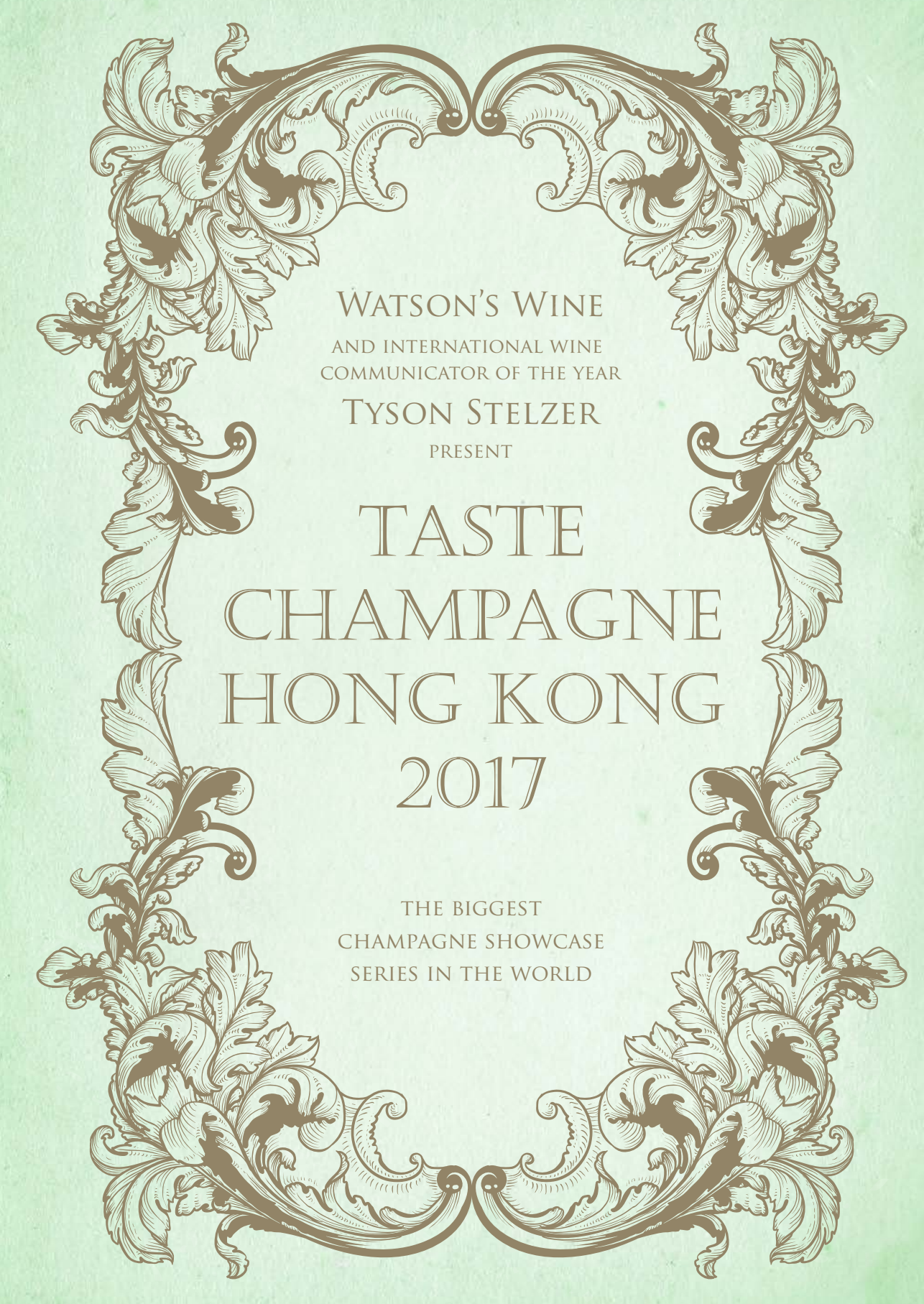


An ornate, symmetrical floral border in a dark brown color frames the central text. The border features intricate scrollwork, acanthus leaves, and clusters of small flowers, creating a classic, elegant frame.

WATSON'S WINE
AND INTERNATIONAL WINE
COMMUNICATOR OF THE YEAR
TYSON STELZER
PRESENT

TASTE
CHAMPAGNE
HONG KONG
2017

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CHAMPAGNE SHOWCASE
SERIES IN THE WORLD



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TYSON STELZER PRESENTS <i>Taste Champagne 2017</i>	1

Welcome to Taste Champagne Hong Kong.

For the past four years, Taste Champagne Australia has grown to become the largest champagne showcase on earth, this year showcasing 215 cuvées from 74 houses for more than 1,000 top media and wine trade, 1,100 public and 400 exhibiting agents at ten events across Australia.

It's our great privilege to welcome you to the inaugural Taste Champagne Hong Kong. Taste Champagne goes global for the first time, showcasing the grand diversity of champagne for Hong Kong's top sommeliers, wine buyers, media and champagne-loving public.

Taste Champagne 2017 comes at a crucial juncture for champagne in Hong Kong.

Hong Kong is a unique champagne market.

No other country drinks champagne like Hong Kong. This country brings in almost three times more vintage champagne than any other as a proportion of its champagne imports. Its average spend per bottle is the highest in the world after the USA and its love affair with prestige champagne is exceeded only by Germany and Japan. Hong Kong holds a privileged position as one of the most premium champagne markets on earth. It confidently upholds its position as the 15th largest market, up from just 23rd only a decade ago. Its small population ranks it seventh in the world for consumption per head of population, and the highest outside of Europe and Australia. Hong Kong's champagne trends are certainly worth popping a cork to celebrate!

Champagne in Hong Kong has entered a new era.

Hong Kong has been bubbling along on an incredible champagne wave, more than trebling consumption in the decade from 2003 to 2013. But all this is changing.

Over the past four years, Hong Kong's growth in champagne imports has softened to an average of just 1.7% per year. And a closer look at the champagnes Hong Kong is choosing reveals considerable potential for this market to mature.

Of Champagne's top markets in 2016, Hong Kong:

- is dominated more by champagne houses than any other apart from Australia
- imports less cooperative champagnes by volume than any other (except Australia)
- imports less grower champagnes by volume than most others
- ranks a little below average in rosé imports

These are perhaps some of the reasons why the champagne bureau has forecast a rise in Hong Kong's growth in champagne imports in 2017, singling it out as 'a market with great potential' thanks both to its 'role as "wine hub" of Southeast Asia' and growing domestic consumption.

