



Epernay, January 17<sup>th</sup> 2024

## **Pol Roger and Joanne PremierR team up for the French market**

Joanne PremierR, a subsidiary of Bordeaux-based Joanne, is now responsible for distributing the whole range of Pol Roger champagnes on the domestic market.

Patrick Marchand, Managing Director of Joanne PremierR and a true defender of the family values of excellence, relies on a network of experienced agents to help him on his mission.

2024 is doubly special for Pol Roger for it will celebrate not only its 175<sup>th</sup> anniversary but also the 150<sup>th</sup> anniversary of the birth of Sir Winston Churchill, its most illustrious ambassador.