



CHAMPAGNE ALFRED GRATIEN

MAISON ARTISANALE DEPUIS 1864

Making a memorable footprint for 160 years

Decades shaped by passion, excellence and expertise,
handed down from generation to generation.



1864 - 2024

160
ANS





Editorial

160 years of Alfred Gratien

2024 is a symbolic year for Alfred Gratien, celebrating 160 years of excellence and ancestral expertise in the art of champagne.

Since 1864, Alfred Gratien has been not just a champagne House but also a living tradition, a story woven through with the common thread of passion passed down from generation to generation. The Jaegers, generations of cellar masters, have shaped an exceptional artisan tradition and a real living heritage.

To highlight this significant achievement and the company's stamp of elegance, refinement and discovery, Alfred Gratien is showcasing a prestigious year that stood out within its decade for its ability to produce fine champagnes suitable for aging, by unveiling a unique version of its 2008 vintage. This limited edition of just 1,600 bottles and 160 jeroboams epitomises the excellence, the exceptional terroir, and the unrivalled expertise that have formed the foundations of the house's reputation for the past 160 years.

“Every bubble in our wines tells part of the Alfred Gratien story. The essence of Alfred Gratien is reflected in deep respect for the terroir, artisanal patience and the constant pursuit of authenticity. Every bottle tasted showcases the unique, singular character of our century-old cellars, as well as our winemakers' passionate commitment.

Alfred Gratien is more than just a champagne house – it is the living embodiment of an unrelenting passion passed down from generation to generation.”

Nicolas Jaeger, Alfred Gratien's cellar master

Foreword

If the exceptional had a name, it would certainly be Alfred Gratien.

Founded in Epernay in 1864, this small-scale champagne House makes exceptional wines with the purest respect for tradition, artisanal expertise, and an unparalleled attention to detail passed down through generations by the Jaeger family, the House's cellar masters, from father to son. In Alfred Gratien's century-old cellars, artisanal skill and expertise are more than just tradition. For 160 years, every stage in creating Alfred Gratien champagnes has reflected the company's unwavering commitment to quality, excellence and authenticity.

This history and expertise are what make Alfred Gratien truly special, leaving a lasting, genuine and refined footprint that lingers.

The Alfred Gratien signature is a unique style characteristic of the company, appearing throughout the process of creating its iconic wines. Firstly, they gather a selection of the best grapes: **each wine is made from 62% Grands Crus and Premiers Crus. Next, the entire winemaking process is performed in oak** in a century-old winery, cherishing a unique technique that the company has been continually using for years in all of its creations. Finally, these wines **do not undergo malolactic fermentation.**

This style and footprint make every tasting experience a unique moment and unforgettable memory.

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| 1864 | Alfred Gratien creates Maison Alfred Gratien in Epernay. |
| 1873 | Company buildings built and first bottles of Alfred Gratien champagne produced. |
| 1900 | Winemaking in oak barrels following the purchase of new and second-fill barrels. |
| 1905 | Gaston, the first cellar master from the Jaeger family, was put in charge. |
| 1906 | Company exports to the UK for the first time via the distributor The Wine Society. |
| 1951 | Following Gaston's death, his adopted son Charles Jaeger becomes the company's second cellar master. |
| 1966 | Jean-Pierre Jaeger joins the company aged 16. |
| 1978 | Charles Jaeger retires, leaving his son Jean-Pierre Jaeger as the company's cellar master. |
| 1990 | Nicolas Jaeger joins Alfred Gratien at the age of 18 alongside his father, Jean-Pierre Jaeger. |
| 1995 | First exports to Scandinavian countries via the distributor Sigva. |
| 2000 | Alfred Gratien purchased by the Henkell Group from Germany. |
| 2005 | First exports to the USA via the distributor Domain Select. |
| 2006 | First exports to Hong Kong via the distributor Wine Culture.
Cellar expanded and equipped with stainless steel vats. |
| 2007 | Jean-Pierre Jaeger retires. Nicolas Jaeger becomes the new cellar master.
First exports to Japan via the distributor Wine To Style. |
| 2019 | Boutique opened in Epernay.
Wine tourism tours launched. |
| 2021 | Launch of the 'Memory' collection (at least 20 years of maturation in cellars). |
| 2023 | A new, more iconic and premium graphic identity. |
| 2024 | 160 years of Alfred Gratien and launch of anniversary limited editions based on the 2008 vintage. |

