establish Grand Siècle in premium gastronomy and selected wine stores as a top choice. And this seems to be only the beginning of a long success journey.

### **How do you see the future?**

Until 2026 we expect the situation on the market to become even more challenging. While economic challenges and global conflicts are most likely to continue – the competitive intensity will increase. Due to a flat or even declining market most houses are having overstocks in all categories – the result will be more competitive pressure that we are already facing. Continuing to increase the investments into the organisation (quality and quantity), strengthening customers loyalty, gaining new customers and increasing the brand quality perception will be key to continue our performance and beating once again the market trend.

### How did the UK market fare in 2023-2024?

Laurent-Perrier experienced a return to more normal levels of demand for its champagnes as the post-covid boom subsided. In 2023 retail sales of champagne declined 12.4% in volume and on trade sales declined 19.2%. Within the on trade, more premium venues performed better than less premium and London performed better than the regions. While demand from domestic consumers declined, demand from tourists (particularly American tourists) increased as people returned to foreign travel. Poor weather restricted sales at several outdoor venues where Laurent-Perrier supported champagne terraces. Inflation in the UK persisted at elevated levels and again there were significant rises in champagne prices in both the on trade and the off trade.

### How are the premium cuvées progressing on your market?

Imports of prestige cuvées champagne to the UK declined 16.6% in 2023. Sales of Laurent-Perrier's prestige cuvées performed better than the market, driven by significant growth of Grand Siècle in retail and in the on trade. Laurent-Perrier started to work more closely with wine trade media to help expand distribution of its premium champagnes. During

F24 Laurent-Perrier UK made significant changes to its team to enable it to expand distribution of its premium champagnes more rapidly. Exports of rosé champagne to the UK declined 13.7% in 2023. Sales of Laurent-Perrier's Cuvée Rosé also fell as the market contracted, particularly in the on trade.

### How do you see the future?

We expect the market decline to moderate but the exact level and timing is unclear. Inflation in the UK is coming down but economic growth is flat. The forthcoming UK election is unlikely to have much impact on economic prospects. Levels of tourism may reduce with an election in the US and conflict in Europe and the Middle East.

While we have a long track record of selling substantial volumes of "La Cuvée" and Cuvée Rosé, in the year ahead the priority is to grow sales of prestige cuvée. This involves expanding distribution by winning new customers, as well as increasing ranging within existing customers. Laurent-Perrier has hired several new team members to help achieve this and is working with wine trade media partners to support this.



ADAM  
GUY

Managing Director  
Laurent-Perrier UK

**How did the French market fare in 2023-2024?**

In a complicated context and after a strong 2022-2023, the French market has tightened. Laurent-Perrier, thanks to its selective distribution and its dedicated sales force, has strengthened its positions in its tactical circuits: restaurants and wine shops.

**How are the premium cuvées progressing in France?**

The premium cuvées have followed the same evolution as the whole range. Grand Siècle is increasingly present in high-end gastronomic restaurants, while Cuvée Rosé remains the reference in the market of rosé champagnes.

**How do you see the future?**

This year will be an Olympic year for France and for Paris in particular. Let's hope it will for champagne too! Nevertheless, there are still many uncertainties on many levels: economic, political,

etc. Adaptability and responsiveness will be the key words for Laurent-Perrier in France in order to consolidate the past year and continue to advance the premium cuvées in the brand's historical distribution channels.



OLIVIER  
KANENGIESER

Managing Director  
Laurent-Perrier  
France





THE BRAND'S  
STRENGTH

# GRAND SIÈCLE ITERATION NO.26 NAMED WINE OF THE YEAR FOR 2023

Among the 39,000 wines tasted this year by James Suckling, Grand Siècle Iteration N°26 not only received the maximum score of 100/100 but also was awarded the "Wine of the Year" title, thus becoming the best wine in the world.

*Beyond rare vintages*

RECREATING THE PERFECT YEAR



WINE OF THE YEAR  
2023

100/100

[JAMES SUCKLING.COM](https://www.james-suckling.com)

*Grand Siècle N°26 in bottle. On allocation.  
[www.laurent-perrier.com](https://www.laurent-perrier.com)*



## A TEAM DEDICATED TO GRAND SIÈCLE

Lucie Pereyre de Nonancourt, 4th Generation & Grand Siècle Representative, alongside Edouard Cossy, Grand Siècle Global Director, have the mission of strengthening the notoriety and distribution of the House's prestigious cuvée throughout the world.

