

# Champagne Lanson & Terlato Wine Group reveal long-term sales agreement

Established in 1936, fourth generation family-owned and operated Terlato Wine Group announced an exclusive sales and marketing agreement with Champagne Lanson, one of Champagne's oldest and most respected Maisons. The agreement will become effective April 1, 2021.

Building on a family heritage and two and a half centuries of experience, Champagne Lanson is committed to creating exceptionally high-quality wines and continues to remain faithful to the values that have guided them since their founding in 1760. The unique and authentic style of Champagne Lanson is based on four pillars: a meticulous attention to selecting the crus, a traditional vinification method with predominantly non-malolactic fermentation, a rich collection of reserve wines and extended maturation in their cellars.

Lanson is proud to be the first Champagne house to have created a collective in order to actively support its partner growers with the transition to sustainable viticulture. The team's renowned Green Label is farmed exclusively following the principles of organic and biodynamic agriculture. Today, Hervé Dantan, Winemaker, carefully crafts elegant wines characterized by inimitable freshness and vitality.

"Champagne Lanson and Terlato Wines Group are two family-owned companies sharing common values about wine quality and constant search for excellence. We are extremely pleased to sign this partnership with Terlato Wines, a well-established and renowned luxury wine importer in the US market.

This long-term partnership reflects Champagne Lanson's ambitions in the biggest champagne market worldwide and represents a key milestone in the new brand vision," shares François Van Aal, President, Champagne Lanson.

Owned and operated by the Terlato family, Terlato Wine Group is comprised of several businesses specializing in the marketing and production of exceptional wines, artisanal spirits and non-alcoholic beverages. Terlato Wines International is a pre-eminent fine wine importer and vintner that represents an incomparable and diverse selection of global beverage brands and is a leading fine wine marketer in the USA.

"My father and grandfather instilled in us that we should work with integrity and focus on quality, that will always endure. We are particular about the brands and families we choose to align ourselves with. The philosophy of Champagne Lanson is deeply rooted in putting quality at the forefront and developing sincere and lasting relationships. Both companies share similar values and beliefs and we look forward to a very long and successful partnership together," comments Bill Terlato, CEO.