THE JAEGER FAMILY, CELLAR MASTERS FROM FATHER TO SON

A tale of kinship

At this family business, **passing down and loyalty play a vital role in preserving artisanal expertise and the Alfred Gratien style.**

Proof of this comes in the shape of **the Jaeger family, who have been cellar masters from father to son for four generations.**

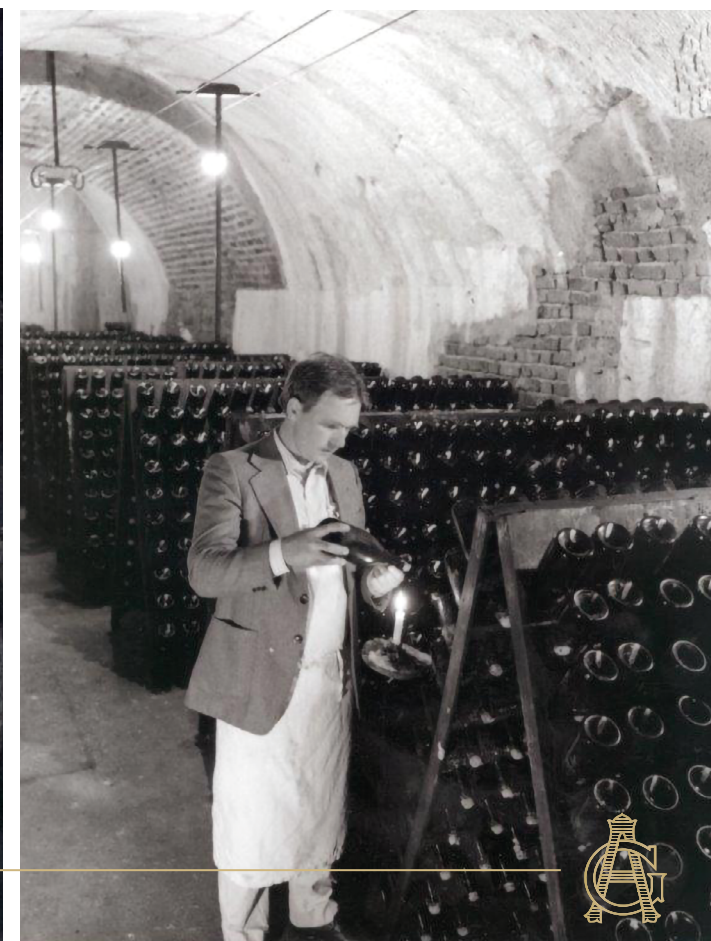
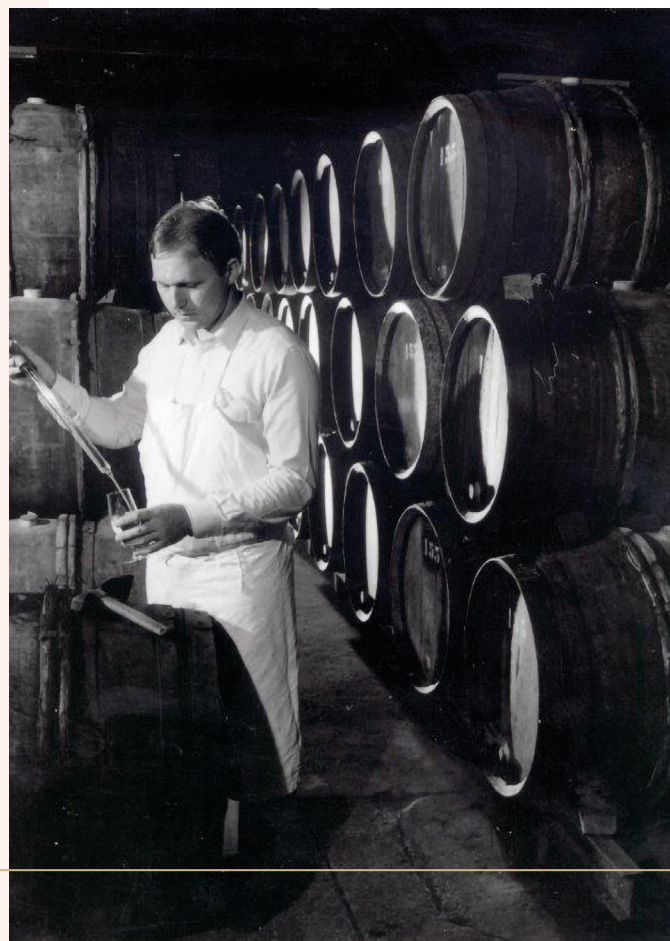
Gaston, the first in the line, was put in charge in 1905. In 1951 he passed the baton to his son **Charles**, who then handed things over to his son **Jean-Pierre** in 1966. **Nicolas joined Jean-Pierre** in 1990 and worked alongside him for 17 years, before being appointed the company's new cellar master in 2007. This is a wonderful collaboration that has seen old expertise being passed down for nearly a century.

