

# Champagne Lanson visits the fruit market



Champagne Lanson's Le Rosé Fruit Market gift box is designed to echo the red fruits revealed in Le Rosé Champagne

Champagne Lanson has unveiled a new concept for 2022 - Le Rosé Fruit Market - a limited-edition gift box for its cuvée Le Rosé.

Available to travel retail, Le Rosé is a fresh, fruity and delicate rosé Champagne, with notes of red fruits - strawberry, raspberry, blackberry and blueberry - balanced by citrus notes, recalling the scents of fruit market stalls.

The elegant Le Rosé Fruit Market gift box is designed to echo the variety of fruits that is revealed during the tasting of Le Rosé Champagne. Developed for sharing on a summer's day, this limited-edition offers a cuvée combining freshness and vitality, according to Lanson.

To support the launch in global travel retail, Lanson has two high-profile promotions planned this summer. From May 31 to June 27, in partnership with Lagardère Travel Retail Group, travelers visiting Paris Airports Roissy and selected Charles de Gaulle T2 shops will have the opportunity to taste Le Rosé at Lanson 'Market Stalls'.

Brand ambassadors will be on hand to offer red fruits food pairing to travelers as part of Lanson's ambition to position the brand at a premium quality level by building a 'bistronomie' (bistro/gastronomy) story around it. During the HPP, Lanson's Le Black Label and Le Black Label twin-pack will also be on special price offer.

From June 1 to July 31 a special event bar at Frankfurt Airport's T2 non-Schengen shop in co-operation

with Heinemann will offer tastings of Le Rosé and a gwp of a bottle stopper with every two bottles purchased.

Said Edouard de Boissieu, Head of Travel Retail, Champagne Lanson: “We’re delighted to be able to offer the special edition Le Rosé Fruit Market to global travel retail. The gift box offers a really fresh approach for our cuvées and offers extremely attractive shelf appeal, truly representative of the product inside.

“We are also confident that the HPPs planned this year with our retail partners will act as a perfect showcase for Le Rosé Fruit Market and Champagne Lanson. We know from first hand experience how important and effective promotions such as this can be, and are very grateful to our retail partners for giving us this opportunity.”