

Take 5 With - SITT Spring special

Wednesday, 16 January 2013 15:15



Harpers hears from Hubert de Billy, sales manager for France at Champagne Pol Roger, who will be exhibiting at SITT Spring 2013.

Why is your range suited to the independent sector?

Maison Pol Roger is a small, family-owned Champagne house and we value our independence as much as the independent sector. We feel our Champagne has an affinity with the sector, not least because we are the smallest of the Grande Marques and as such have a limited allocation.

Can you sum up your winemaking style?

The Pol Roger style is determined by the purity of our fruit, with cool stainless-steel fermentation and long-term ageing on the lees, all of which ensure the balance and finesse.

How will you be catching independent buyers' attention at SITT Spring 2013?

We will be showcasing the newly released Pol Roger Blanc de Blancs 2002 as well as our Brut Vintage 2002. Pol Roger has an unrivalled reputation for its vintage Champagnes – produced only in the best years and from the best vineyards. The 2002 promises to be one of the great Pol Roger Vintages – the latest in an historic line.

What is it about the independent sector that makes you want to work with it?

For Pol Roger it is the level of personal interaction with independent retailers which is so appealing. We feel it fosters a positive working relationship with our customers and ensures that the wine values are understood and that in turn the consumer can be educated.

What's on the cards for 2013?

We are due to release the Cuvée Sir Winston Churchill 2000. This year also marks the 60th anniversary of the Oxford versus Cambridge blind wine-tasting competition, of which Pol Roger has been a sponsor since 1992. Equally, as Royal Warrant holders, we are also looking forward to exhibiting at the Coronation Festival in July.