Working in support of subsidiaries and importers in the various key markets, they participate in the promotion of Grand Siècle to a targeted clientele (sommeliers, Fine Wine Merchants, specialized press, wine collectors and advisors, etc.).



Morgan Freeman



Grand Siècle  
Laurent-Perrier

*It takes time to become an icon*

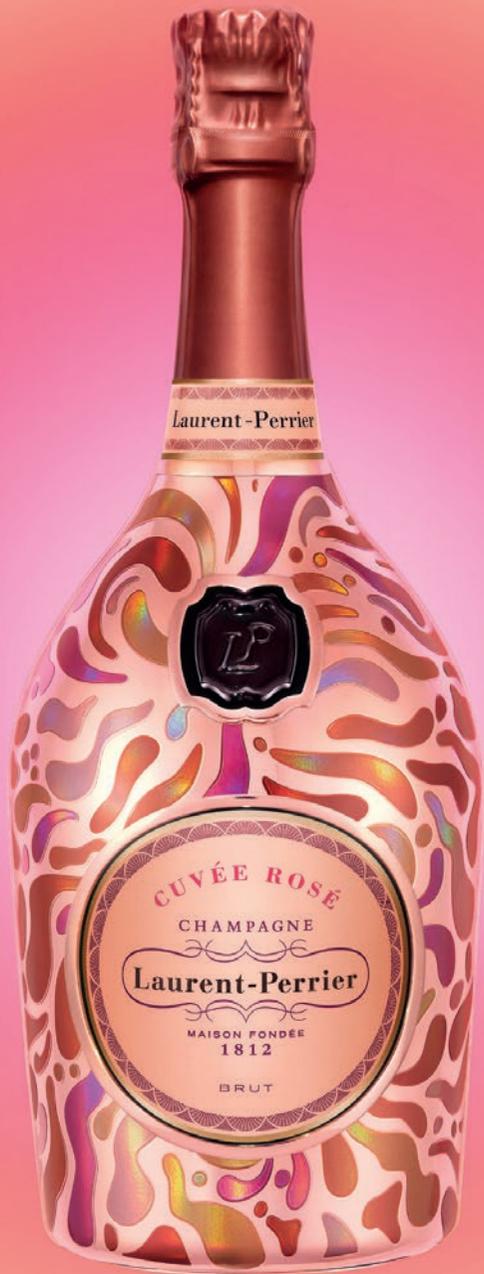
## “IT TAKES TIME TO BECOME AN ICON”: A NEW ADVERTISING CAMPAIGN FOR GRAND SIÈCLE

**Laurent-Perrier is very proud  
and very honoured that  
Mr. Morgan Freeman agreed  
to become the face of  
Grand Siècle, its most exclusive  
Champagne Cuvée.**

“We, Laurent-Perrier, are different from our peers, or perceived as such. Our pursuit of excellence, because of our difference, has taken us more time, more effort, great perseverance and a strong belief in our vision to become recognised for what we do. It does takes time to become an icon: for us, nobody but Morgan Freeman could better embody that line and become the face of Grand Siècle.”

**Stéphane DALYAC,**  
Champagne Laurent-Perrier President and CEO.

Since September 26, 2023, an advertising campaign has been launched simultaneously in the United States, the United Kingdom, Japan, Germany, Switzerland, Italy, and Nigeria, both in print and digital formats.



## A NEW LIMITED EDITION FOR CUVÉE ROSÉ

**Laurent-Perrier, renowned for more than 50 years for offering a rosé champagne from maceration with delicate and intense aromas of fresh red fruit, is the only major Champagne House to master this demanding craftsmanship, fundamental in creating great rosé champagnes.**

Since 2016, Laurent-Perrier has created a new robe each year to enhance the tasting of this exceptional rosé champagne. Offered in a limited edition and reusable thanks to its clasp, this serving ritual is now awaited by champagne and design lovers.

After the “Signature” in 2017, “Constellation”, “Safari”, “Butterfly” and “Bamboo” robes last year, Laurent-Perrier Cuvée Rosé unveils “Petals”. A robe of light where Dalhia or Strelitzia petals are subtly woven in iridescent Pop colours. A harmony of colours in shades of red and pink recalling all of the fresh, crisp nuances of the red and black fruit palette of this great Champagne Wine.

In the United Kingdom, this limited edition was presented exclusively at Selfridges and The Savoy in London, and at the Roch Hotel in Paris among journalists and influencers.



