

Lanson Champagne redesigns range and packaging in 260th year



Le Black Réserve is exclusive to duty free/travel retail, premium wine retailers and on-premise

Maison Lanson, which celebrates its 260th anniversary this year, is continuing the renewal of its branding strategy with a new communication campaign and a completely revamped Champagne range structure.

Designed to be more coherent and consistent, the range is structured around 10 cuvées. With the same objective of renewal, the bottles' packaging will evolve in a subtle way from summer 2020, with a focus on elegance and modernity, the company said.

Maison Lanson now offers a range of products in three sections:

Five Champagnes for the core range which illustrate the house style: le Black Label Brut, le Rosé, le White Label Sec, le Black Reserve and le Blanc de Blancs;

Three Champagnes, Rare & Exceptional, express a specific terroir and expertise of the house: Green Label, Vintage 2009 and le Clos Lanson;

Two Cuvée de Prestige 100% Grands Crus highlighting an exceptional year: la Noble Cuvée Brut 2002

and la Noble Cuvée Blanc de Blancs 2002.

Exclusive for duty free

Le Black Réserve and Le Blanc de Blancs are exclusive to duty free/travel retail, premium wine retailers and on-premise. Both cuvées will be unveiled first in Paris airports with Lagardère Travel Retail in Paris Charles de Gaulle and Orly in October and highlighted during the festive period. Le Black Réserve will also be available through Gebr Heinemann's stores.

Edouard De Boissieu, Head of Travel Retail, Champagne Lanson, said: "COVID-19 has impacted hugely on all of us and travel retail is facing a volume drop that could not be avoided. However, travel retail remains a priority channel for Lanson; we have not diverted from our ambition to grow our footprint in this business and believe our new redefined range will help us to achieve that goal. For Lanson, GTR [global travel retail] offers us an image-building channel where the brand still has great development potential in the mid/long term.

"Our belief in the value of GTR is further shown by our introduction of Le Black Réserve and Le Blanc de Blancs cuvées which will be exclusive to duty free, wine retailers and on-premise – thus not available to consumers on the high street. This gives us that point of difference for travel retail, which is so important."

Elegant bottle design

Lanson bottles have evolved subtly, with a new packaging to bring the presentation of the range into line with the values of the house.

The bottle seeks to reinforce its identity and history. The Lanson Cross, inspired by the Maltese Cross, dates back to 1798 when the founder's son, then a member of the Hospitaller Order of Malta, decided to adopt the Cross as the emblem of the house. This symbol of kindness has become the emblem of Lanson Champagnes.

The bottle displays the Royal Warrant, a distinction awarded to Lanson by Queen Victoria in 1900 and which the house has kept without interruption.

The founding date of the house, 1760, has also been highlighted to emphasize its history and expertise.

The Rare & Exceptional Cuvées each display specificity: the special year for Vintage, the organic vineyard for the Green Label and the unique plot for the Clos Lanson.

New ad campaign

Lanson has rethought its back labels by focusing on greater transparency and more precise information. It is now possible to know for each cuvée the details of the blends, the dosage, the harvest base, the reserve wines, the date of disgorging and the traceability of the bottles.

The gift boxes have also been reworked to be both more educational and gift-like, in a delicate and contemporary approach to reinforce the values of Lanson.

As part of the brand revamp, Lanson has launched its new branding and advertising campaign with the emotive slogan: 'It's All About Love'.

To celebrate 2020, which coincides with Lanson's 260th anniversary, Lanson has relaunched its

branding by building it around the brand's core values: openness, kindness, humility, authenticity and elegance – and, above all, the quality of its wines.

The new campaign centers on 'It's All About Love'. "Love for the soil, for the terroir, of a job well done, a sustainable love, a love of sharing, of being together, of making people happy," the company said.