



LAURENT-PERRIER GROUP
ANNUAL REPORT
2024-2025





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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 is distinguished by style characterized by freshness, elegance and purity, built on three unique savoir-faire.



OUR THREE SAVOIR-FAIRE

The savoir-faire of blending reserve wines

Laurent-Perrier has developed a unique savoir-faire in selecting and preserving reserve wines. The House has chosen to place reserve wines at the heart of its approach, selecting the wines that each year offer the greatest freshness, the highest ageing potential, and the finest aromatic expression.

The savoir-faire of maceration

Laurent-Perrier stands out thanks to its unique savoir-faire: maceration. A pioneer, the House paved the way for a new generation of champagnes as early as the 1960s, elevating the status of the rosé champagne category.

The savoir-faire of non-dosage

Under the leadership of Bernard de Nonancourt, the House revisited the "Grand Vin Sans Sucre" in 1981 and unveiled Laurent-Perrier Ultra Brut®. The "Brut Nature" category did not exist at the time within the appellation and will be created at the request of Laurent-Perrier.



OUR STORY

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



1812

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.



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.



1959-1968

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.



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.



1983-1988

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



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.



1999

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.



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.



2012

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.



2016

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



2017

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.



2018

New extension of Clos Valin and renovation of the Orangerie of Château de Louvois built in the XVIIth century at the time of "Grand Siècle", in partnership with Historical Monuments.



2019

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.



2023

Laurent-Perrier Grand Siècle Iteration N°26 named Wine of The Year for 2023 with a score of 100/100 from James Suckling.



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



2024

Launch of Héritage, a blend of reserve wines, borne from the savoir-faire of Grand Siècle.



Laurent-Perrier is the first Champagne House to be granted the Royal Warrant of His Majesty King Charles III.



ROYAL WARRANT OF HIS MAJESTY KING CHARLES III

Laurent-Perrier is proud to announce that it is the first Champagne House to be bestowed the prestigious Royal Warrant by King Charles III, signifying the brand's esteemed status as a purveyor of champagne to the Royal Household.

The Royal Warrant is a recognition of the quality of Laurent-Perrier's wines and its viticultural and environmental practices. Laurent-Perrier's commitment to crafting the finest champagnes using sustainable

practices: Sustainable Viticulture in Champagne and High Environmental Value Level 3. This policy has long been pursued by the House in both viticulture and wine production.



BY APPOINTMENT TO H.R.H.
THE PRINCE OF WALES
PURVEYORS OF CHAMPAGNE
CHAMPAGNE LAURENT-PERRIER

FRANCE



BY APPOINTMENT TO
HIS MAJESTY KING CHARLES III
PURVEYORS OF CHAMPAGNE
CHAMPAGNE LAURENT-PERRIER

FRANCE

Laurent-Perrier's relationship with His Majesty the King dates back to the 1979, when he visited the cellars at Laurent-Perrier. Alexandra and Stéphanie de Nonancourt, family owners and members of the management board of Laurent-Perrier, said, *"At Champagne Laurent-Perrier, we are deeply honoured to be granted the Royal Warrant from His Majesty the King. This accolade reaffirms our longstanding relationship with His Majesty which began when he visited Laurent-Perrier with Lord Mountbatten for the "United World Colleges" with our father back in 1979".*

In recognition of its quality and environmental responsibility, Laurent-Perrier was granted the Royal Warrant of HRH The Prince of Wales in 1998, and it has proudly carried it ever since, remaining the only champagne house to bear this Royal Warrant. Committed to maintaining its longstanding relationship with The Royal Family, in 2018, Alexandra Pereyre de Nonancourt, who holds the Royal Warrant on behalf of Laurent-Perrier, presented HRH The Prince of Wales with a special edition 70th birthday label for His Royal Highness at a Prince's Trust dinner held at Buckingham Palace.



CHAMPAGNE

S
SALON
Le Mesnil



CHAMPAGNE
DELAMOTTE
Le Mesnil sur Oger depuis 1760

THE PORTFOLIO

A portfolio of unique brands

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



A GLOBAL PRESENCE

7 subsidiaries

Belgium
France
Germany
Italy
Switzerland
United Kingdom
USA

Independent distributors in 140 countries

Austria
Brazil
Canada
China
Ivory Coast

Japan
Nordic Countries
Puerto Rico
Spain
UAE...



CHAMPAGNE LAURENT-PERRIER

Innovator in Champagne

Since its creation in 1812, Maison Laurent-Perrier has played an innovative role in the world of Champagne. Bernard de Nonancourt, who took over the House in 1948, successfully transformed it into one of the leading names in Champagne.

Today, his daughters, Alexandra Pereyre de Nonancourt and Stéphanie Meneux de Nonancourt, along with Michel Fauconnet, Cellar Master, and Stéphane Dalyac, President and CEO, are guiding the House's future. Together, they continue to uphold strong values and nurture a spirit of innovation in the service of exceptional champagne savoir-faire.