Thanks to this unique kinship, the cellar masters of the Jaeger family have learned and shared three areas of expertise:

🏰 **A detailed knowledge of the terroirs** in Champagne and of tending the vines, ensuring that the very best grapes are selected.

🏰 **Ancestral techniques for winemaking in oak**, meticulous and exacting.

🏰 **Outstanding skill in wine blending**, authentic composition guided by the pursuit of expressive, harmonious balance – whilst retaining the brand's spirit and style.



Nicolas Jaeger, Alfred Gratien's cellar master

Born in 1972, **Nicolas Jaeger never really imagined doing anything other than following in his father's and grandfather's footsteps to become Alfred Gratien's cellar master.**

He now owns the family vines where he grew up, between the Reuil and Mesnil-sur-Oger terroirs, and **his memories are all rooted in Epernay.** «I followed my father. There are no working hours for a cellar master – you have to stay close to your vines, every day, including weekends».

Nicolas Jaeger works alongside his father, who taught him everything from working with the barrels in the cellar, to toiling in the winery and seeking out the best possible supplies... His father also gave him a passion for oak, and with it the patience required to create champagne. Nicolas understands how best to support his wines, and then patiently waits for them to develop. Year after year, his work and techniques have remained the same – a well-kept family secret for more than 100 years. But that is not all... Each cellar master has also **left their own particular mark on the company.**

Although Nicolas learned everything from his father, he has also been able to develop wines that reflect his own approach. **Whilst continuing to respect the house style, Nicolas Jaeger has been producing more expressive, rounder wines** born of his experience and meticulous work, in particular on dosage liquor levels.

This unique family expertise, combined with each cellar master's own personality, is what gives Alfred Gratien its particular style.



Questions for Nicolas Jaeger

How would you describe the Alfred Gratien style?

Alfred Gratien champagnes are brimming with generosity, finesse, vibrancy and voluptuousness... They are elegant and linger beautifully on the palate. In fact, I prefer to describe them as champagne wines as they are also gastronomic wines that are excellent with food, which can be found on the wine lists in various Michelin-starred establishments. The Alfred Gratien style is also reflected in the oak vinification, one of our signature features. The wood supports the wine but does not replace it. Upon tasting, it is noticeable, but delicate, upon tasting. This winemaking method allows us to enhance our exceptional raw material of grapes.

What was the best lesson your father taught you about your job?

