THE CHAMPAGNE OF SIR WINSTON CHURCHILL

Pol Roger was the champagne served at the “wedding of the century” during the 2011 ceremony of Prince William and Kate Middleton. The premium champagne has long demonstrated an elegant refinement and has even won over the British royal family. It is also known to have been a favorite of Sir Winston Churchill.
The birth of Pol Roger & Cie started in 1849 in the Champagne region when Pol Roger was just 18 years old. To support his family, he started a wine negociant business. He received help from his mother, who came from a wine family, and relatives on her side. The business grew rapidly and he established Pol Roger & Cie in Épernay two years later. Equipped with an adventurous zeal in business and excellent marketing skills, Roger expanded the company tenfold in just six years. The young entrepreneur secured valuable information from British businessmen visiting the Cham-
WINE PRODUCED BY POL ROGER & Cie 폴로저 시 생산 와인

Pol Roger is a renowned family-run winery that represents the Champagne-producing region in France. With vineyards that span 89 hectares, it produces seven types of champagnes with the highest production going to the flagship non-sweet Brut Reserve Champagne. Its most premium iconic wine is the Sir Winston Churchill developed in 1975.
champagne Cuvée Sir Winston Churchill to mark the decade since Churchill’s passing.

The company continued to grow.

On its 100-year anniversary, it was exporting to 55 nations and when demand for champagne grew in the mid-1950s, the company produced a new variety of the bubbly. In the 1960s, it developed the Rosé Champagne and the Blanc de Blancs, made with green Chardonnay grapes when the harvest is stellar, to knock on the premium market.

As the demand for champagne started to exponentially grow, the company expanded its facilities. However when further expansion was required, Pol Roger & Cie decided to focus on quality rather than volume. Christian de Billy, managing director of Pol Roger & Cie and Maurice’s grandson, placed quality first and reaffirmed it as the company’s core business value: “Quality is our most important asset.” In 1985, the new enologist James Coffinet upgraded the quality of its champagne by cooling the juice for 48 hours at 6 degrees Celsius before fermentation. The result was an invigorating champagne with distinctive finesse.

In 1997, the family took a leap, and recruited for the first time a wine expert outside of the family, Patrice Noyelle. He brought with him 25 years of experience running a wine company in Burgundy, modernizing the facilities and establishing a new sales strategy. In the 2000s, the company tapped into the new customer bloc by developing a slightly dry demi-sec champagne and also the extra non-sweet Brut to reach the oenophiles and expand into the export market. Pol Roger & Cie now exports to some 90 countries and is a member of the exclusive Primum Familiae Vini (PFV), an association of European family-run wineries. It is a leader in achieving the values of a family-run business.

Bang Jin-sik is Korean Air’s consultant for inflight wine.