Each cuvée in the Laurent-Perrier range has its own unique history and identity. The distinctive character of Laurent-Perrier wines allows them to pair beautifully with a wide variety of world cuisines.



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. Everyone is already impatient to discover Salon 2015.



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 CHAMPAGNE ANCHORAGE

2nd

Laurent-Perrier Group's global ranking by value.

282.9

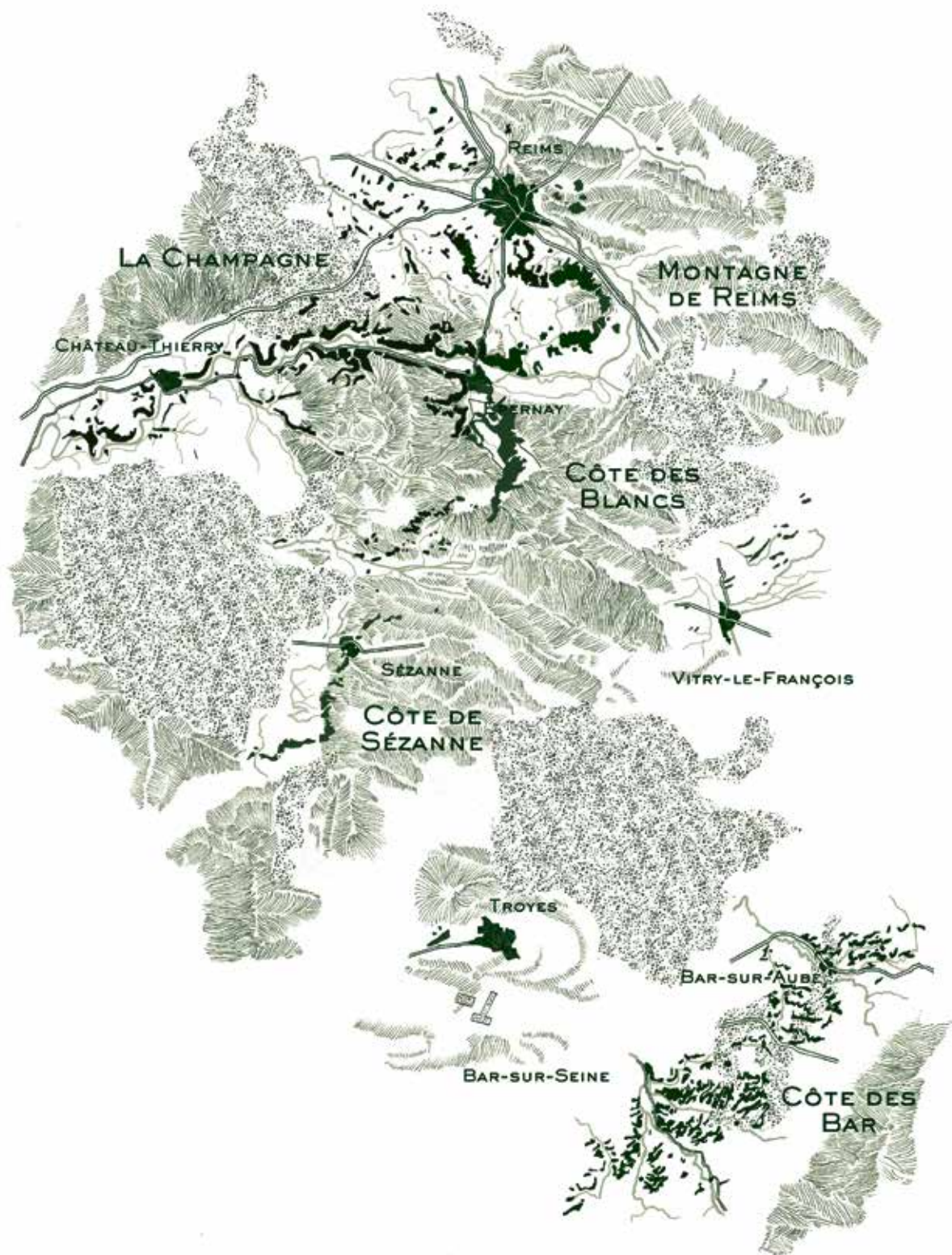
Turnover (champagne) of the Laurent-Perrier Group in millions of euros as of the 31st of March, 2025.

41.9%

Percentage of turnover generated by Laurent-Perrier brand Premium Cuvées between April 2024 and March 2025.

87.7%

Percentage of turnover from exports for the Laurent-Perrier brand in 2024-2025.





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 that 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.



OUR THREE SAVOIR-FAIRE

“The quality of the blends
depends on the mastery of winemaking.”