I grew up among the vines, split between the Reuil and Mesnil-sur-Oger terroirs. I followed my father everywhere; he taught me everything. Working with the barrels in the cellar, toiling in the winery, seeking out the best possible supplies, and above all, respect for the wine. He also gave me a passion for oak and how to appreciate it, love it and work with it. Today, I still use the same techniques that he taught me, just with more modern equipment. The key is to adapt the tools to the technical nature of the work. As a winegrower myself, I also learned how to tend the vines. It is important to learn to understand winegrowers so that you can seek out the best terroirs, best vineyards and best grapes.

What makes rest and a long period of maturation vital steps in the winemaking process?

At Alfred Gratien, we mature our wines for much longer than the legal recommendations. Some of our wines have been in our cellars for four years, others nearly ten, and even multiple decades for the rarest vintages... A long period of maturation is a vital step in creating exceptional champagnes. The bottles sit in our cellar 18 metres underground, at a constant natural temperature of 9°C throughout the year.

ALFRED GRATIEN

A UNIQUE STYLE

Grapes: exceptional raw materials for unique wines.

The pursuit of the best possible grapes has always been a priority for Alfred Gratien's cellar masters.

Alfred Gratien has **1.56 hectares of Grand Cru and Premier Cru vines at the heart of the Côte des Blancs**. The House sources its grapes **from around sixty winemakers** with whom it has solid, historic relationships. Some supply contracts have been in place for multiple generations, much like the company's cellar masters.

The precious, carefully selected grapes are harvested by hand and gently pressed. **62% of these come from Champagne Grands Crus and Premiers Crus**: Chardonnay from Côte des Blancs (Mesnil, Avize, Chouilly, Vertus, Cramant), Pinot Noir from Ludes and Bouzy, Meunier from Leuvrigny, Damery and Reuil-sur-Marne.

Only the first pressing, known as «jus noble», is used by Alfred Gratien to make its champagnes.





Artisanal expertise

Winemaking at Alfred Gratien has been conducted in oak since 1864, in **small 228-litre oak barrels**. The barrel stock consists of both new barrels and barrels that have previously held up to four different harvests.

Maturation in barrels promotes **micro-oxygenation in wine**, enhancing its complexity when tasted. Each plot is vinified separately: **Exchange between wine and oak promotes micro-oxygenation, which brings the wine to life and gives it substance... as well as a certain roundness:** the secret to the Alfred Gratien signature.

As well as maturation in oak in some 1,000 barrels found in the winery, **the wines do not undergo malolactic fermentation**, preserving the unique character of the fruit and the vibrancy that gives the wines huge ageing potential.



Time in the cellar, a vital step

More than 1,300,000 bottles slumber in the silence and darkness of the house's chalk cellars, **on racks, at a consistent temperature of 9°C.**

At Alfred Gratien, **this period of time that the bottles spend in cellars is a vital step in creating exceptional champagnes.** Every step in the maturation process is one of the keys to creating the champagnes' character, allowing the secondary and tertiary aromas to flourish. Alfred Gratien wines remain there for four years.

For the vintage wines that are destined to spend many years in cellars, **Alfred Gratien has always opted for traditional cork stoppers.**

Nicolas Jaeger explains:

“Cork's permeability and flexibility allow a very slow supply of oxygen through, which is needed for the wine to develop properly whilst retaining its freshness.”

For the vintage Alfred Gratien Brut and the Paradis vintage wines, maturation takes at least eight years in our cellars and can even stretch to multiple decades. This is showcased by the **Memory Collection**, marked with the footprint of time, which houses the company's best vintages that have spent more than twenty years in the Alfred Gratien wine collection.