The Ritz London



Nobu Hotel Portman Square, London



Gstaad Palace



Corinthia Hotel, London



La Tour d'Argent, Paris



Le Duc, Paris



Le Prince de Galles, Paris



The Savoy, London



Le Byblos, Saint-Tropez

CUVÉE ROSÉ  
“CHOSEN  
BY THE BEST”

**Laurent-Perrier cultivates its attachment to gastronomy in partnership with the world's leading hotels and restaurants.**

This claim is the signature of the media campaign launched in 2015, in partnership with the world's greatest establishments: Gstaad Palace, La Tour d'Argent, Le Byblos, The Ritz London, Nobu Portman Square... Recognized the world over as best-in-class for selecting fine wines, their endorsement is an honour for Laurent-Perrier as well as a guarantee of quality and excellence for their clients and consumers.



## A STRONG ATTACHMENT TO GASTRONOMY

**Laurent-Perrier cultivates its attachment to gastronomy, in collaboration with renowned chefs.**

Laurent-Perrier's history and that of gastronomy have always been intimately linked. Since the 1950s, Laurent-Perrier has developed a range of wines based on freshness, finesse and elegance to pair perfectly with French and fusion gastronomy, as an aperitif and throughout the meal. Since then, Laurent-Perrier has always been able to accompany the key players in gastronomy and sublimate their creations.



From left to right and top to bottom:  
Jessica Préalpato, France - José Carlos Garcia, Spain - Marco Tacchetto, Chetzeron,  
Switzerland - Gerard Quadros, The Savoy, United Kingdom

Throughout the year, Laurent-Perrier participates in prestigious events around the world to discover and love its wines.

As the exclusive champagne partner of the **Taste of Paris** festival, Laurent-Perrier strengthens its strong attachment to gastronomy. The House often proposes wine and food pairing dinners in prestigious establishments as well as gastronomic restaurants.

In Austria, the German subsidiary creates events like **Sterne Cup der Köche** or **Ski-WM der Gastronomie** in Ischgl, gathering Michelin-starred chefs coming from Germany, Switzerland and Southern Tyrol.

The House participates in many events, in France and abroad, to introduce its Cuvées and to introduce the public to the Laurent-Perrier style: **Great Wines of the World** in New York led by James Suckling, the **Grand Tasting** by Bettane & Desseauve in Paris, **Montreal Passion Vins** in Quebec...



# STRONG DIGITAL PRESENCE

## Increased visibility on social media

The Instagram account @champagneLaurent-Perrier, is followed with passion by more than 230,000 people all over the world. The House also creates additional and complementary contents on other social media channels, such as Facebook, LinkedIn, Youtube and Pinterest.

