



CHAMPAGNE

POL ROGER

Hadrien Mouflard appointed Chairman of the Management Board of Champagne Pol Roger

On 22 September 2026, the Supervisory Board of Pol Roger appointed Hadrien Mouflard Chairman of Champagne Pol Roger & Cie's Management Board, succeeding Laurent d'Harcourt.

This appointment marks the start of a new chapter for Pol Roger, firmly grounded in the company's values and guided by a clear vision for the decades ahead.



The Supervisory Board thanked **Laurent d'Harcourt** for his contribution to the House during his twenty-year tenure.

During thirteen years as Chairman of the Management Board, Laurent d'Harcourt oversaw the development of Pol Roger in France and internationally. Throughout this time, he ensured that the Champagne House remained true to the values that define it: independence as a family-owned business, an unwavering commitment to quality, and respect for its heritage.

During his tenure, Pol Roger undertook an extensive programme to transform and modernise its production facilities in the heart of Épernay.

The new complex, completed in 2024, provides the Champagne House with state-of-the-art facilities designed to support its long-term development while meeting the highest standards of winemaking and wine quality.



Hadrien Mouflard joins Champagne Pol Roger, bringing nearly twenty years of experience across the champagne, wine and spirits industry.

His knowledge of the Champagne region, his experience with renowned Champagne Houses (Champagne Ayala and Champagne Bollinger) and his understanding of the culture of family-owned businesses will be invaluable as Pol Roger enters a new chapter in its history.

Hadrien Mouflard is a graduate of NEOMA Business School and has also completed INSEAD's Advanced Management Programme.

Hadrien Mouflard will continue to drive Pol Roger's growth, combining strategic investment with commercial development in France and internationally, while further strengthening the Champagne House's reputation and preserving its distinctive identity.

He will safeguard what sets Pol Roger apart while shaping its future, in keeping with the vision that has guided the Champagne House since 1849: independence, excellence, consistency and respect for the time required to craft great champagnes.

Hadrien Mouflard will also be appointed Chairman of Pol Roger Limited, the Champagne House's UK distribution subsidiary, which sells more than 400,000 bottles annually.

MEDIA CONTACT

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