THE WINES



BRUT BLANC

45 % Chardonnay
35 % Meunier
20 % Pinot Noir



BRUT NATURE

50 % Chardonnay
25 % Meunier
25 % Pinot Noir



BRUT ROSÉ

45 % Chardonnay
35 % Meunier
20 % Pinot Noir



PARADIS BRUT BLANC 2015

65 % Chardonnay
35 % Pinot Noir



PARADIS BRUT ROSÉ 2008

60 % Chardonnay
40 % Pinot Noir



BRUT BLANC DE BLANCS 2017

100 % Chardonnay



BRUT BLANC 2015 VINTAGE

58 % Chardonnay
25 % Meunier
17 % Pinot Noir



MEMORY BRUT BLANC 1997

45 % Chardonnay
35 % Meunier
20 % Pinot Noir



MEMORY BRUT BLANC 1998

45 % Chardonnay
35 % Meunier
20 % Pinot Noir



MEMORY BRUT BLANC 1999

50 % Chardonnay
25 % Meunier
25 % Pinot Noir

ANNIVERSARY WINES

Paradis Brut Rosé 2008 Vintage The angels' share

The Alfred Gratien Paradis Brut Rosé 2008 Vintage «the angels' share» delights with its bottle decorated in delicate decoration, featuring a subtle illustration depicting the angel and the founder's signature, two iconic symbols of the house. Brimming with elegance and refinement, **this wine pays tribute to the magic that flows from the house's century-old cellars: the «angels' share» is the proportion of the wine that evaporates naturally over time from oak barrels.**

Each elegant wine is painstakingly prepared, and conveys the house's timeless elegance and boldness. Each bottle bears witness to Alfred Gratien's heritage and ongoing commitment to excellence.



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Brut 2008 Vintage 160th anniversary limited edition

160 jeroboams and 1,600 bottles

To celebrate this anniversary, Alfred Gratien is showcasing a prestigious year that stood out within its decade for its ability to produce fine champagnes for laying down, by unveiling a unique version of its 2008 vintage: **1,600 bottles and 160 jeroboams to explore a fine wine offering beautiful concentration paired with a taut, saline style.**

This limited edition will also be decorated with the Alfred Gratien angel, a subtle reference to the angels' share and the time that these exceptional wines spend slumbering in the house's cellars.

These meticulously made bottles and jeroboams are adorned in a soft metal label, printed with hot gold and embossed to enhance its prestigious character. **Each bottle will be individually numbered and each label precisely applied by hand.** The bottles will be presented in a cardboard case, whilst the jeroboams will come in a wooden case created in collaboration with la tonnellerie de Champagne.



THE ALFRED GRATIEN WINE COLLECTION, LIVING MEMORY...

Behind the gate that leads to the Alfred Gratién wine collection stand carefully kept vintage treasures: **several thousand exceptional bottles lie slumbering...**

This unique location, carved into the chalk and tinged with history and emotion, offers **virtually perfect storage conditions**. A temperature of 9°C, constant humidity, and blue-free light ensure that all of these wines are perfectly preserved.

Not every wine can hope to join this prestigious wine collection. Only the very best vintages and wines with the best ageing potential are granted the honour of a place.

The oldest bottle, a Brut Vintage dating from 1945, stands alongside remarkable vintages from the 20th century, such as 1962, 1964 and 1966. These are joined by various unique bottles made 'just for fun' by one or two members of the Jaeger family: wines that have never been put on the market yet are carefully preserved, **symbolising historic expertise and boldness passed down from father to son.**

Among these exceptional bottles, one holds a very special place in current cellar master Nicolas Jaeger's heart: a 1955 vintage brut interwoven with exotic fruit aromas, beautifully lingering with incomparably refined sparkle.



“An unforgettable tasting experience that I have been fortunate enough to enjoy twice: I well remember its delicate aromas, silky touch, roundness and the emotions this vintage evoked. A memorable wine that I was able to enjoy alongside my father on Christmas Eve, paired with foie gras. The vintage left a further impression on me when I shared it again at a tasting with friends and colleagues, all of whom praised the wine's fantastic quality.”

With this wine collection, Alfred Gratién is demonstrating once again that its wines are ideal for laying down, a process that develops and enhances their aromas thanks to the delicate footprint of time.



