

FOOD AND BEVERAGE

Veuve Clicquot takes educational bike ride through vineyards

May 11, 2021



The Ride is led by a winemaker and wine educator. Image credit: Veuve Clicquot

By SARAH RAMIREZ

LVMH's Veuve Clicquot is sharing the twists and turns of the Champagne-making process in a 10-part series.

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Veuve Clicquot's "The Ride" follows a winemaker and wine educator riding bicycles throughout the vineyards to explain how Champagne is made, "from grape to glass." The video series, which originally debuted on Instagram TV, exposes a younger generation of consumers to the complex process.

Champagne challenge

"The Ride" is primarily led by Veuve Clicquot winemaker Marie and wine educator Lison throughout the house's vineyards. The women ride bicycle, which are Veuve Cliquot yellow, to get around the fields while a lighthearted, upbeat score plays.

Each chapter is about 90 seconds long and touches on various steps of the winemaking process, but with an emphasis on sustainability, savoir-faire and tradition.

The campaign explores the role nature in the Champagne-making process

"Our challenge is to be consistent in a world that's always changing," says Lison about Veuve Clicquot's process.

The first installment is about Pinot Noir, one of Veuve Cliquot's most notable blends. Marie shows off a leaf of the grape varietal and explains the different ways it can be used to make wine or Champagne.

Next, the women inspect the fields where the grapes for Chardonnay and Meunier grow.

The women also enlist help from others at Veuve Cliquot on their ride. For instance, vineyard development manager Antoine explains how grapes are tested for maturity in the weeks leading up to the harvest.

In another episode, Antoine and Marie discuss Vevue Cliquot's commitment to biodiversity. The Champagne house has been herbicide-free since 2018, which helps protect the long-term health of the soil but comes with its own set of challenges.

The series also takes viewers beyond the vineyards, with stops at the pressing center and winery. The Champagne-making process cannot be rushed, and the chapters take place several weeks after the harvest to show the slow, transformative progress of fermentation.

The women also further illuminate other complex aspects of Champagne-making, from aging to blending. Veuve Clicquot's "Yellow Label" must always be consistent despite having different base wines year to year.

The series concludes at the the house's chalk cellars in Reims. Since the early 20th century, the space has been used to age Vevue Cliquot wines.

"Time is luxury," Marie says of the aging process.

Wine education

Veuve Clicquot is not the only luxury wine and spirits house to demystify its processes and heritage.

In 2020, Mot Hennessy partnered with Louis Vuitton to publish a new city guide celebrating France's Reims and its region that is home to Mot & Chandon, Ruinart, Veuve Clicquot and Dom Prignon.

The region is full of vineyards, restaurants, stunning architecture and a thriving arts and music scene, all of which is reflected in the book, *Reims: Voyage en Champagne*. The book is published jointly by the LVMH-owned houses ([see story](#)).

In another engaging effort, LVMH's Mot & Chandon Champagne brand has kicked off a new social media campaign that aims to play up its heritage and the source of its wines. The #CareWithPassion Instagram video series included episodes that highlight the house's sustainability practices ([see story](#)).

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