



DEPUIS 1584

**GOSSET**  
CHAMPAGNE

2023  
PRESS KIT

CHAMPAGNE GOSSET  
REASSERTS

ITS DISTINCTIVE CHARACTER



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# GOSSET REVEALS THE CONTEMPORARY EXPRESSION OF ITS IDENTITY

The custodian of more than four centuries of history and know-how, excellence and daring, Gosset stands out for its unique personality. The House, founded in 1584, has shaped its distinctive style over time, as demonstrated by its Fine Wines with their strong personality.

Carried by the past, rooted in its time and looking to the future, the oldest Wine House in Champagne is committed to perpetuating its high standards in the art of winemaking. Family-run and independent from the outset, it strives to preserve this heritage, to reinterpret it from generation to generation and to pass it on without ever hesitating to defy convention.

Today, Gosset reveals the contemporary expression of its identity, a marriage of tradition and innovation. Echoing the issues of our times, this transition is reflected in increasingly responsible production, respectful of nature. A fine way to assert the strengths of the House and its ambitions for the future.

« This contemporary reinterpretation of the House's personality enhances the Gosset style, which has been honed since 1584. »

Odilon de Varine, Cellar Master.

# A UNIQUE STYLE RESULTING FROM CENTURIES OF HISTORY AND KNOW-HOW

The oldest Champagne House, Gosset is known for the unique personality of its cuvées. “The role of the bubbles is to enhance the wine” is the philosophy that runs through the daily work of the House. Independence, elegance and the quest for excellence have guided the House step by step from the start, always with a look to the future.

## MAISON GOSSET: AN EPIC STORY OVER MORE THAN 400 YEARS

The history of the Gosset family dates back well before 1484, the date of birth of Jean Gosset, the first representative of 16 generations who worked in Aÿ until the 20<sup>th</sup> century.

The history of the House itself began in the 16<sup>th</sup> century, when Pierre Gosset, then lord and alderman of the village of Aÿ in the Marne, started trading in wine in 1584. After him, more than four centuries of the same family lineage have led the company, which has become a symbol of the Champagne region and our gastronomic culture, and which remains family-owned and independent to this day.

As the 21<sup>st</sup> century approached, the House took on a new dimension. In 1993, it joined forces with the Renaud-Cointreau family. In 2009, Gosset acquired a historic estate in Épernay, with listed parkland and 19<sup>th</sup>-century cellars. In this exceptional setting, Gosset has developed its production facilities, a winter garden and a Champagne bar to organise tastings, tours and receptions.

Tirelessly renewing its production of fine Champagne, the House turns out around a million bottles a year. Wine lovers can find them in good wine retailers, delicatessens, gastronomic restaurants or quite simply at Domaine Gosset or online. These wines have crossed borders to carry the flavours and aromas of Champagne Gosset to around 60 different countries.





**ODILON DE VARINE, GENERAL MANAGER AND CELLAR MASTER  
AND GABRIELLE MALAGU, CELLAR MASTER**

## THE UNIQUE SIGNATURE OF CHARACTERFUL WINES

Gosset wines stand out for their very generous personality. The result of a precise selection of terroirs (from prestigious Grands Crus and Premiers Crus to other villages offering their unique typical character), they are vinified according to original and consciously adopted methods.

The House know-how is passed on from one generation to the next. Its watchword? The quest for a skilful balance between freshness and mouthfeel. Gosset wines are thus made using a method that preserves all the natural freshness of the aromas found in the grapes. Long ageing on lees in the cellar then develops the roundness and complexity of the wine, as well as bubbles of incredible finesse.

This daring approach results in wines of strong character and perfect consistency. Elegant wines, with a lively attack and clean aromas, which will delight lovers of this floral, fruity and full-flavoured Champagne.

## BRINGING LIFE TO AN ENTIRE ECOSYSTEM AND MAKING IT THRIVE

This rich and original identity was recognised by Gosset's appointment as a permanent member of Excellence Française in 2010. The House was also awarded Entreprise du Patrimoine Vivant status by the French government in 2013 for its philosophy and personality, which highlights and perpetuates winemaking expertise.

Each year, the company also awards the Trophée Gosset Award to support the preservation, enhancement and passing on of gastronomic and cultural heritage, both tangible and intangible. Finally, it is involved with the mission of Champagne Hillside, Houses and Cellars, listed as a UNESCO World Heritage Site since 2015.

On the eve of its 440th anniversary, fully assuming its personality and responsibility, Gosset is transforming itself every day to ensure that it adopts a sustainable development model. While defending responsible viticulture and preserving biodiversity in its vast park in Épernay, the House has also completely redesigned the packaging of its wines. With the help of committed partners, it favours the use of materials that are eco-designed, certified, from short or local supply chains, recycled and/or recyclable: the new packaging is being unveiled this spring.

# ELEGANT WINES WITH INCREASINGLY ATTRACTIVE AND SUSTAINABLE PACKAGING

Having always known how to reconcile sensitivity, tradition and an avant-garde spirit, Gosset is now reinterpreting the markers of its unique personality. Through this change, the House is transcribing the heritage of the past in the spirit of the times and respect for the environment, while paying tribute to old-fashioned craftsmanship... And giving itself a new identity that is eminently contemporary, luxurious and warm.