Hong Kong has now entered a phase of champagne market consolidation. Years of flamboyant growth are over and the time has come for its champagne lovers to explore the wonderful diversity that champagne has to offer. This is the mandate of Taste Champagne Hong Kong.

Taste Champagne welcomes and champions every style of champagne from every sector – houses, growers, cooperatives, non-vintage, vintage, rosé and prestige.

If there is one place to discover the glorious diversity of champagne, to reacquaint yourself with all your old favourites and discover a plethora of new and exciting styles and estates, this is it. The next chapter of your champagne odyssey starts here!

Together with Taste Champagne Event Manager Jody Rolfe and our partners at Watson's Wine, it's my great privilege to welcome you to the inaugural Taste Champagne Hong Kong!



OF CHAMPAGNE'S TOP MARKETS IN 2016, HONG KONG:



IS DOMINATED MORE BY
CHAMPAGNE HOUSES
THAN ANY OTHER
APART FROM AUSTRALIA



HAS SUFFERED
SLOW GROWTH
OVER THE PAST FOUR YEARS

IS DOMINATED BY
NON-VINTAGE CHAMPAGNE
LESS THAN MOST OTHERS



HOLDS ITS POSITION AS THE
15th LARGEST MARKET
AND THE 7th LARGEST
PER HEAD OF POPULATION



IMPORTS LESS
GROWER CHAMPAGNES
BY VOLUME THAN MOST OTHERS



IMPORTS LESS
COOPERATIVE CHAMPAGNES
BY VOLUME THAN ANY OTHER
EXCEPT AUSTRALIA

RANKS HIGH IN
PRESTIGE IMPORTS



RANKS WELL BEYOND
ANY OTHER COUNTRY IN
VINTAGE IMPORTS

RANKS A LITTLE
BELOW AVERAGE IN
ROSÉ IMPORTS



HAS THE
HIGHEST
AVERAGE
SPEND
PER BOTTLE
AFTER THE USA

Champagne globally

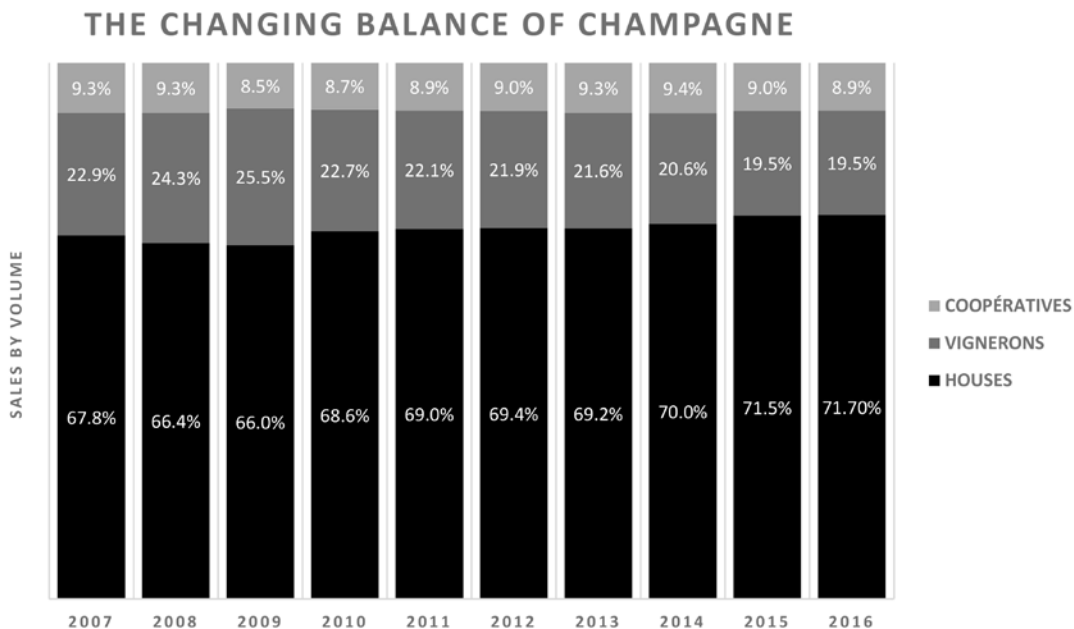
The volatile world of Champagne has been buffeted by fast-changing economic times. Global sales were conservative in 2016 as Brexit wounded sales to Champagne's biggest export market. Meanwhile, domestic sales were depressed in the wake of terrorism attacks. Champagne's recovery after its record sales of 2007 has been slow, hampered by global and European crises, though value has grown slowly, achieving a new record of €4.7 billion in 2015 and again in 2016. Champagne is poised for growth, and its two biggest players and most ambitious exporters, Moët et Chandon and Veuve Clicquot, are currently scurrying to construct vast new facilities to substantially increase production.

Champagne sold 306.1 million bottles globally in 2016, marginally less than its post-GFC record of 312.5 million bottles in 2015. The biggest growth markets for champagne in 2016 were Mexico (up 31%), New Zealand (29%), Russia (22%), South Africa (22%), South Korea (16%) and Canada (12%).

Despite this small decline in volume of sales, the average value per bottle of champagne sold globally in 2016 increased by 1.5%. Champagne rosé exports rose by 8.6% by volume in 2016, to achieve a new record, exceeding 10% of champagne exports. Prestige cuvée exports rose by 4.6%.