## A new corporate website

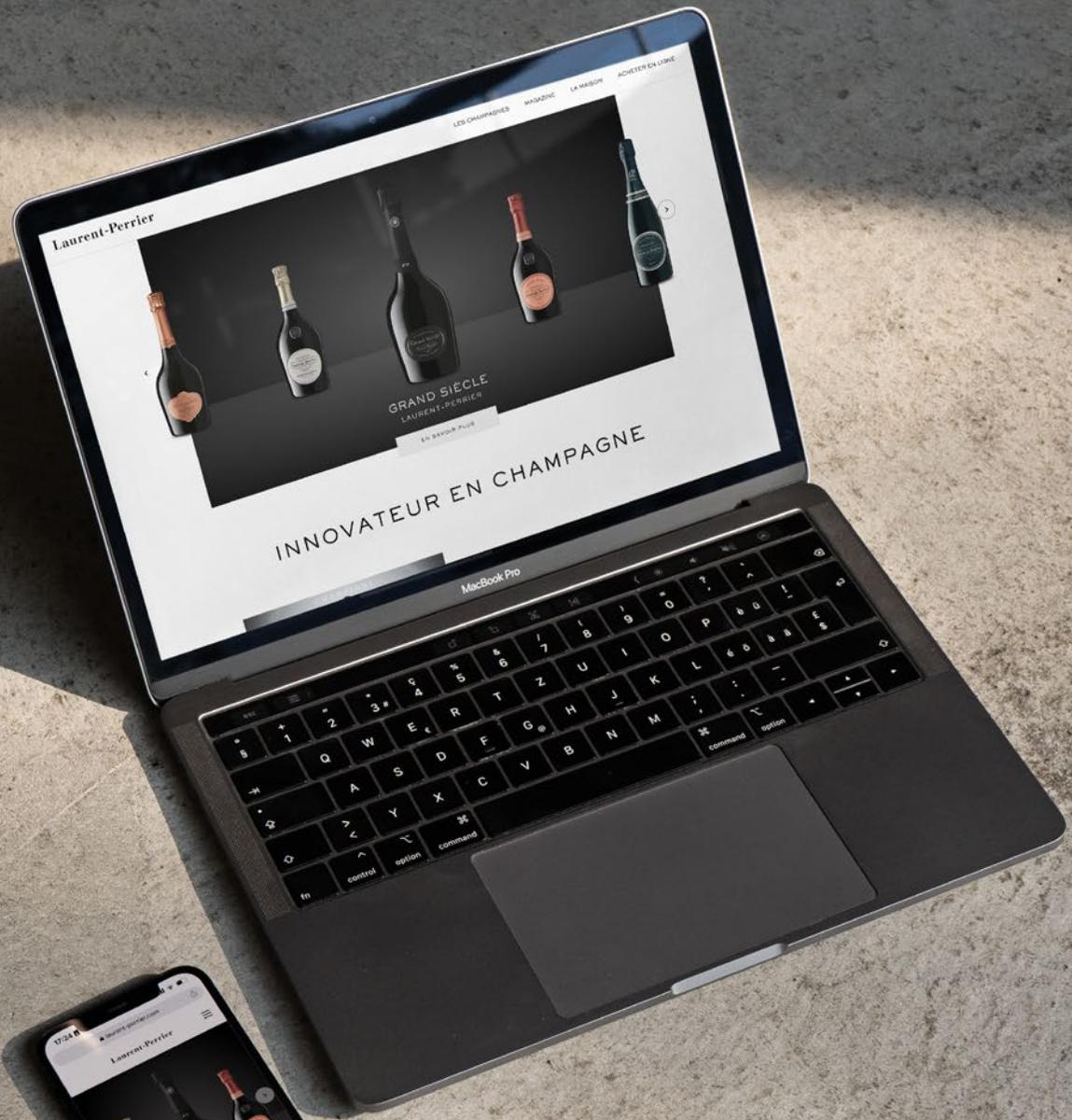
The corporate website [www.laurent-perrier.com](http://www.laurent-perrier.com), available in French, English and German, divulges the history of the House and gives information and characteristics on each of the emblematic Laurent-Perrier Cuvées.

## An everlasting relationship with our clients and our consumers

Every month, a Laurent-Perrier newsletter enables the connoisseurs to follow news about the House: launch of our Cuvées, events, tastings, awards... A key tool in order to retain our clients and customers.

-  @champagnelaurentperrier
-  @champagnelaurentperrierFR
-  Champagne Laurent-Perrier
-  Champagne Laurent-Perrier
-  champagnelaurentperrier





# LAURENT-PERRIER UNVEILS IN 2023 THE EVOLUTION OF ITS CORPORATE WEBSITE

**The website [www.laurent-perrier.fr](http://www.laurent-perrier.fr)  
invites champagne lovers to dive into the  
refined and innovative universe of the  
House Laurent-Perrier.**

By combining an elegant aesthetic with a smooth navigation, the site allows to:

- › Discover the Laurent-Perrier range, from iconic cuvées to limited editions;
- › Follow the House's news and events around the world;
- › Immerse yourself in the history and unique expertise of this family-owned House;
- › Buy online through partner sites and find points of sale close to home.

Additionally, this new website aims to improve Laurent-Perrier's search engine optimization and thus increase its visibility.





2023 - 2024  
YEAR

## THE MANAGEMENT BOARD

**The Laurent-Perrier Group continues to grow its results, supported by the recognized quality of its wines and brands.**



Alexandra PEREYRE DE NONANCOURT



Stéphanie MENEUX DE NONANCOURT



Stéphane DALYAC

The financial year 2023-2024 was marked by the highest results in the Group's history. They are being driven by long-term value policy in a market that is now being affected by two recent and important factors: inflation-suppressed consumption and clients paying close attention to the impact of interest rates on the stocks that they hold.

Sales in value remained stable compared to last year, with price and mix effects compensating the observed decrease in volumes.

This ability to maintain sales in value is a direct result of our value policy. It is based first and foremost on the very high quality of our wines, and on the growing strength of our brands.

