

Forbidden flutes

Champagne has been the preserve of the rich and famous for more than a century. **Jane Parkinson** looks at who drank what and with whom

It's the sip of the posh that rakes in the dosh. Champagne, despite the post-millennium years of heavy discounting and a wealth of countries trying to usurp its sparkling crown, continues to be universally popular as the quality sparkling wine. It can be found far and wide, from the daftest of English sitcoms to the Hollywood Hills. And while those who drink it may not always be posh, they certainly have the dosh: this wine style is not short of personal endorsements. So who drinks what?

Pol Roger

Sir Winston Churchill became as famous for his love of Pol Roger as he was for late nights and cigars. He became its best, and probably most influential, customer and that influence continues today. In one of his many famous quotes, he said of Pol Roger: "In victory deserve it, in defeat, need it." When Churchill passed away in 1965, the house put a commemorative black band around its label, and in 1984 the house labelled

its prestige cuvée in his honour, made in the style that Churchill preferred: robust, mature and long-living. The grape composition remains a secret to this day but it's believed to be heavily Pinot Noir-dominated.



POL ROGER'S BIGGEST FAN: "WE WILL DRINK IT ON THE BEACHES..."

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