Michel FAUCONNET



THE SAVOIR-FAIRE OF BLENDING RESERVE WINES

Laurent-Perrier has developed a unique savoir-faire in selecting and preserving reserve wines. The House has chosen to place reserve wines at the heart of its approach, selecting the wines that each year offer the greatest freshness, the highest ageing potential, and the finest aromatic expression.

Upon his appointment as head of Laurent-Perrier, the bold and visionary Bernard de Nonancourt decided to go beyond conventions. At a time when houses relied mainly on exceptional vintages, he

envisioned a new expression of champagne: a blend of complementary vintage reserve wines to recreate the perfect year. This led to the birth of the Prestige Cuvée, Grand Siècle.

The dedicated reserve wine cellars consist of stainless-steel vats. These vats allow each cru and grape variety to be stored separately at low temperatures, limiting handling to preserve freshness and purity while preventing oxidation.



Grand Siècle

Grand Siècle is the pinnacle of blending to recreate the perfect year. Each iteration of this Prestige Cuvée is crafted from an assemblage of three vintage reserve wines, combining two grape varieties, Chardonnay and Pinot Noir, sourced from up to 11 of the 17 Grand Cru villages.



Héritage

Héritage, the House's latest innovation, pays homage to Grand Siècle's savoir-faire and mastery of reserve wines. Héritage is composed exclusively of reserve wines chosen for their freshness, complexity, and ageing potential.



Brut Millésimé 2015

Brut Millésimé is a rare wine that expresses the typicity of a single year in the Laurent-Perrier style. It is a 50/50 blend of Chardonnay from the Côte des Blancs and Pinot Noir from the Montagne de Reims.



La Cuvée

“La Cuvée” is a tribute to Champagne craftsmanship: more than 100 Crus of Chardonnay, Pinot Noir, and Meunier are blended to create a fresh, pure, and elegant champagne. To ensure perfect consistency in style, “La Cuvée” contains up to 30% reserve wines.



THE SAVOIR-FAIRE OF MACERATION

Laurent-Perrier stands out thanks to its unique savoir-faire: maceration. A pioneer, the House paved the way for a new generation of champagnes as early as the 1960s, elevating the status of the rosé champagne category.

From 1960, Laurent-Perrier developed a range of *Vins Natures de la Champagne*, later renamed Coteaux Champenois in 1974, which enabled the House to acquire expertise in extracting fruit aromas from grapes. These acquired techniques inspired and facilitated the creation of a new type of rosé champagne. In 1968, Laurent-Perrier unveiled a different and non-vintage rosé champagne: Cuvée Rosé.

Laurent-Perrier meticulously selects and monitors vineyard plots for its rosé champagnes. During the

harvest, an initial sorting takes place during picking to retain only the finest grape bunches.

Once harvested, the Pinot Noir grapes undergo a second selection on sorting tables before being destemmed and placed into stainless steel vats dedicated to maceration. The maceration phase is carried out by Crus of Pinot Noir, allowing the juice to be extracted from the berries. During the 48 to 72-hour maceration period, remontages (pump-overs) are performed twice a day. At the end of this process, the juice is separated from the solid matter, and the remaining berries are then pressed. After settling, these musts are transferred to the vat room to begin their fermentation.



Alexandra Rosé 2012

Alexandra Rosé Millésimé embodies Laurent-Perrier's exacting standards. The challenge in crafting this Prestige Rosé Champagne lies in ensuring that the Pinot Noir and Chardonnay reach similar maturity levels to undergo co-fermentation, allowing the aromatic expression of these two Grand Cru grape varieties to be fully revealed. Only 10 vintages have been released since its creation in 1982.



Cuvée Rosé

Cuvée Rosé presented in its original and distinctive bottle featuring the LP shield, is the benchmark for rosé champagnes. This rosé champagne delivers the sensation of diving into a basket of freshly picked red berries.



THE SAVOIR-FAIRE OF NON-DOSAGE

Under the leadership of Bernard de Nonancourt, the House revisited the “Grand Vin Sans Sucre” in 1981 and unveiled Laurent-Perrier Ultra Brut®.

The dosage process was developed in the XIXth century, a time when champagne was very sweet and primarily served at tea time. In 1889, Veuve Laurent-Perrier broke with convention and introduced a “Grand Vin Sans Sucre”, a champagne designed for British clientele, known for their preference for low-dosage wines.

“The result of long and patient research into a sugar-free champagne that meets the most refined modern expectations. It took several generations for Laurent-Perrier’s cellar masters to once again create this masterpiece of their craft—a champagne in its

purest form, relying solely on its truth to reveal the finesse of its blend.” Bernard de Nonancourt

The production process is based on a rigorous selection of grapes from Champagne’s finest terroirs. The Chardonnays and Pinot Noirs used are exclusively sourced from the most prestigious crus, carefully chosen for their perfect balance between freshness and maturity.