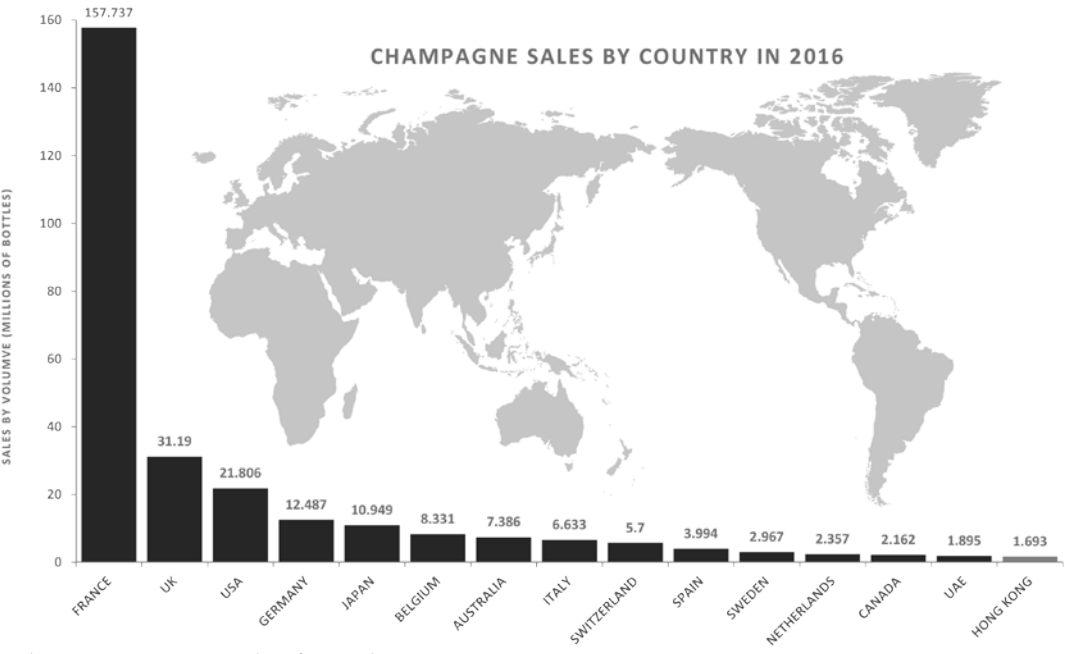
Champagne houses, growers and cooperatives

Over the past decade, sales by volume by champagne houses have dropped 4.5%, growers by 23.1% and cooperatives by 14.5% as Champagne moves toward a steadily increasing dominance by its houses.



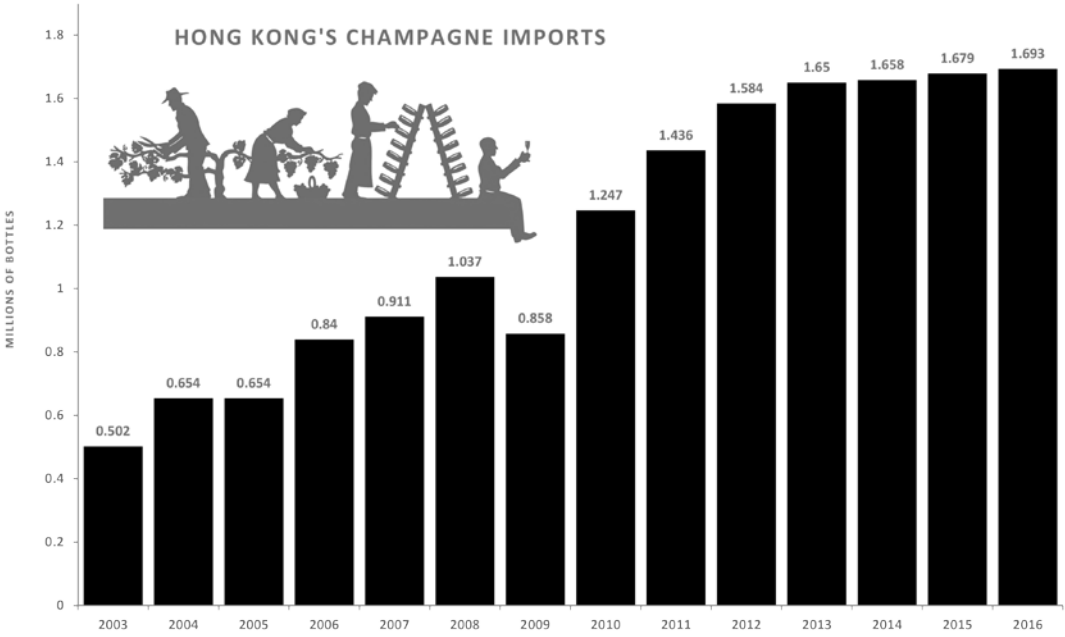
Champagne's top fifteen markets

Hong Kong holds its position as the 15th largest champagne market on earth, with 1.69 million bottles landing in 2016. Only a decade ago it ranked just 23rd.



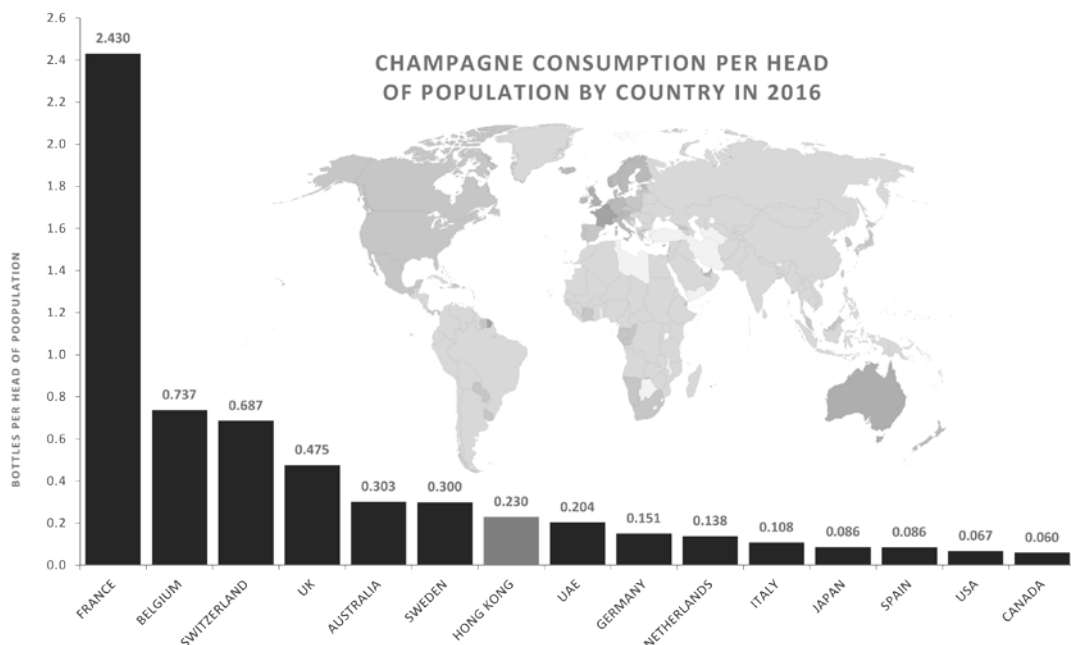
Slowing growth for champagne in Hong Kong

Hong Kong enjoyed rapid growth in champagne imports after import taxes were abolished in 2008, but this growth has softened to an average of just 1.7% per year over the past four years. The champagne bureau has forecast that this should rise to 1.9% in 2017 and has singled out Hong Kong as ‘a market with great potential’ thanks both to its ‘role as “wine hub” of Southeast Asia’ and growing domestic consumption.



