



CHAMPAGNE

Pol Roger

Pol Roger & The Royal Warrant

Pol Roger, founded its House in 1849 in Aÿ, its native village. For the next 50 years and until his death in 1899, he carved out one of the most flattering reputations in the select circle of the leading champagne brands. Export sales developed rapidly, especially in England where the dry style is preferred. After almost 170 years, Pol Roger is proud to have remained fiercely independent and unrivalled in its reputation for quality by handcrafting champagnes internationally acclaimed by lovers of fine wines.

The Royal Warrant to supply champagne came in 1877, as confirmed in a letter of congratulations Conrad Reuss (the British agent in charge of promoting Pol Roger in the UK at that time) received from Albert Brooks, the founder of the prestigious wine Merchants Justerini & Brooks, dated July 24, 1877.

Any Royal Warrant may only be granted if a business has supplied goods and services to the Royal Household for at least five years to a named individual at a company, known as the "Grantee". An official Royal Warrant Display Document is sent to the Grantee which provides evidence of the authority to use the Royal Arms and needs to be reviewed every five years. At Pol Roger, the grantee is Hubert de Billy, director of the development and member of the 5th generation of the family. The document is still to be seen at Pol Roger Headquarters in Epernay.

Considering Pol Roger is very often referred to as "the most British of champagnes", being granted the Royal Warrant is both very consistent with who we are and the utmost privilege the House could ask for. Let's not forget that the very first bottle of Pol Roger was not sold in France but on the other side of the Channel! Were it only for historical reasons, Pol Roger's fate was to be linked with the UK. And Sir Winston Churchill himself would not disagree!

Only nine champagne houses are entitled to bear the Royal Warrant and could thus be among the champagnes considered for the wedding of His Royal Highness Prince William, Duke of Cambridge, to Catherine Middleton in April 2011. The House was very honoured and proud to finally discover that Pol Roger Brut Réserve was to be poured from magnum at the reception.

POL ROGER & C^{IE} MAISON FONDÉE EN 1849

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