The grapes are harvested at optimal ripeness, as the absence of dosage demands an impeccable natural balance. The vintage must display good maturity and low acidity. Additionally, a high proportion of reserve wines is used to ensure the desired equilibrium.



Blanc de Blancs Brut Nature

Blanc de Blancs Brut Nature is made from 100% Chardonnay, the emblematic grape of the House, sourced from the best slopes of the Côte des Blancs and Montagne de Reims. This gastronomic wine is distinguished by its minerality, freshness, and citrus notes.



Ultra Brut

Ultra Brut is crafted from a specific blend of 55% Chardonnay and 45% Pinot Noir and benefits from six years of ageing in the cellar. The wine is pure and fresh, characterised by its clean, crisp style.



THE QUALITY OF PEOPLE





Production team: Emmanuel Robinet, Nelly Gambier, Olivier Vigneron, Christine Carré, Sébastien Cocteau, Benjamin Dorigny, Philippe Gille.

A TEAM DEDICATED
TO THE QUALITY OF WINES



OLIVIER VIGNERON

Technical Director and Cellar Master

With over 25 years in the Group, each year has been different, and I enjoy having such a diversity of activities in my work, all guided by a passion for wine, always with the same goal: to craft cuvées in the House's style.

Always with the idea of learning from experience in order to look towards the future.

The constant pursuit of improvement, of understanding terroirs, techniques, and every detail in execution, is also essential.

In my work, I am always in awe of the power of nature, of the winemakers' determination to produce the best grapes in this land with its harsh and changing climate, culminating in the thrilling harvest period, which is a very special time for me.

What I also love is the life of fermentations, the magic of tastings and blending, the creation of effervescence, and the slow aging of the cuvées in bottle. All of these steps are, for our team, moments of reflection and continuous improvement. This constant self-questioning is a priority in my work.

Ultimately, if someone raising a glass of Laurent-Perrier in New York, Tokyo, Paris, or elsewhere is happy in that moment of conviviality among friends, then our work is a success.



CHRISTINE CARRÉ

Director of Oenology and Winemaking

When I arrived in 2001, 24 years ago, I had the opportunity of meeting and working with a team that revealed to me what Champagne Laurent-Perrier truly is.

From their work, they created this heritage. They passed on to us their know-how, their knowledge, and the joy of creating—without forgetting discipline, of course.

Throughout my journey within the House, I was fortunate to discover the various roles within the production department. Each one plays a part in the creation and quality of Laurent-Perrier champagnes. We all share the same passion and the same commitment to excellence and to the quality of the wines.

It is a team effort that allows us to preserve this knowledge and pass it on to future generations.



EMMANUEL ROBINET

Director of Vineyards and Grape Supplies

First and foremost, working for a globally renowned Champagne House recognized for its High-Quality and precise Cuvées.

Then, two aspects of my daily work mean a lot to me: the vineyard and our partners.

Ensure the management of the House's vineyard, allowing it to produce high-quality grapes, while deeply respecting environmental regulations and considering the well-being of the staff working there throughout the year.

Building and maintaining strong relationships with the House's partners, who place their trust in us by selling a portion of their grape production—some of them for several generations. Maintaining a climate of trust between all these winegrowers and the Laurent-Perrier House, even in an uncertain economic environment.

Lastly, another important mission is representing Laurent-Perrier with local economic authorities such as the Champagne Committee, customs, and many others. For this final point, my previous roles within the Champagne Committee help me every day.



SÉBASTIEN COCTEAU

Director of Vineyards

The vineyard and its' soil are a passion that never leaves you. Every harvest is a new adventure, shaped by nature, climate, techniques and constantly changing standards, nothing is ever fixed. My goal is clear: to produce grapes with a high level of excellence. It is a team effort, together we take on challenges, share our know-how and move forward with demanding and humble behavior. The vineyard is also a place for innovation: robotics, artificial intelligence, adapting to climate change... So many exciting topics that shape the future of our profession and make us vibrate every day.

Being a winegrower within the Laurent-Perrier Group means combining tradition and modernity, local roots and a look to the future, in our beautiful region. The future cannot be built without this strong team, that I have the chance to accompany every day. And for all these reasons: our passion is our vine.



NELLY GAMBIER

Director of Supply chain and Logistics

Having to adapt to an unstable international context, to respond to constantly changing legislation, while ensuring the quality and safety of products throughout the entire chain to meet the expectations of our customers.

The challenge of tomorrow is to protect and develop our operational and human excellence. The Laurent-Perrier Group has an extraordinary know-how, a real legacy to preserve and to be inscribed in the future.

Deeply grateful for the values instilled, the passion for work, and the DNA passed on over the past 18 years, the future must be faced with those same weapons.