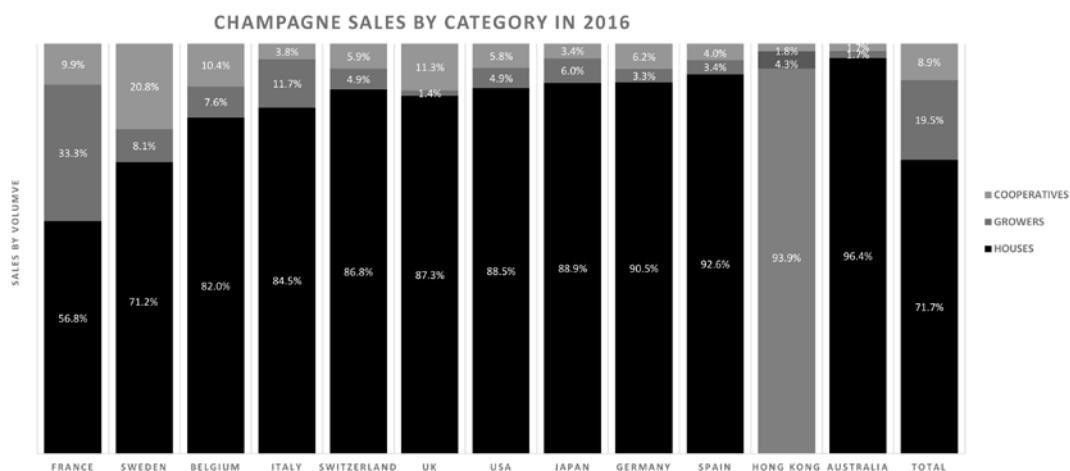
Remarkable consumption

Hong Kong confidently holds its place as the seventh largest champagne market per head of population, and ranks alongside Australia as the only country outside Europe in the top seven.



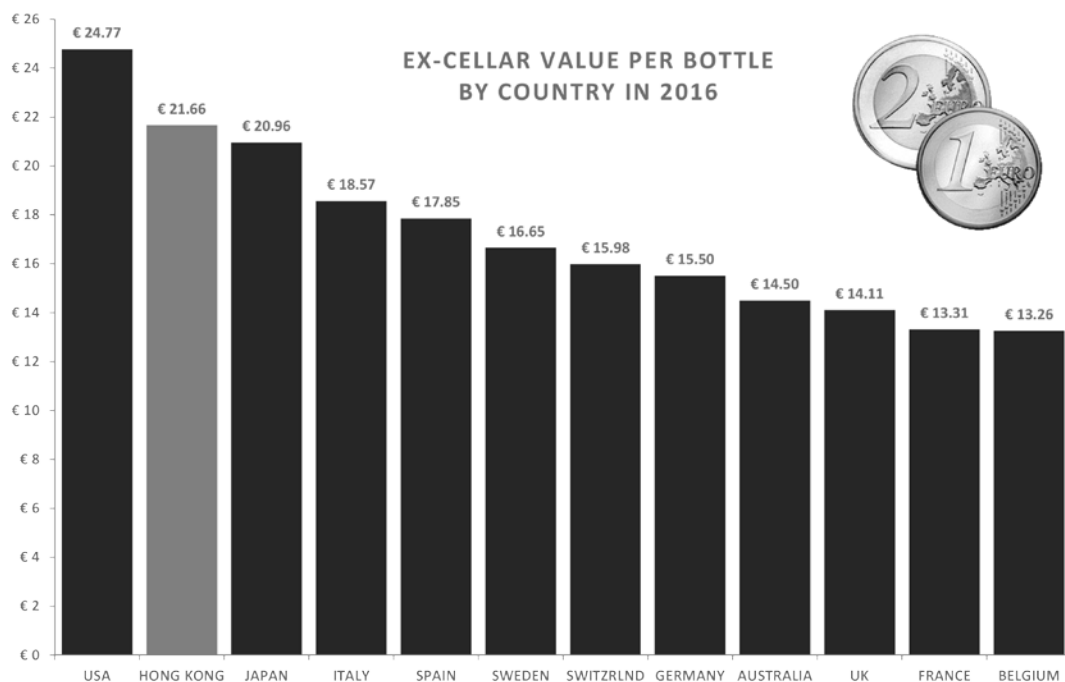
The grower and cooperative crisis

Of Champagne's largest markets, Hong Kong is dominated more by champagne houses than any other apart from Australia, with just 4.3% of market share by volume for champagne growers and 1.8% for cooperatives, compared with 19.5% and 8.9% respectively globally. This places Hong Kong second lowest behind Australia for cooperative imports and among the lowest of Champagne's biggest markets for grower imports. This means, of every 15 bottles of champagne sold in Hong Kong in 2016, 14 were from champagne houses. Globally, it's fewer than 9 in 15. However, there is promise in the trends for growers and cooperatives. Just a decade ago, houses occupied 97% of the Hong Kong champagne market, with just 1.3% and 1.6% left for growers and cooperatives respectively.