This value was rewarded in May 2024 by the granting of the Royal Warrant by King Charles III.

Laurent-Perrier is the first Champagne brand to be honoured with this title which recognizes both the quality of our wines and the environmental commitments in viticulture and winemaking taken by the Group for many years already. We are all very proud and honoured by such a prestigious recognition.

The Group's turnover (champagne sales) for the year was €303.5 million.

The Group's operating margin was 31.3% at current exchange rates. The Group share of net profit also increased significantly. It amounts to €63.6 million at current exchange rates and thus represents 20.3% of the Group's consolidated turnover.

The elements of the consolidated balance sheet that ended on 31 March 2024 once again demonstrate the strength of the Group's financial

structure. Shareholders' equity, Group share, stood at €597.6 million and the net debt was at €191.6 million, including cash flow of €51.2 million.

Factors that negatively affected the market in 2023 accelerated in the first three months of 2024. They call for increased vigilance. The Group is strong and well equipped to face this decline, which Champagne and the Group will overcome.

In this difficult economic and geopolitical context, the Group will maintain its value policy by focusing on the quality of its wines, a quality sourcing based on long-term partnership policy, a continuous strengthening of its brands, a controlled global distribution, and finally an agility facing the constantly changing environment.

**Stéphane DALYAC**  
Chairman of the Board

## THE SUPERVISORY BOARD

**The Laurent-Perrier Group, under the authority of the President of the Executive Board, Mr. Stéphane Dalyac, has registered a record performance in a declining market in volume terms.**

This performance is supported by the efforts undertaken for several years by the Group on the quality of its wines and its value policy.

This strategy has enabled the company to maintain market share in key countries and to grow in value. Thus, the Laurent-Perrier Group has reached an all-time high in terms of turnover and operating results.

Against this uncertain geopolitical and economic background, the 2024/2025 financial year should be approached with vigilance. The Laurent-Perrier Group will continue to invest in the quality of its wines, its people and the support of its brands, all over the world.

The Supervisory Board is convinced that the Laurent-Perrier Group has the best assets to succeed and continue its growth.

**Patrick THOMAS**  
Chairman of the Supervisory Board



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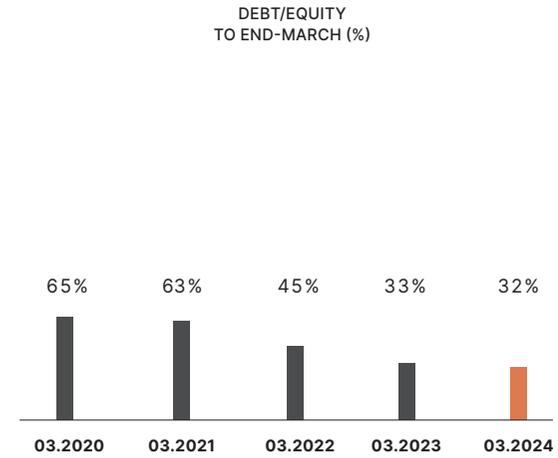
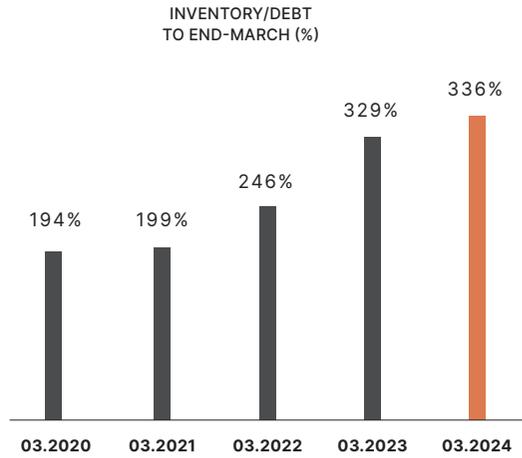
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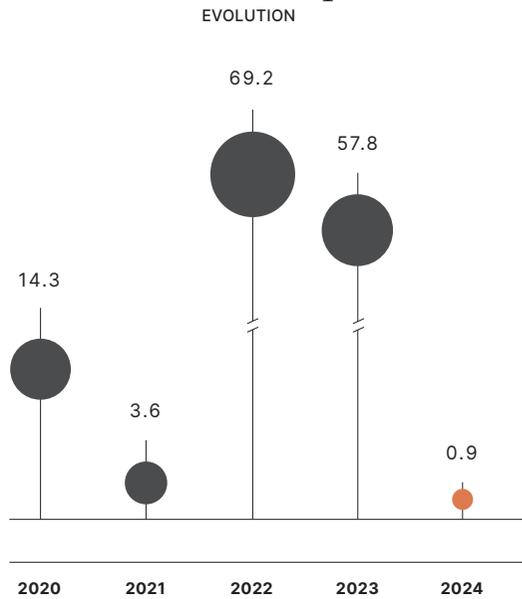
8