BENJAMIN DORIGNY

Group Industrial Director

First of all, there is the technical dimension and innovation. New technologies, robotics, and industrial computing are constantly evolving. They require curiosity, rigor, and vision. My main mission is to guarantee the reliability, performance and adaptability of the production tools, improving their ergonomics in order to serve the quality of the wines.

I came to Laurent-Perrier in 2019, I succeeded my father. Since then, I have been fully involved and now hold the position of Industrial Director. For more than 20 years, I have remained driven by the same passion for excellence.



PHILIPPE GILLE

Director of Production and Packaging

My work is my passion, and what I like the most is managing my team and a pursuit of customer satisfaction. I constantly approach managing my teams with the same enthusiasm, to help them to develop their potential. The success of a team depends on communication and mutual respect. My responsibility lies in creating a positive and motivating environment.

I am also deeply committed to the quality of our wines. Each detail counts, and I make sure that our champagnes reach the highest quality standards. Satisfying our customers is my priority; their feedback is essential to continuously improve ourselves. Every interaction is an opportunity to learn and grow.



THE BRAND'S STRENGTH

100/100

JAMESSUCKLING.COM 



GRAND SIÈCLE ITERATION N°26

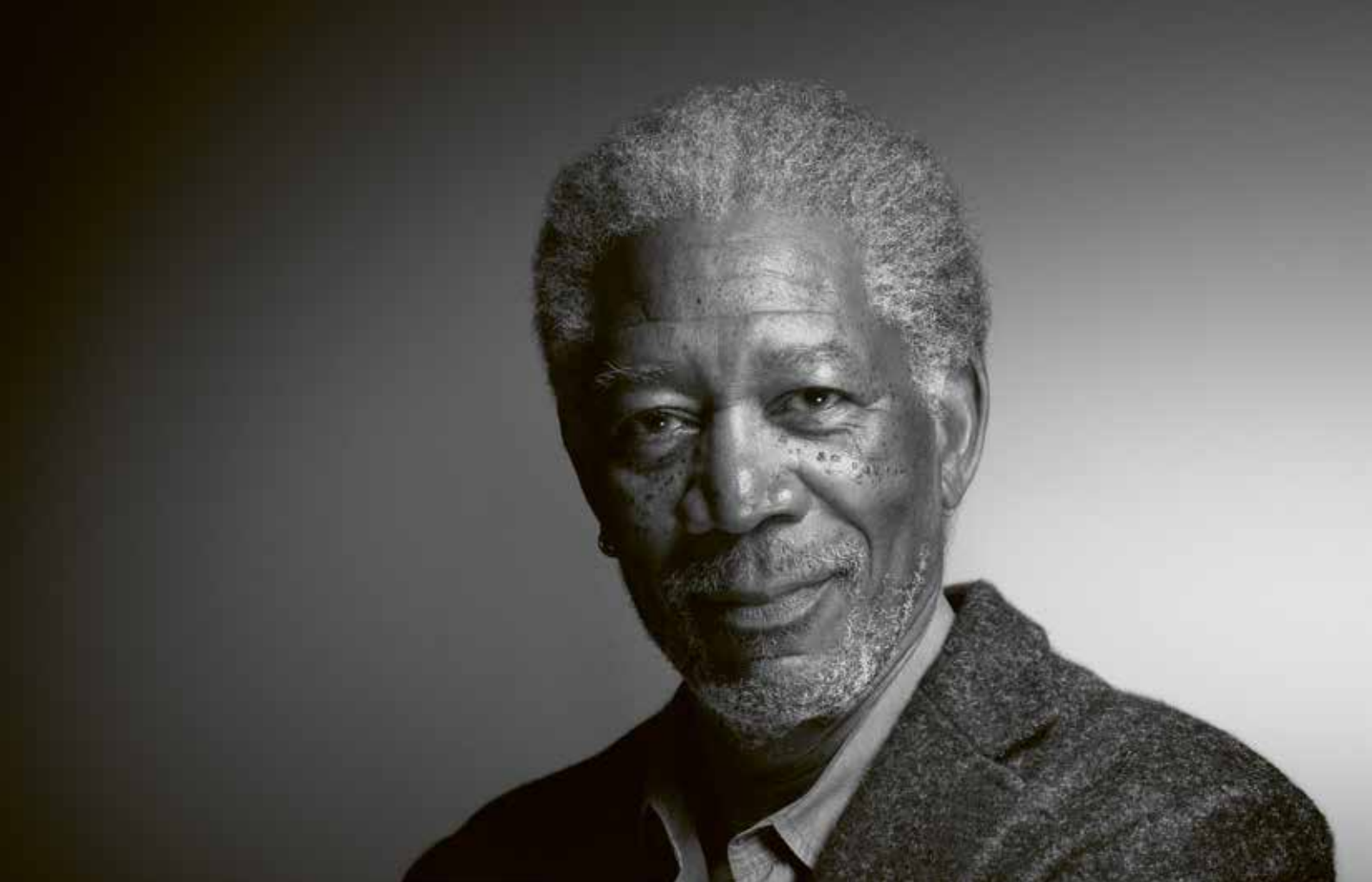
Rewarded “Wine of the Year”

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.