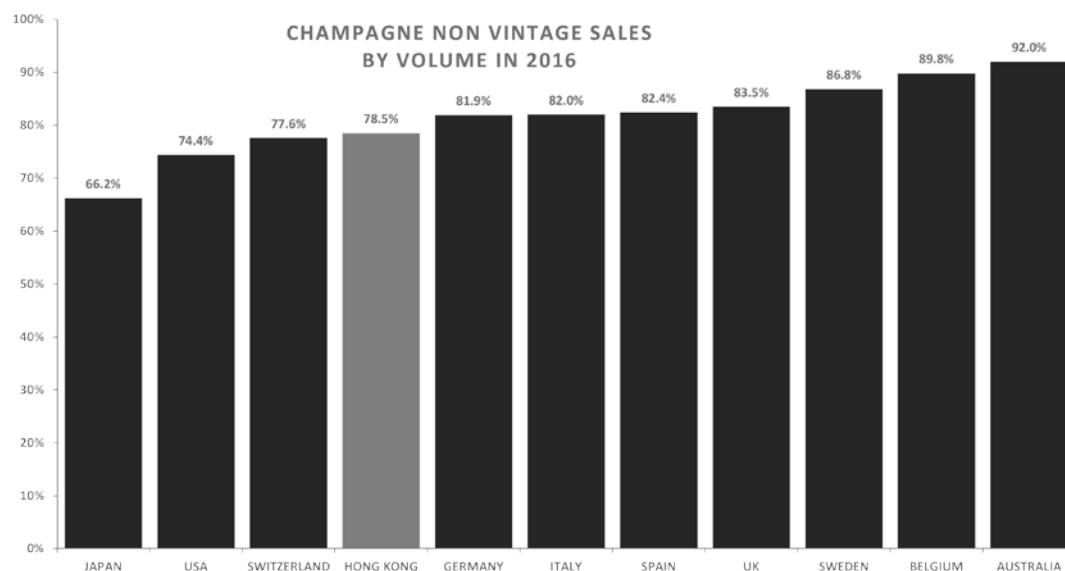
Buoyant values

Of Champagne's top markets, Hong Kong's average spend per bottle ranks second after the USA, reflecting the strength of Hong Kong as a premium champagne market.



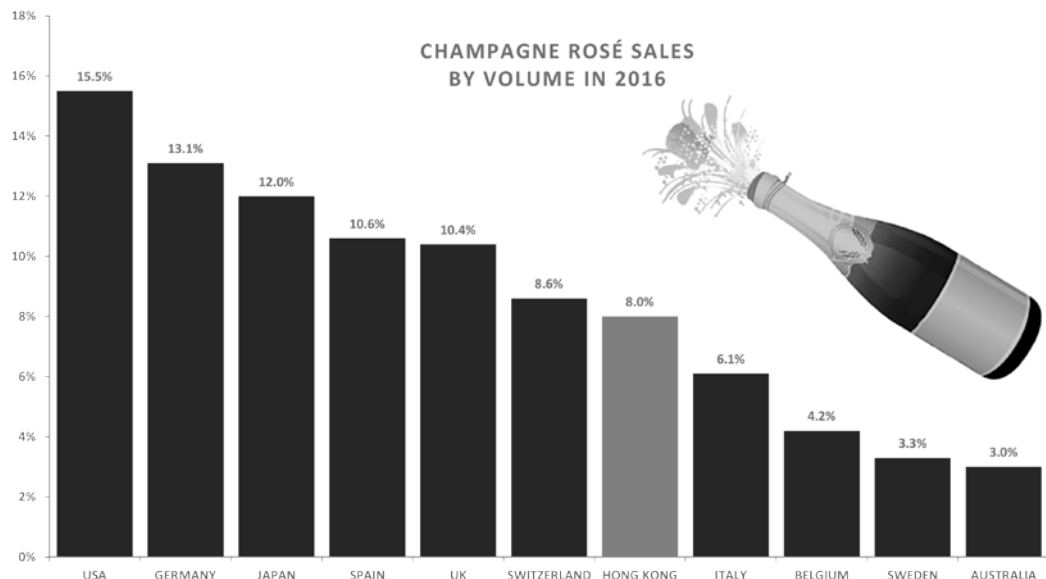
Non-vintage restraint

Of Champagne's top markets, Hong Kong is dominated by non-vintage champagne less than most. Non-vintage represents fewer than four in every five bottles sold.



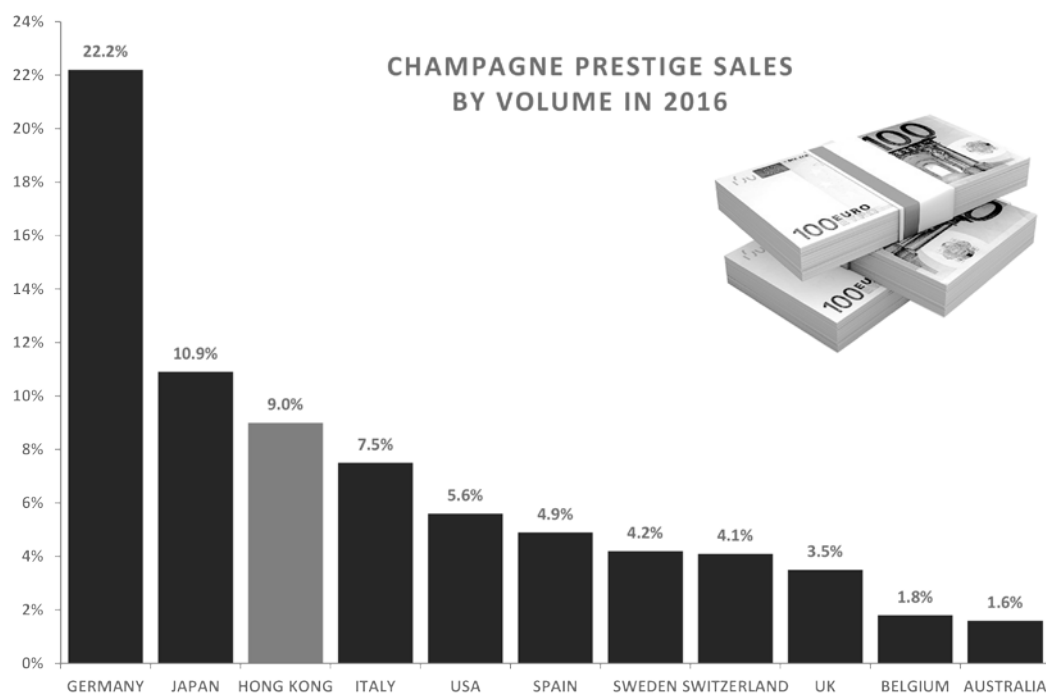
Rosé revolution

Of Champagne's top markets, Hong Kong ranks a little lower than average in rosé sales. One in every 12 bottles of champagne popped in Hong Kong is pink, compared with a little more than one in ten globally. Champagne rosé is elegantly suited to Hong Kong's diverse cuisine and warm climate and deserves pride of place in every celebration.