1. **Patrick THOMAS** - Chairman.
2. **Marie CHEVAL** - Vice-Chairman.
3. **Yann DUCHESNE** - Chairman of the Audit and Financial Communication Committee.
4. **Jocelyne VASSOILLE**.
5. **Jean-Louis PEREYRE**.
6. **Lucie PEREYRE de NONANCOURT**.
7. **Eric MENEUX**.
8. **Philippe-Loïc JACOB** - Chairman of the CSR Committee.

## Financial ratios

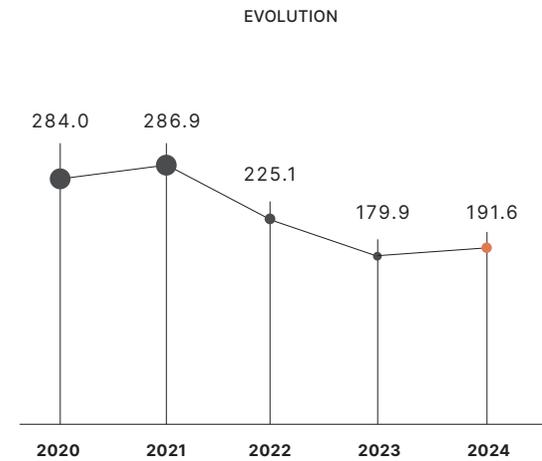


## Cash flow from operations



Laurent-Perrier Group (€ Million)

## Debt



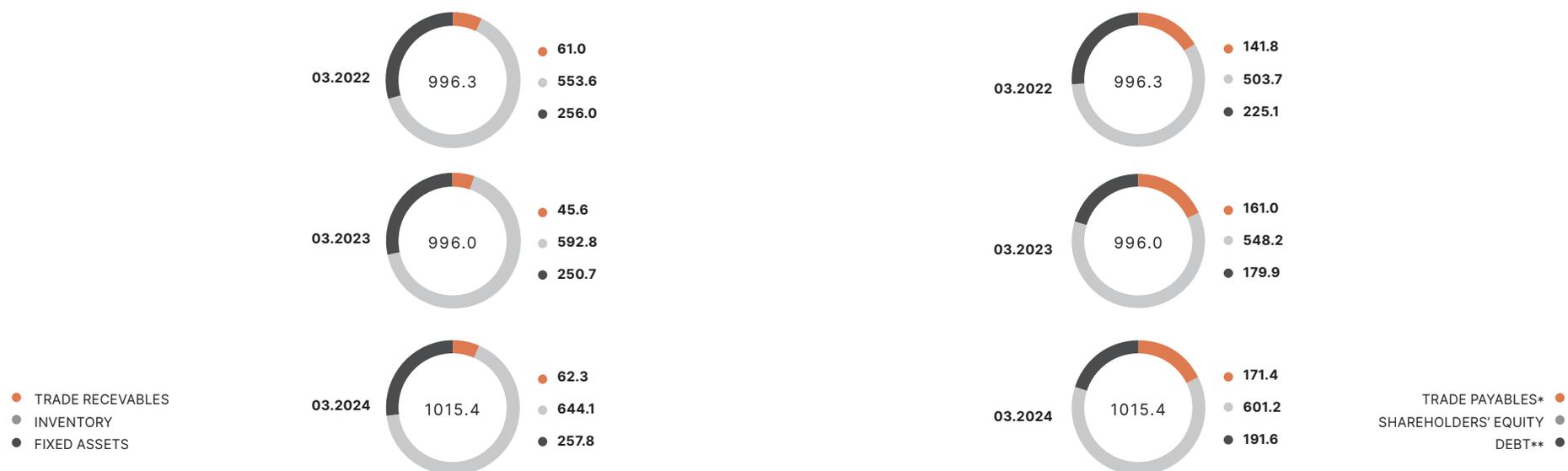
Laurent-Perrier Group (€ Million)

