

Lanson appoints Stroh as Vineyards & Sustainable Development Manager



Mélody Stroh joined the cabinet Magister Champagne in 2018 as a Viticulture Consulting Engineer, in charge of accompanying wine growers to a more sustainable viticulture and to switch to the VDC or HEV schemes before joining Champagne Lanson

Maison Lanson has announced Mélody Stroh as its new Vineyards and Sustainable Development Manager.

Under the direction of Hervé Dantan, Lanson's Chef de Caves, Stroh will be responsible for the vineyard, and will offer technical support to partner wine growers to achieve the French High Environmental Value certification. Melody will also ensure the quality and traceability of sourced grapes. She will also be on the Lanson Tasting Committee. "You have to be in full awareness of the Lanson style to identify and reveal the terroirs that guarantee the singularity and quality of our

champagnes,” said Dantan.

Stroh will support the dynamic of sustainable development at Lanson that was initiated in 2010; she will support the company’s partners, and also support the Vineyard team in work on emerging techniques of vineyard management and the management soil life. “The influence of terroirs on the wines requires a perfect knowledge of their diversity and specificity to allow an even finer selection of grapes, it is a key element to making great wines” said Hervé Dantan.

Head of Travel Retail Edouard de Boissieu comments: “Champagne Lanson has a long-term strategy for sustainability which, of course, also affects our travel retail business and how we work with our retail partners in this respect. We are already in discussions with a number of partners regarding how we can put our ideas into practice and promote our sustainability to consumers. We hope to be able to announce one significant travel retail project shortly.”