Prestige popularity

Of Champagne's top markets, Hong Kong ranks third behind Germany and Japan in prestige sales. One in 11 bottles of champagne purchased in Hong Kong is prestige. On average across all markets, it's a little more than one in 22.



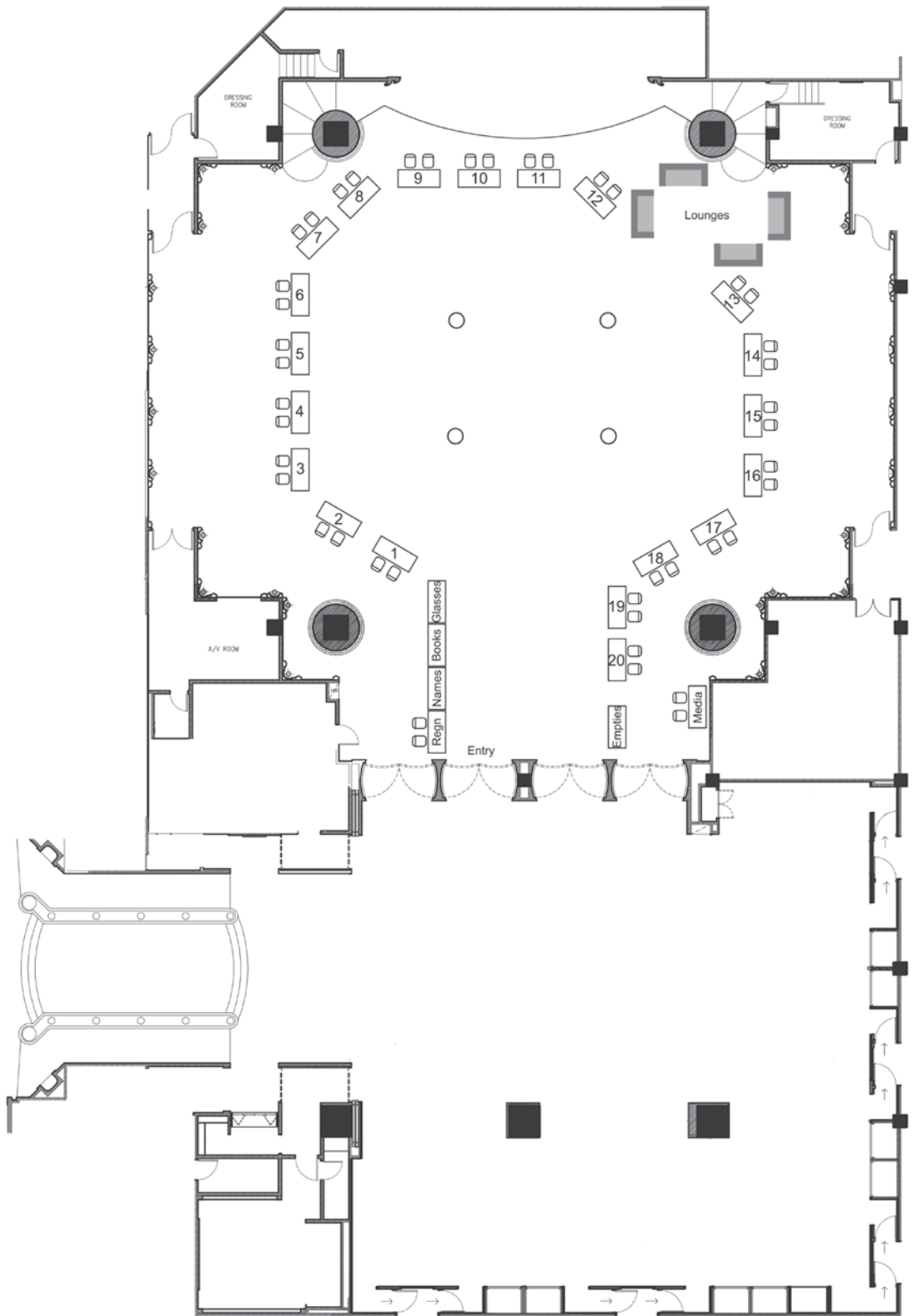
Vintage obsession

The runaway success of vintage champagne in Hong Kong is unparalleled in any other market on earth. Vintage represents a tiny category in champagne worldwide, making up fewer than one in every 60 bottles of champagne sold. In Hong Kong, it's one in 11 bottles, almost three times more than Sweden, the next highest. Hong Kong has embraced what is widely heralded as champagne's most underrated category of all. Production is minuscule and typically a strong step up from entry non-vintage blends, yet largely underappreciated by other markets. Look out for the spectacular 2008 vintage this year.



Statistics compiled by Tyson Stelzer from data presented in *Les Expéditions de Vins de Champagne en 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009 and 2008*, Comité Interprofessionnel du Vin de Champagne.

VENUE MAP



TASTE CHAMPAGNE HONG KONG

1. ANTIPODES WATER
2. JANISSON & FILS
3. ARMAND DE BRIGNAC
4. BEAUMONT DE CRAYÈRES
5. BILLECART-SALMON
6. AYALA, BOLLINGER
7. CHARLES DE CAZANOVE
8. CHARLES HEIDSIECK
9. DE SOUSA & FILS
10. DEVAUX, JACQUART
11. DOM PÉRIGNON, KRUG
12. MOËT & CHANDON, RUINART, VEUVE CLICQUOT
13. DUMANGIN J FILS
14. GOSSET
15. HENRI ABELÉ
16. LOUIS ROEDERER
17. MUMM
18. PERRIER-JOUËT
19. PALMER & CO
20. TAITTINGER

ANTIPODES

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JANISSON & FILS

Pinot noir is the focus of Janisson & Fils, the modern, young house of Manuel Janisson, the fifth generation of his family in the legendary grand cru of Verzenay. – Tyson Stelzer

JANISSON & FILS TRADITION BRUT NV

JANISSON & FILS ROSÉ BRUT NV

JANISSON & FILS BRUT GRAND CRU NV

JANISSON & FILS BLANC DE BLANCS NV

JANISSON & FILS GRAND CRU MILLÉSIMÉ 2006



ARMAND DE BRIGNAC

Armand de Brignac is the glam prestige brand of US hip-hop sensation Jay Z, crafted by the house of Cattier in a young and fresh style. – Tyson Stelzer