## Operating account

€ Million	REAL 2023	REAL 2024	CHANGE
TURNOVER (CHAMPAGNE)	301.8	303.5	+0.5%
<b>TURNOVER (CHAMPAGNE)</b>	<b>84.9</b>	<b>95.1</b>	<b>+12%</b>
AS % OF TURNOVER (CHAMPAGNE)	28.1%	31.3%	+3.2 PTS
<b>GROUP NET INCOME</b>	<b>58.5</b>	<b>63.6</b>	<b>+8.7%</b>
AS % OF TURNOVER (CHAMPAGNE)	19.4%	20.9%	+1.5 PTS
<b>CASH FLOW FROM OPERATIONS*</b>	<b>57.8</b>	<b>0.9</b>	<b>-56.9</b>

\*Funds from operations minus net investment.

## Balance sheet summary



\*Including contingencies and loss provision and deferred tax. \*\*Net debt = financial debts - cash assets

## STOCK MARKET

Ever since it was listed on the stock exchange, Laurent-Perrier has maintained close relations with its shareholders via:

**A financial website at:**

[www.finance-groupep.com](http://www.finance-groupep.com) ;

**Two newsletters mailed,**

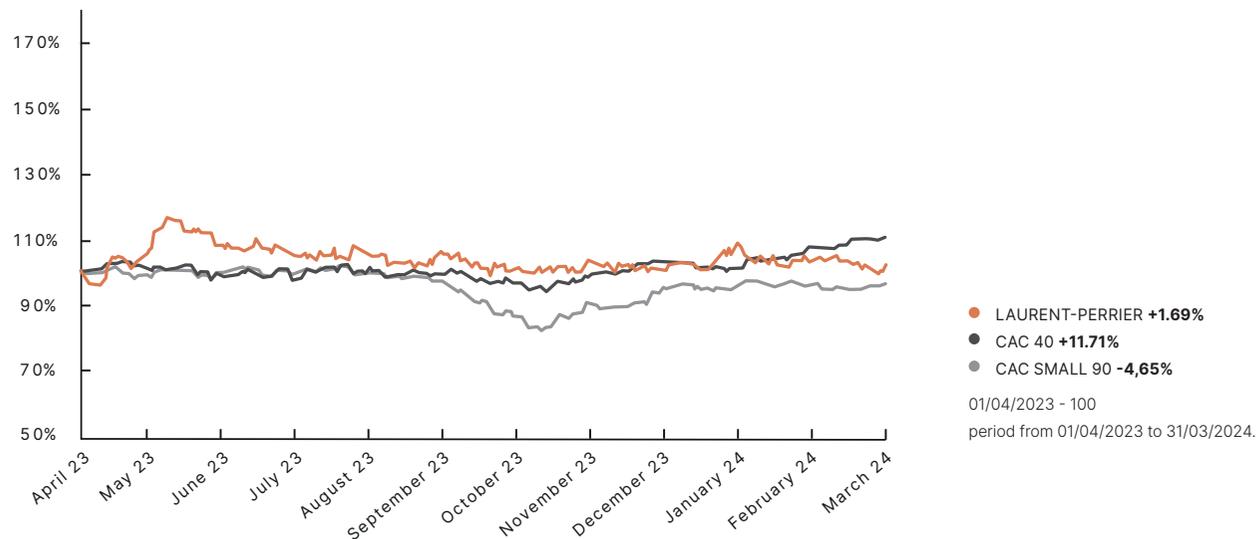
each year to all shareholders;

**A team available**

Tel.: 03 26 58 91 22.

## Laurent-Perrier share price

CAC 40 AND CAC SMALL 90



**Stock market data**

at 31<sup>st</sup> of March, 2024

**Nominal share price:** € 3.80

**Shares in circulation:** 5,945,861

**Share price as of 31<sup>st</sup> of March 2024:** € 120.50

**Market capitalization:** € 716,476,250.50

**ISIN code:** FR0006864484

**Dividend:** € 2.00 (last dividend paid in July 2023)

**Capital structure**

%

**Family:** 65.17%

**Treasury shares:** 0.47%

**Employees:** 0.68%

**Registered institutionals:** 0.27%

**Others:** 33.41%



To consult the 2023-2024  
Reference document, go to  
[www.finance-groupefp.fr](http://www.finance-groupefp.fr)

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A PUBLIC LIMITED COMPANY GOVERNED BY MANAGEMENT BOARD AND SUPERVISORY BOARD, CAPITALISED AT 22 594 271,80€