The Memory Collection

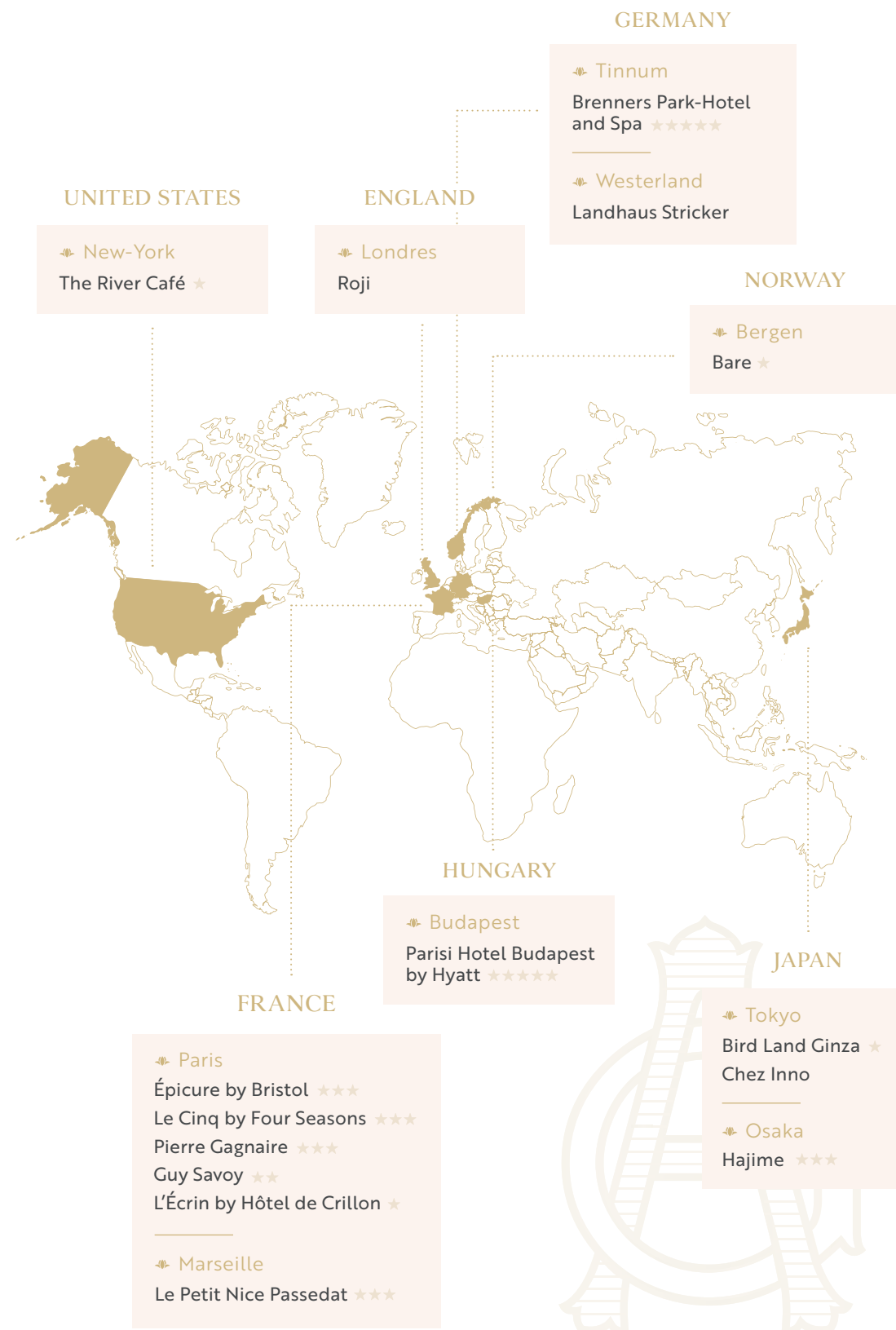
When Alfred Gratién created the Memory collection, **the aim was to pay tribute to the finest vintages in the Champagne region. Matured in the company's wine collection for more than twenty years**, the Memory collection is the result of meticulous work marked by finesse, patience and exacting standards and perfectly epitomises the Alfred Gratién style.