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.).



“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.



Grand Siècle Laurent-Perrier

"We, Laurent-Perrier, are different from our peers, or are 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 take 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.

In 2023 and 2024, an advertising campaign was launched simultaneously in the United States, the United Kingdom, Japan, Germany, Switzerland, Italy, and Nigeria, both in print and digital formats.



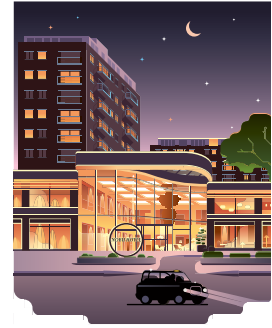
Gstaad Palace



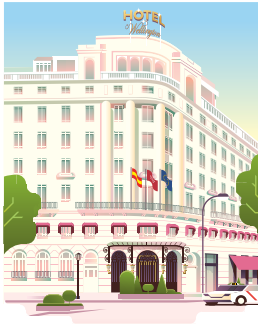
La Tour d'Argent, Paris



The Ritz London



Nobu Hotel Portman Square, London



Wellington Hotel, Madrid



Hotel Sacher, Vienna



The Savoy, London



Suiran Hotel, Kyoto

A SIGNATURE

Laurent-Perrier

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, The Ritz London, Nobu Portman Square, Wellington, Sacher... 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 NEW LIMITED EDITION FOR CUVÉE ROSÉ

Laurent-Perrier is the only major Champagne House to master the demanding savoir-faire of maceration, the best technique to create 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.

In 2024, Laurent-Perrier unveiled the “Ribbons” metal jacket. A colorful garment that expresses the aromatic nuances of Cuvée Rosé. This limited edition was launched at the George V in presence of wine and lifestyle press and influencers.



A STRONG ATTACHMENT TO GASTRONOMY

Laurent-Perrier cultivates its attachment to gastronomy, in collaboration with renowned chefs. The history of the House 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.

Throughout the year, Laurent-Perrier participates in prestigious events around the world to discover and enjoy its wines: Taste of Paris and the Gault & Millau 2025 Awards Ceremony in Paris, Sterne Cup der Köche and Ski-WM der Gastronomie in Ischgl, Austria, sponsoring the 20th Anniversary of the Alinea restaurant in the United States, creation of the FT Menus in collaboration with the Financial Times in the United Kingdom...

Above

Left: Jessica Préalpato, pastry Chef.

Right: Grant Achatz, Chef of Alinea[®] Restaurant in Chicago.



TASTE OF PARIS

Laurent-Perrier, partner to Gastronomy

For its 10th edition, Taste of Paris returned to the Grand Palais, from 8th to 11th May, 2025, and brings together once again the most famous names of the contemporary culinary scene. More than 50 chefs, including Stéphanie Le Quellec, Christophe Raoux, Pierre Sang, Denny Imbrosi and Nina Métayer,

will offer their signature dishes pairing with Laurent-Perrier champagnes.

The Théâtre Laurent-Perrier offers exclusive masterclasses. Visitors can also enjoy a glass of champagne at the Laurent-Perrier bar.



STRONG
DIGITAL PRESENCE



Increased visibility on social media

The Instagram account is followed with passion by more than 260,000 people all over the world. The House also creates additional and complementary content on other social media channels, such as LinkedIn, Facebook, YouTube and Pinterest. @champagneLaurent-Perrier

An everlasting relationship with our clients and our consumers

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

A new corporate website

The corporate website, available in French, English, German, Spanish and Japanese, tells the history of the House and gives information and characteristics on each of the emblematic Laurent-Perrier Cuvées. www.laurent-Perrier.com



2024-2025
YEAR





Alexandra PEREYRE de NONANCOURT



Stéphanie MENEUX de NONANCOURT



Stéphane DALYAC

THE MANAGEMENT BOARD

The message from the Chairman of the Management Board

In a 2024 market context marked by a decline in shipped volumes, Laurent-Perrier has managed to maintain its market share while preserving the value of its cuvées.

These results reflect the quality of our wines, the growing strength of our brands, and illustrate our long-term value creation policy.

This value creation is primarily based on our ability to forge long-term relationships with Champagne winegrowers, to work alongside them and on our own vineyards with a focus on a highly qualitative and sustainable approach to winegrowing. From this quality and our expertise, exceptional wines are born. Laurent-Perrier is continually refining, harvest after harvest, three unique areas of expertise on which the

brand is built: blending reserve wines, maceration of Pinot Noir, and non-dosage.

At the same time, the group continues to invest alongside its teams, around the world, to raise awareness, introduce and promote the adoption of its wines through the strength of its brands.

