

FOOD AND BEVERAGE

Veuve Clicquot turns to extensive cellar reserve for innovative cuve blend

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Veuve Clicquot uses a black with yellow lettering label for Extra Brut Extra Old. Image credit: Veuve Clicquot

By STAFF REPORTS

LVMH-owned Champagne house Veuve Clicquot is touting its passion for innovation by launching an exclusive auteur wine, Extra Brut Extra Old.

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In a testament to its savoir-faire, Veuve Clicquot has created a double-aged, low sugar dosage Champagne made from a premium cuve blended from the Champagne house's reserve wines. Champagne brands often release exclusive bottle blends to demonstrate expertise and raise the profile of existing wines.

So extra

Veuve Clicquot has been innovative Champagnes for more than two centuries. In Veuve Clicquot's latest innovation, the Champagne house has merged savoir-faire and heritage to create a new cuve blend, Extra Brut Extra Old.

The Extra Brut Extra Old Champagne was developed by Veuve Clicquot cellar master Dominique Demarville who set out to celebrate the essence of the brand's Yellow Label Brut in a new way. Mr. Demarville's tribute was accomplished by blending the finest reserve wines from Veuve Clicquot's cellars.

This tribute is also reflected in Extra Brut Extra Old's label, which uses inverted colors of Veuve's iconic yellow label with black letter.



Veve Clicquot advertisement for its Extra Brut Extra Old Champagne. Image credit: Veve Clicquot

Veve Clicquot Champagnes blended within this cuve includes six vintages from the best years between 1988 and 2010. Veve Clicquot's reserve wines catalog is one of the largest in all of the Champagne region in France.

The Extra Brut Extra Old was first aged in vats for a minimum of three years, followed by an additional three years of aging in bottles inside Veve Clicquot's cellars. This process of double maturation, gives Extra Brut Extra Old its low-sugar dosage and causes the unique notes and depths of nuances.

Earlier this year, Veve Clicquot recounted its label's history in a display of visual innovation.

In 2017, Veve Clicquot celebrated the 140th anniversary of its signature-yellow bottle label.

The marigold-colored label is instantly recognizable at social gatherings on the shelves of spirits retailers. Veve Clicquot often features its signature color scheme in brand communications to maintain a consistent marketing presence and ensure visual recognition in a crowded category ([see story](#)).

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