## CONFIRMING THE GOSSET PROMISE

Going back over its history, Gosset wanted to highlight the influence of two worlds of luxury products with an aura of prestige: perfumery and jewellery. The link comes through an illustrious figure in the history of the House, Albert Gosset. After working as a “nose” for the greatest perfumers and co-founding the Rochas perfume house, he put his artistic talents at the service of the family business as from 1976, notably by designing the packaging of the wines. It is to him that we owe the creation of the neck label, Gosset’s hallmark packaging and unique in Champagne, which he called a “neck medallion”: a real jewel adorning the famous antique bottle. This bottle has been the emblem of Gosset since the 1760s, recognisable at first glance with its slender silhouette and rounded sides.

Custodians of this elegance with the stamp of originality, the House is now highlighting what embodies the Gosset style, namely its personality. To do so, it has reinterpreted its own codes to adorn its wines with new packaging: subtle and refined, it fits well with the exclusive antique bottle, which remains unchanged. Fully in tune with the aspirations of its time, it also takes an environmentally friendly approach. The House has selected state-of-the-art eco-designed materials, manufactured in France and from a short supply chain, recycled and/or recyclable, from the bottle and its labelling to the outer packaging that serves as a showcase.



## ELEGANCE THAT BEFITS FINE WINES

To give life to this new identity and to refine each of its facets, the House has worked meticulously, as it always likes to do. Every detail has been reworked and delicately shaped, in the style of a carefully “hand-sewn” piece of work.

### A REVISED MONOGRAM AND GRAPHIC IDENTITY

Inspired by the Gosset Celebris range of exceptional cuvée, which pay tribute to the passing of time, the Gosset monogram stands out even more, with the initial G set off by its unique typography, specially designed for the House, which is round and warm. At the same time, contemporary typography brings all its modernity to the words “Champagne” and “Depuis 1584” (since 1584), the latter added to underline the rich history of the oldest Champagne House.

### MULTI-SENSORY MEDALLION AND PACKAGING

The label, this “neck medallion”, plays on different senses and has a warmer feel. While various techniques are used to make it stand out, its outline is highlighted in gold and it has a background motif that has been specially created for the House. In addition, some subtle touches provide a reminder of the House’s former labels. Finally, the tabs of the label are decorated in black, so that the famous medallion takes on its original shape, contrasting with the bottle without interrupting its curved shape.

### EXCLUSIVELY DESIGNED GIFT BOXES AND CASES

The motifs on the cases and gift boxes are also unique. In their new interpretation, they provide a view of the silhouettes of the bottle and its medallion giving the impression of an image within an image, thus reflecting one of the key values of the House, which is depth. The addition of the words “La plus ancienne Maison de Vins de la Champagne” (the oldest Wine House in Champagne) and “familiale et indépendante” (family-owned and independent), another key value, also enriches the packaging while recalling the human dimension that is so dear to Gosset. Here again, the outer packaging has been eco-designed by local partners using recyclable materials.

### AROUND WINE TASTING...

To encourage full appreciation of the aromatic richness of its wines, Gosset has also redesigned all its tasting accessories: Champagne glasses, ice buckets, etc. Also playing on multi-sensory materials, textures and workmanship, they have been developed in collaboration with local partners. Everything needed to re-live the tasting experience at home, in the company of family and friends.



## A COLLECTION OF FINE WINES...

The quality of Gosset wines, their style and their taste all remain unchanged, immutably reflecting the uniqueness of the Champagne terroirs and the atypical personality of the House. Faithful to a human ecosystem that it holds dear, it sources its grapes from 160 winegrowing families, some of them having worked alongside the House for several generations. Through its involvement with the Comité Interprofessionnel du Vin de Champagne, it also promotes a respectful approach to the environment in viticulture and the winemaking process, a guarantee of excellence and refinement.

## ... EXEMPLIFIED BY THE CUVÉES

### GOSSET GRANDE RÉSERVE

The House signature, the expression of the Gosset style

### GOSSET GRAND ROSÉ

The freshness and structure of Chardonnay, the fruit of the reds from Bouzy and Ambonnay

### GOSSET GRAND BLANC DE BLANCS

Chardonnays combining the finesse of the Côte des Blancs with the structure of the Montagne de Reims

### GOSSET GRAND MILLÉSIME 2015

A year of fresh and elegant wines, giving a vintage Champagne made for sharing

### GOSSET PETITE DOUCEUR ROSÉ

A balance between acidity and roundness, that can be enjoyed from the aperitif through to the dessert

### GOSSET CELEBRIS (Vintage 2008, Rosé 2008, Blanc de Blancs 2012)

The exceptional prestige cuvée, the ultimate expression and quintessence of the Gosset style

INDEPENDENT, FAMILY-OWNED CHAMPAGNE HOUSE

The oldest Wine House in Champagne: Aÿ 1584  
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