Even though short-term prospects for the champagne market remain uncertain, the Laurent-Perrier Group is confident that the quality of the wines, the teams and the brands are essential conditions for future growth.

Stéphane DALYAC

Chairman of the Management Board.



Patrick THOMAS

The message from the Chairman of the Supervisory Board

The Laurent-Perrier Group, under the authority of the Chairman of the Management Board, Mr. Stéphane Dalyac, has succeeded in maintaining its market share in a challenging environment marked by a decline in volumes.

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

In this uncertain geopolitical and economic context, the 2025/2026 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.

THE SUPERVISORY BOARD



1



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1. **Marie CHEVAL**, Vice-Chairman.
2. **Jean-Marie BARILLÈRE**,
Member of the Supervisory Board.
3. **Yann DUCHESNE**,
Chairman of the Audit and
Financial Communication Committee.
4. **Philippe-Loïc JACOB**,
Chairman of the CSR Committee.
5. **Eric MENEUX**.
6. **Lucie PEREYRE de NONANCOURT**.
7. **Jocelyne VASSOILLE**,
Chairman of the Remunerations
and Corporate Governance Committee.

To consult the 2024-2025 Reference document,
go to www.finance-groupep.com

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SIRET : 335 680 096 00021 - APE 6420Z

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

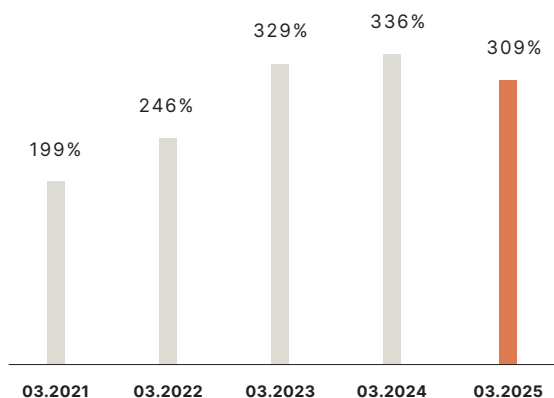
WWW.LAURENT-PERRIER.COM



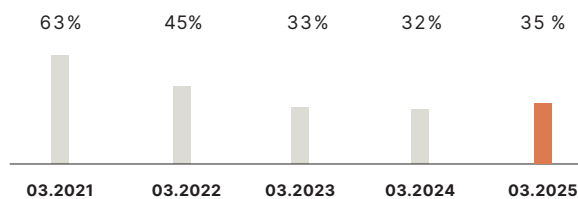
2024-2025
YEAR

FINANCIAL RATIOS

Inventory/debt
To end-March (%)

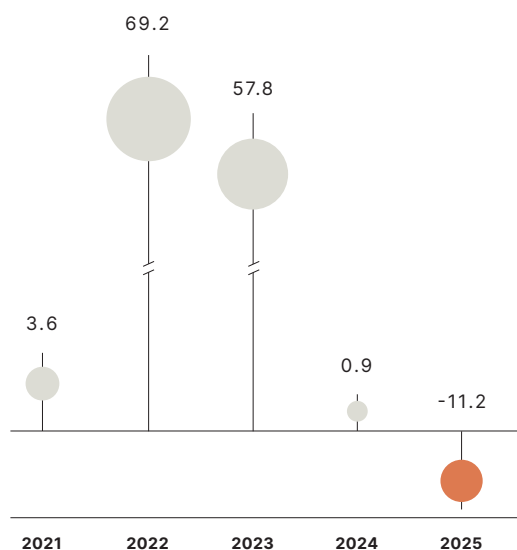


Debt/equity
To end-March (%)



CASH FLOW FROM OPERATIONS

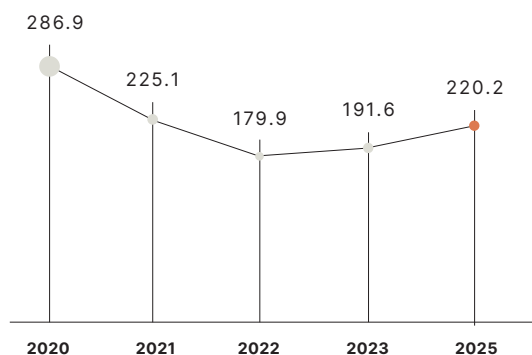
Evolution



Laurent-Perrier Group (€ Million)

