



# LENOBLE *Champagne*

**Lenoble Champagnes assert  
their values through their  
new presentation**

*Subtlety and Elegance*

In the constant quest to satisfy the demand for excellence and authenticity, Champagnes Lenoble wanted their bottles to be more in keeping with the company's strong values and to more clearly express its qualities of **Excellence, Authenticity and Modernity**.

Without disrupting the established codes, the change will take place in continuity, with the emphasis on sobriety and elegance. The aim is to focus on the essential without any superfluous frills, reflecting the purity of our Champagnes.

After gold as the dominant colour, the new bottles now boast silver – brushed on the cap and a warm finish on the labels. This combination gives a **subtle and elegant style** to the range.

The cap, with its new customised cut and curvy outline give the golden coloured bottles a more slender shape, more appeal and a chic and sophisticated charm. The initials ARL will be displayed on the cap as a reminder of the company's origins.

The new, smaller labels are subtly showcased by a play on the effects of the material used and highlighted texture. Pleasingly sober, they express all the subtle elegance of the company through clever choices of paper and colours.



The greatest care has been taken in the selection of pearl white, pearl grey, ivory, taupe, deep chocolate and silver to subtly show off each product in the range. The Lenoble logo design, in highlighted gloss brings a luxurious yet subtle element to the new labels.

Another new feature appears with the addition of the following wording:

- “Dosage Zéro” for **Brut Nature** shows that this product has no added sugar.
- The mention of the Chouilly terroir, for the **vintaged and non-vintaged Blanc de Blancs** champagnes, shows the outstanding and distinctive qualities of these products which come exclusively from this village.

It should also be noted that a medium dry champagne called “**Cuvée Riche**” has been added to the Lenoble range, a full, rounded champagne. With a single golden finished mark, it gives a 17<sup>th</sup> and 18<sup>th</sup> century feel to the range, when champagne was very sweet and was mainly drunk in the afternoon with pastries or brioche.

The combination of these choices gives the range a new look which is pure, sophisticated, and more modern while remaining classical and fully expressing the Lenoble style, steeped in family traditions, prestige and luxury, a luxury which is subtle and never pretentious.

*Lenoble worked in collaboration with Hervé Rivoalland of RVR Design for the production of the new presentation and packaging.*





### **“CLASSIQUE” COLLECTION**

Cuvée Intense  
Cuvée Riche – Medium Dry  
Rosé 2004



### **“EXCLUSIVE” COLLECTION**

Brut Nature – Dosage Zero  
Grand Cru Blanc de Blancs  
Grand Cru Blanc de Blancs 2000  
Premier Cru Blanc de Noirs 2004



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# LENOBLE

*Champagne*

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**Lenoble Champagnes emphasise their values  
through their new presentation**  
*Sober and Elegant.*

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[www.champagne-lenoble.com](http://www.champagne-lenoble.com)

