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Champagne Lanson names new President

By **Mary Jane Pittilla** on January, 15 2019 | Spirits & Tobacco

François Van Aal is the new President of Champagne Lanson

François Van Aal has been appointed President of Champagne Lanson by the Board of Directors.

Van Aal succeeds Philippe Baijot, who has confirmed his intention to retire.

After studies at Northeastern University of Boston and Dauphine University in Paris, Van Aal started his career in advertising at J. Walter Thomson and then at Tag-Heuer.

In 1994 he joined Rémy-Cointreau, where he worked for 23 years, holding successive positions in marketing, sales and profit center management in the US for seven years, and then in the Europe, Middle East and Africa region.

Champagne Lanson exports three quarters of its production to 80 countries, holding a particularly strong position in the UK, where the house has held a Royal Warrant continuously since 1900, awarded by Queen Victoria.

In May 2018, Lanson successfully launched its first biological Champagne, Lanson Green Label, which is produced using organic grapes grown exclusively on an estate vineyard located in Verneuil in the Marne Valley.

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