DEBT

Evolution



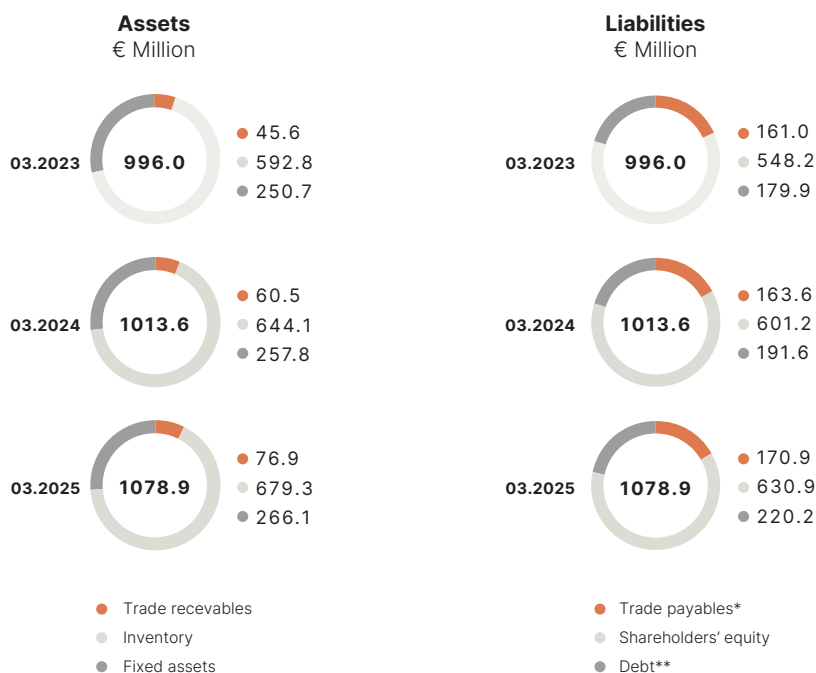
Laurent-Perrier Group (€ Million)

OPERATING ACCOUNT

€ Million	Real 2024	Real 2025	Change
TURNOVER (CHAMPAGNE)	303.5	282.9	-6.8%
TURNOVER (CHAMPAGNE)	95.1	74.4	-21.8%
AS % OF TURNOVER (CHAMPAGNE)	31.3%	26.3%	-5.0 PTS
GROUP NET INCOME	63.6	47.4	-25.4%
AS % OF TURNOVER (CHAMPAGNE)	20.9%	16.8%	-4.1 PTS
CASH FLOW FROM OPERATIONS*	0.9	-11.2	-12.1

*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 ;

Two newsletters mailed,

each year to all shareholders;

A team available

Tel.: 03 26 58 91 22.

Stock market data at 31st of March 2025

Nominal share price: € 3.80

Shares in circulation: 5,945,861

Share price as of 31st of March 2025: € 98.60

Market capitalization: € 586,261,894.60

ISIN code: FR0006864484

Dividend: € 2.10

(last dividend paid in July 2024)

Capital structure %

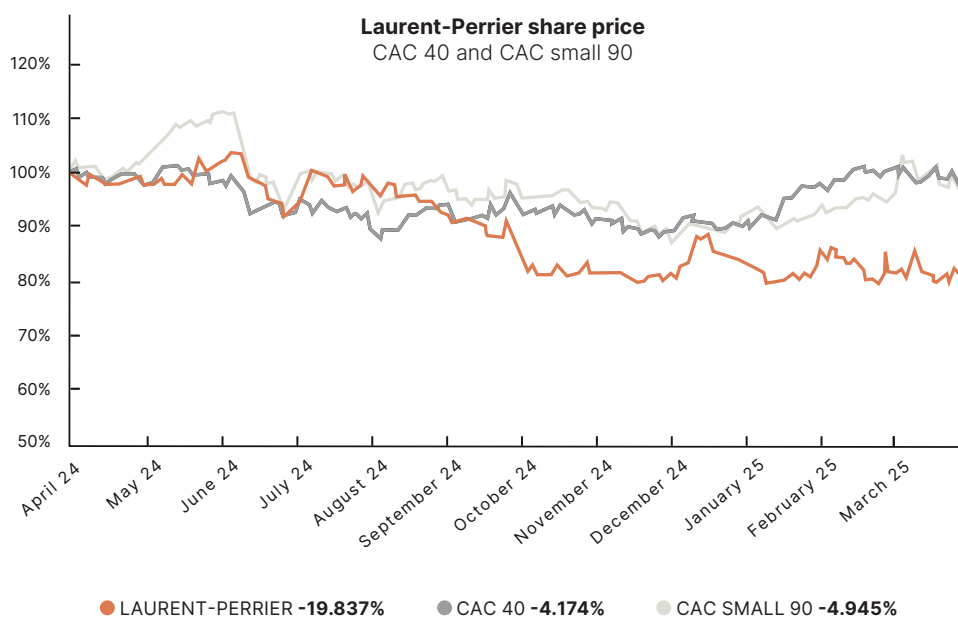
Family: 65.17%

Treasury shares: 1.43%

Employees: 0.75%

Registered institutionals: 0.26%

Others: 32.39%



01/04/2024 - 100
period from 01/04/2024 to 31/03/2025.

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