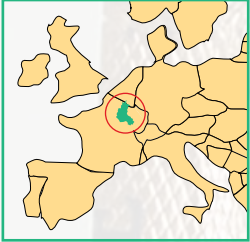


Champagne & Sparkling Wine

The Champagne and sparkling wine sector is positively fizzing with opportunity – read this guide and stock up to maximise your sales.

Market Information Champagne

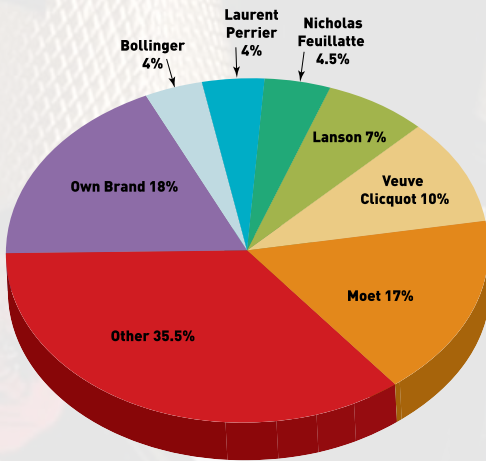


- Champagne is produced solely in the Champagne region of France
- A vintage is a wine of high quality from a single identified year
- A non-vintage (N.V.) is always blended to maintain a constant house style
- Brut is dry, demi-sec is slightly sweeter
- Rose tends to be slightly fruitier

Value

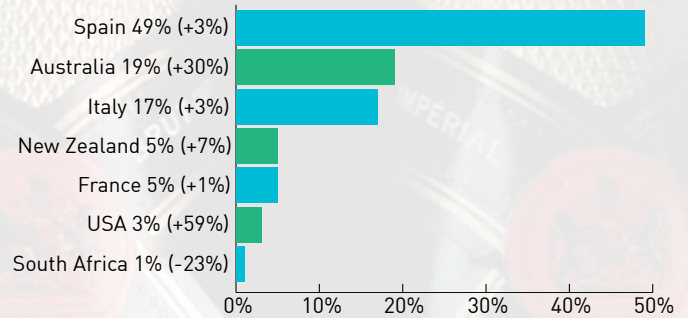
- The UK Champagne market is worth £302m (+2% year-on year)
- The UK sparkling wine market is worth £238m (+8% year-on year)
- Combined, Champagne and sparkling wine account for approximately 10% of the UK's total wine sales
- Rose accounts for 10% of all Champagne sales and 13% of sparkling wines. Rose sparkling wine is growing at 83% year-on-year

Top non-vintage Champagne brands by % market share (total GB off trade)



Sparkling Wine

% Value share sparkling wine by country



Key Products

Rank	Country	P&H Code	Product	Check
Champagne				
1	France	60589	Moët et Chandon Brut N.V.	
2	France	66195	Lanson Black Label Brut N.V.	
3	France	66207	Andre Simon Brut N.V.	
4	France	66202	Moët et Chandon Rose N.V.	
5	France	68419	Nicholas Feuillatte	
Sparkling Wine				
1	Australia	60592	Jacobs Creek	
2	Spain	66114	Freixenet	
3	Spain	66033	Casito Cava	
4	Italy	60798	Martini Asti	
5	Australia	68267	Jacobs Creek Rose	
6	France	61555	Andre Simon Cuvee Royale Brut	
7	Italy	66212	Canti Asti	
8	France	66336	Andre Simon Cuvee Royale Demi-Sec	
9	USA	66073	Beringer Rose	
10	Italy	61556	Cavini Spumante	

Range Tips

- Check the recommended range to make sure you are stocking the best sellers
- Chill Champagne and sparkling wine as most purchases are for immediate consumption
- Although non-vintage Champagne and sparkling wine continue to dominate, rosé is showing the most rapid growth – stock up to meet demand
- Stock the key brands as well as offering a value alternative, as own labels (such as Andre Simon) are essential to drive sales volume