ARMAND DE BRIGNAC BRUT GOLD NV

ARMAND DE BRIGNAC BLANC DE BLANCS NV EN MAGNUM



BEAUMONT^{DES} CRAYÈRES

CHAMPAGNE

BEAUMONT DES CRAYÈRES

For three generations, the growers of the village of Mardeuil in the Marne Valley have united to produce cuvées that celebrate the pinot noir grape. – Tyson Stelzer

BEAUMONT DES CRAYÈRES GRAND PRESTIGE BRUT NV

BEAUMONT DES CRAYÈRES GRAND ROSÉ NV

BEAUMONT DES CRAYÈRES FLEUR DE MEUNIER NATURE 2012

BEAUMONT DES CRAYÈRES FLEUR DE PRESTIGE 2008



BILLECART-SALMON

The mark of Billecart is made not by the heavy footfall of concentration, power and presence, but rather by the fairy touch of delicacy and crystal-clear fidelity. – Tyson Stelzer

BILLECART-SALMON BRUT RESERVE NV EN MAGNUM

BILLECART-SALMON BRUT ROSÉ NV EN MAGNUM

BILLECART-SALMON BRUT BLANC DE BLANCS VINTAGE 2006

BILLECART-SALMON CUVÉE NICOLAS FRANÇOIS BILLECART 2002



AYALA

*Big changes are at hand at Ayala, and its wines are beginning to shine.
Its elegant, chardonnay-charged cuvées are showing promise. – Tyson Stelzer*

AYALA BRUT MAJEUR NV

AYALA BRUT NATURE NV

AYALA ROSÉ MAJEUR NV

CHAMPAGNE
BOLLINGER

MAISON FONDÉE EN 1829

BOLLINGER

*These are ravishing champagnes that now rank high
among the very best of the region. – Tyson Stelzer*

BOLLINGER SPECIAL CUVÉE BRUT NV

BOLLINGER ROSÉ BRUT NV

BOLLINGER LA GRANDE ANNÉE 2007



CHAMPAGNE

Charles
de Cazanove

CHARLES DE CAZANOVE

With a history spanning 200 years in Champagne, Charles de Cazanove today produces more than three million bottles annually as a brand of the family-owned GH Martel group.
– Tyson Stelzer

CHARLES DE CAZANOVE TRADITION TÊTE DE CUVÉE BRUT NV

CHARLES DE CAZANOVE TRADITION MILLÉSIMÉ 2009

CHARLES DE CAZANOVE TRADITION BRUT ROSÉ NV

CHARLES DE CAZANOVE STRADIVARIUS BRUT MILLÉSIMÉ 2007



CHAMPAGNE
**CHARLES
HEIDSIECK**

Maison fondée à Reims en 1851

CHARLES HEIDSIECK

This year, these deeply contemplative yet thrillingly engaging cuvées have ascended yet another leap and now confidently rank among the finest in all of Champagne. – Tyson Stelzer

CHARLES HEIDSIECK BRUT RÉSERVE NV

CHARLES HEIDSIECK ROSÉ RÉSERVE NV

CHARLES HEIDSIECK BRUT MILLÉSIME 2005

CHARLES HEIDSIECK ROSÉ MILLÉSIME 2006

CHARLES HEIDSIECK BLANC DES MILLÉNAIRES 1995



DE SOUSA & FILS

*Painstakingly tended old vines on the finest slopes in six of Champagnes greatest grand crus,
vinified with intuitive insight, define what must be one of the finest recipes in Champagne.*

– Tyson Stelzer

DE SOUSA ZOEMIE DE SOUSA MERVEILLE NV

DE SOUSA ZOEMIE DE SOUSA PRÉCIEUSE NV

DE SOUSA ZOEMIE DE SOUSA ROSÉ DISTINGUEE NV



DEVAUX

100 hectares of the Côte des Bar are devoted to this innovative, progressive and well priced label, showcasing the fruit power and definition of this underrated part of Champagne. – Tyson Stelzer

DEVAUX CUVÉE D “AGED 5 YEARS” MV

DEVAUX ULTRA D “AGED 5 YEARS” NV

DEVAUX D ROSÉ “AGED 5 YEARS” NV

CHAMPAGNE
JACQUART

JACQUART

*Jacquart creates its chardonnay-led blends from a pool of 350 hectares of vineyards.
Its chardonnay-focused style calls for long ageing. – Tyson Stelzer*

JACQUART BRUT MOSAÏQUE NV

JACQUART ROSÉ MOSAÏQUE NV

JACQUART BLANC DE BLANCS 2012

Dom Pérignon



DOM PÉRIGNON

'The Dom' is a wine of tension, power and long-ageing endurance, the king of the most readily available and perpetually discounted prestige cuvées. – Tyson Stelzer

DOM PÉRIGNON VINTAGE 2009

LIMITED

DOM PÉRIGNON P2 2000

LIMITED



KRUG

*The most luxurious, most exclusive and most decadent of all champagnes.
And, most extraordinary of all, it's only getting better. – Tyson Stelzer*

KRUG GRANDE CUVÉE EDITION 164 NV

LIMITED



MOËT & CHANDON

In conversations across the region, from the largest houses and cooperatives to the smallest growers, I am continually impressed by the high regard in which Moët & Chandon is held. – Tyson Stelzer

MOËT & CHANDON BRUT IMPÉRIAL NV EN MAGNUM

MOËT & CHANDON GRAND VINTAGE 2009



RUINART

The longest-established champagne house of all has an affinity with chardonnay's freshness, finesse and elegance, and all of its finest cuvées lead with this variety. – Tyson Stelzer

RUINART BLANC DE BLANCS NV

RUINART BRUT ROSÉ NV



Veuve Clicquot

■ REIMS FRANCE ■

VEUVE CLICQUOT

*Veuve Clicquot's characterful, full-bodied, pinot-focused wines are more refined every time I look.
For an operation of such a grand scale, the consistency of Veuve Clicquot
is unrivalled in all of Champagne. – Tyson Stelzer*

VEUVE CLICQUOT YELLOW LABEL BRUT NV

VEUVE CLICQUOT ROSÉ BRUT NV

VEUVE CLICQUOT LA GRANDE DAME BRUT 2006

PUBLIC ONLY

CHAMPAGNE
DUMANGIN
J. Fils

DUMANGIN J FILS

*I have not seen more focused attention to detail
anywhere in Champagne. – Tyson Stelzer*

