

The collective banner of the Champagne vineyard



CHAMPAGNE DE VIGNERONS

Created in 2001 by the “Syndicat Général des Vignerons de la Champagne” to develop the notoriety of the champagnes elaborated in the vineyard, the collective banner “*Champagne de Vignerons*” groups together all of the winemakers and winemakers' unions that market champagne. Each one elaborates his own champagne with passion, reflecting his unique terroir, his know-how and his passion for his wines which has been transmitted from generation to generation in compliance with the specifications of the Champagne Controlled Appellation of Origin (AOCs). The winegrower's members of the collective banner “ Champagne de Vignerons ” share the same values and guarantee you champagnes:

- From family estates,
- Quality: the vines are cultivated by the winegrowers themselves and vinified on their own vineyard estate or within winegrowers' unions,
- Unique, rare, and expressive reflections of a terroir of the Champagne designation,
- Of great diversity: 4,300 winegrowers and winegrowers' unions are members of this group.



L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION.

Like a seal on chalk or clay, a bottle strikes the chalk from the terroir.

This gesture, synonymous with pride, is signature for all the winegrowers that are together under the "Champagne de Vignerons" banner.

This sensorial graphic charter is full of imagination and tinged with emotion that allows the consumer to take ownership of the history of the Champagne winegrowers. It is the sign of collective recognition of the winegrowers of the Champagne region and it is represented by a logo. This logo expresses the notion of the grouping and the attachment to the Champagne know-how. It is marked by a seal, surrounded by a glassware pattern reminiscent of the bottom of a champagne bottle. This shape is intertwined with four branches of vines that evokes the multiple plots of land of the vineyard and the four main regions of the AOC Champagne.

How to recognize us?

You can easily recognize the vineyard of a winegrower member by its use of the collective banner "*Champagne de Vignerons*":

- On the sign at the entrance of his estate.
- On the bottle if you see the label Champagne de Vignerons.

If the logo is not present, you will be able to ensure you're tasting a champagne member of "*Champagne de Vignerons*" if the label bears one of the following statements (located next to the number):

- RM: for Harvester Handler
- RC: for Harvester Co-operator
- CM: for Coopérative de Manipulation
- SR: for Société de Récoltants