



PRESS RELEASE

LE CLUB CELEBRATES THE *COCHELET* AND WELCOMES A NEW MEMBER FROM LES RICEYS

As the harvest season draws to a close, Champagne enters the festive period of the *Cochelet* - a centuries-old tradition marking the end of hard work in the vineyards. Last Thursday, LE CLUB upheld this cherished custom, celebrating the occasion in true convivial spirit, welcoming a brand-new member from the distinctive terroir of Les Riceys into the association.

Traditionally held at the end of the grape harvest, the *Cochelet* celebrates the last basket of grapes picked from the vines. Originally, the term referred to the meal where winegrowers would share the rooster - hence the name « cochelet ». Today, Champagne's artisan-winegrowers continue to uphold this ritual in a warm and joyful atmosphere, as a symbol of gratitude for the year's work and of the solidarity that has long united the region. LE CLUB paid tribute to this fine tradition by organizing its own *Cochelet* in the heart of Les Riceys, bringing together all its members for a moment of sharing and celebration.

The event provided an opportunity to take an early look back at this year's harvest - an especially early one for all members of LE CLUB. Picking began on 25 August for the first Clubmen, with high sugar levels (around 10.7°), and grapes showing an excellent balance. « *Despite some modest yields in certain areas, the 2025 vintage looks to be of great quality and full of promise, particularly for our emblematic Spécial Club cuvée* », said Thierry FORGET-CHEMON, President of the Association.

Another highlight this year, the CLUB's Cochelet took place in the heart of Les Riceys, at the family-owned Champagne MOREL estate, recently joined to the Association. Leading the family business, siblings Simon and Emilie MOREL cultivate 8 hectares of vineyards on the unique slopes of Les Riceys, in the Côte des Bar. Heirs to a five-generation passion for Pinot Noir, they bring fresh energy to this legacy, crafting cuvées centered on this emblematic grape variety, including expressive and elegant Blancs de Noirs, rosé Champagnes, and a Rosé des Riceys made from whole-cluster maceration to reveal the legendary "*taste of Les Riceys.*"

The largest terroir in Champagne, with 866 hectares of wines, Les Riceys stands out for its singularity: it is the only sector to boast three A.O.P designations - Champagne, Coteaux Champenois and the renowned Rosé des Riceys.

«We are delighted to have joined LE CLUB. This dynamic group reflects the diversity of the Champagne region while being open to the international market. We value their open-mindedness, their collective drive to progress together, and their uncompromising standards of quality », said Emilie MOREL.

The integration of this terroir allows LE CLUB to fully represent the great diversity of Champagne's emblematic vineyards, enriching the authenticity and heritage of its collective viticultural identity.

ABOUT LE CLUB

Founded in 1971, LE CLUB brings together 25 artisan winegrowers who embody the excellence and diversity of the Champagne vineyards, spread across 88 crus from the region's most iconic terroirs : the Montagne de Reims, the Côte des Blancs, the Vallée de la Marne, and the Côte des Bars. Its mission : to unite Champagne's Clubmen & Clubwomen around shared values - progressing together to meet tomorrow's challenges, and producing wines of excellence that reflect their standards, personalities, and terroirs.

👉 www.clubtresorsdechampagne.com

***ABOUT THE SPECIAL CLUB**

The Spécial Club is LE CLUB's ultimate prestige cuvée, expressing the unique terroir of each winegrower. To earn this label, each member produces their most promising vintage according to a strict set of specifications, including two blind tastings - a guarantee of craftsmanship, authenticity, and quality. No other cuvée in Champagne is subject to such rigorous standards before release.

FOR FURTHER INFORMATION, PLEASE CONTACT :

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