DUMANGIN J FILS LA CUVÉE 17 NV

DUMANGIN J FILS L'EXTRA-BRUT 1ER CRU NV

DUMANGIN J FILS LE ROSÉ 1ER CRU NV

DUMANGIN J FILS LE VINTAGE 1ER CRU 2004

DUMANGIN J FILS PREMIUM BLANC DE BLANCS SINGLE VINEYARD 1ER CRU 2006



GOSSET

Gosset's house style of no malolactic fermentation, clean-cut structure and enduring longevity remains as fine and unwaveringly consistent as ever. – Tyson Stelzer

GOSSET GRANDE RÉSERVE BRUT NV

GOSSET GRAND ROSÉ BRUT NV

GOSSET GRAND BLANC DE BLANCS BRUT NV

GOSSET GRAND BLANC DE NOIRS EXTRA BRUT NV

GOSSET CELEBRIS EXTRA BRUT 2004



Henri Abelé

• MAISON FONDÉE EN 1757 •

A REIMS • FRANCE

CHAMPAGNE

HENRI ABELÉ

*The aspiration of the historic house of Henri Abelé is one of freshness,
achieved through championing chardonnay as the lead varietal. – Tyson Stelzer*

HENRI ABELÉ BRUT BLANC DE BLANCS NV

HENRI ABELÉ BRUT MILLÉSIMÉ 2009

HENRI ABELÉ SOURIRE DE REIMS BRUT 2008



MAISON FONDÉE EN 1776

LOUIS ROEDERER

C H A M P A G N E

LOUIS ROEDERER

*Louis Roederer is unlike any other champagne house of its magnitude.
Never have its wines looked more characterful, or more precise. – Tyson Stelzer*

LOUIS ROEDERER BRUT PREMIER NV

LOUIS ROEDERER BRUT VINTAGE 2009

LOUIS ROEDERER BRUT VINTAGE ROSÉ 2011

LOUIS ROEDERER BRUT NATURE BY PHILIPPE STARCK 2009

PUBLIC ONLY

LOUIS ROEDERER CRISTAL 2009

PUBLIC ONLY



MUMM

Mumm now enjoys a higher percentage of chardonnay in its house blend, as well as more reserve wine, longer maturation times and lower dosages, all of which have helped to lift the style. – Tyson Stelzer

MUMM GRAND CORDON NV

MUMM DE CRAMANT BLANC DE BLANCS BRUT NV

MUMM CUVÉE R. LALOU BRUT 1999



PERRIER-JOUËT

From its founding just over 200 years ago, the vision of the house has focused on the floral elegance of chardonnay, and today more than half of the estate's holdings lie in the Côte des Blancs, particularly in the grand crus of Cramant and Avize. – Tyson Stelzer

PERRIER-JOUËT GRAND BRUT NV

PERRIER-JOUËT BLASON ROSÉ NV

PERRIER-JOUËT BLANC DE BLANCS BRUT NV

PERRIER-JOUËT BELLE ÉPOQUE VINTAGE 2008

PERRIER-JOUËT BELLE ÉPOQUE ROSÉ 2006

TYSONSTELZER.COM

CHAMPAGNE



PALMER & CO

Palmer sells some 70% of production to négociant houses, and the standard of the current releases suggests that the cooperative is diligent in reserving the finest for its own cuvées. – Tyson Stelzer

PALMER & CO BRUT RÉSERVE NV

PALMER & CO ROSÉ RÉSERVE NV

PALMER & CO BLANC DE BLANCS NV

PALMER & CO BLANC DE NOIRS NV

PALMER & CO VINTAGE 2008

PALMER & CO COLLECTION VINTAGE 2000

PALMER & CO AMAZONE DE PALMER NV



CHAMPAGNE
TAITTINGER

Reims

TAITTINGER

Taittinger's flagship Comtes de Champagne holds an enviable position among the very finest blanc de blancs, and its non-vintage cuvées have never looked more refined. – Tyson Stelzer

TAITTINGER BRUT RÉSERVE NV

TAITTINGER PRELUDE GRAND CRUS NV

TAITTINGER NOCTURNE ROSÉ SEC NV

TAITTINGER BRUT MILLÉSIMÉ 2012

TAITTINGER COMTES DE CHAMPAGNE BLANC DE BLANCS 2006



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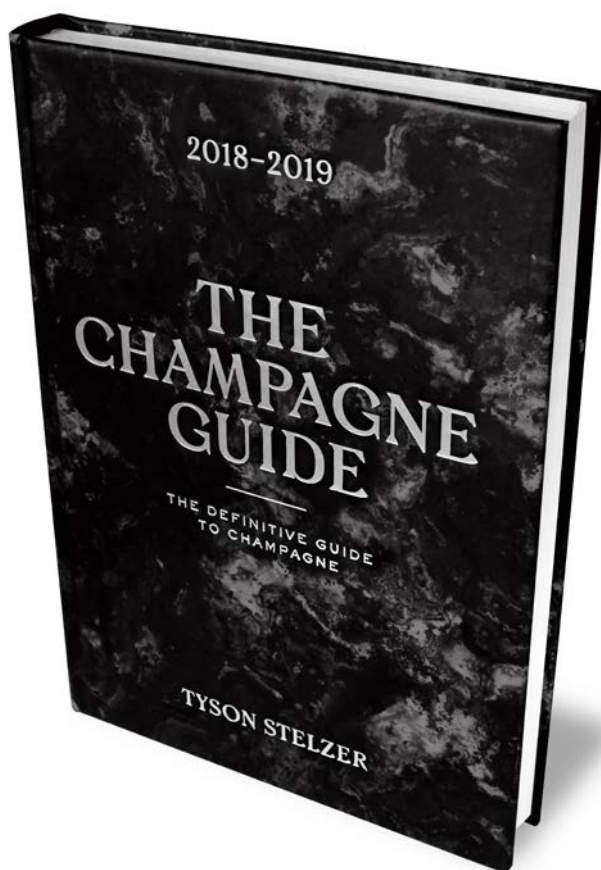
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The background of the entire image is a photograph of a champagne cellar. The ceiling is a vaulted brick arch, illuminated by warm, golden light from a single hanging lamp at the top. Below the ceiling, rows of wooden wine racks filled with dark champagne bottles stretch into the distance. In the center of the aisle, three people are standing and looking towards the far end of the cellar. The overall atmosphere is elegant and historic.

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