The range made of 3 vintages : 1997, 1998 and 1999.

CHAMPAGNE SHINES ON THE FINEST OF TABLES

Alfred Gratien is acknowledged by more than just its peers – **it also makes champagnes that are hailed by the world of gastronomy, both in France and abroad.**

Appearing all over the world and showcased on the prestigious wine lists of Michelin-starred establishments, the name Alfred Gratien never fails to make an impact. **Alfred Gratien champagnes are remarkable examples that offer perfect food and wine pairings.**



WINE TOURISM & WINERY SHOP

The Alfred Gratien wine collection, like its cellars, can be visited throughout the year as part of a **wine tourism tour**.

This tour begins in the house's century-old wine store then continues onwards 18 metres underground to explore more than a kilometre of cellars carved into the chalk, where over a million bottles slumber in the darkness. Every tour ends with **a tasting of a selection of Alfred Gratien wines in the winery shop**.



To celebrate its 160th birthday, Alfred Gratien is offering all champagne enthusiasts an immersive experience with a series of unique themed workshops to explore at the heart of Epernay.



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A WINE COLLECTION PRIVATE TOUR

To mark its 160th birthday, Alfred Gratien is opening the doors to its wine collection, giving visitors an opportunity to explore the footprint left by people and the passage of time. This tour is much more than just an opportunity to explore a place steeped in history – **participants are also invited to become part of the story by tasting the limited edition Paradis Brut Rosé 2008 «the angels' share»**. This wine, created to celebrate the company's birthday, pays tribute to the magic flowing from the century-old cellar and the natural evaporation of its wines over the years. **This unique experience** combines a tour and tasting of Alfred Gratien Paradis Brut Rosé 2008 within its wine collection, followed by a **tasting of two of the brand's iconic wines: Alfred Gratien Brut & Alfred Gratien Cuvée Paradis Brut Vintage**.



CHAMPAGNE & FESTIVE DISH PAIRING MASTERCLASS

This masterclass will be held in December in conjunction with Philippe Mille, former head chef of the restaurant** «Les Crayères» in Reims. Here, you will have the opportunity to taste four Alfred Gratien champagnes alongside four carefully selected festive dishes. A true tasting experience thanks to the subtle pairings of champagnes and festive delights (truffles, salmon, foie gras, cheese, chocolate and much more).

MEMORY COLLECTION VERTICAL TASTING

A true journey through time with a vertical tasting of the Memory collection (1997, 1998 and 1999). These carefully selected old vintages from the Alfred Gratien wine collection will be tasted as a way to discover or rediscover part of champagne tradition, as well as the importance of time and maturation in cellars for Alfred Gratien champagnes.



STILL WINE TASTING MASTERCLASS

An exceptional sensory journey, guided by Nicolas Jaeger! Across a comparative tasting of three «base wines» (Chardonnay, Pinot Noir and Meunier), the company's cellar master will offer an exceptional opportunity for discovery that cannot fail to make an impact.

SPARKLING HARVEST WORKSHOP

Immerse yourself this vital, iconic season in the Champagne region. Spend a few hours with a winegrower, followed by a tour of the Alfred Gratien winery and cellars.





CHAMPAGNE
ALFRED GRATIEN

MAISON ARTISANALE DEPUIS 1864

DISTRIBUTION :

80%
export

20%
France

32

countries distributing
Alfred Gratién across
the world

Alfred Gratién

4,500

visitors a year
to Epernay

1.63

total area
in hectares

300,000

bottles sold
per year

Champagne Alfred Gratién,
30 Rue Maurice Cerveaux, 51200 Epernay, France



www.alfredgratien.com