



GREEN BIO-ORGANIC



"Biodynamic farming is a fascinating way to experiment with new ideas but also reconnect with viticulture as it used to be, with an innovative component. It is a wonderful source of ideas that we transfer over to our other vineyards."

H. Dantan

HERVÉ DANTAN | WINEMAKER



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THE MALMAISON ESTATE

The Malmaison Estate is our 16-hectare pilot vineyard situated at the heart of the Vallée de la Marne. Based on the observation of vine and weather, it is farmed biodynamically, using viticultural methods that are respectful of fauna, flora, soil and people. This estate is a real-life testing ground, working to promote biodiversity and the health of the vine. It requires meticulous care performed by hand, bridging the gap between practices passed down over generations and the most precise techniques, the fruit of a constant quest for innovation.



THE STORY

The desire to commit to future viticulture, focused on biodiversity and sustainability, has led Maison Lanson to write a new chapter in its story by acquiring the Malmaison Estate, which has been farmed organically since 2010. This vineyard, which has since been awarded AB and Demeter certification constitutes one of the largest biodynamically-farmed estates in Champagne.

ACQUISITION DATE – 2010

VITICULTURAL REGION – VALLÉE DE LA MARNE

CRUS – VERNEUIL: 23 PLOTS | VANDIÈRES: 1 PLOT

CLIMATE – CONTINENTAL WITH AN OCEANIC INFLUENCE

SOIL – OFTEN MARLY-CALCAREOUS CLAY SOIL

TOPOGRAPHY – OVER 70% OF PLOTS HAVE SLOPES STEEPER THAN 10%

SURFACE AREA – 16 HECTARES

VARIETIES PLANTED – PINOT NOIR 46% | CHARDONNAY 36% | PINOT MEUNIER 18%

THE VINEYARD

The ambition of the team at the Malmaison Estate is to combine sustainable development with innovation, intuition with technique. Our vineyard enhances the life of the plants and the soil through respectful and specialist viticultural methods. Soil management is increasingly precise. Herbicides and other synthetic products are forbidden in favour of other raw materials and home-made preparations that promote the local ecosystem. Biodiversity is central to our approach, and wildlife corridors are gradually reshaping the landscape.

ORGANIC AND BIODYNAMIC VITICULTURE – 100%
CERTIFICATIONS – AB SINCE 2010 | DEMETER SINCE 2013

INITIATIVES & INNOVATIONS

BIODIVERSITY

- Landscape restoration through the creation of biodiversity corridors since 2015.
- Planting of hedges at the edges of the plots.
- Late verge cutting.
- Planting of isolated trees from among local species.
- Planting of areas of melliferous cover crops.

HIGH-PRECISION VITICULTURE

- Use of the most technically advanced vineyard tools to facilitate people's work.
- Installation of connected posts in order to forecast changes in the vineyard and climate using parameter readings in the soil and air.
- Installation of a music box emitting frequencies (proteody) that help synthesise certain proteins in the vine stock with a view to making them more resistant and resilient to certain diseases.

BIODYNAMICS

- Our compost is made on site with fertilisers sourced from local producers.
- Use of biodynamic preparations: horn manure, horn silica (quartz) and medicinal plants such as horsetail, nettle, yarrow, oak bark, dandelion, chamomile and valerian.

SOUND AND LOW-INTERVENTIONIST SOIL MANAGEMENT



THE TEAM

The team at the Malmaison Estate is a small one driven by a love of nature and a job well done. People work in symbiosis with a demanding environment that requires precision, care and patience.

"Joining the Lanson team was an obvious decision. I joined Maison Lanson for its values, which are in line with my own. It is a small, family business that maintains strong and sincere ties with its partners and for which people are a central concern."

MÉLODY STROH

Head of Vineyards and Sustainable Development since 2021. Agronomy Engineering and Oenology dual degree holder and member of the Lanson Tasting Committee.



THE GREEN BIO-ORGANIC CUVÉE



Great wines are born out of a perfect understanding of terroir. Made exclusively from grapes from the Malmaison Estate, Le Green Bio-Organic expresses the quintessence of its terroir and biodynamic farming. The cuvée is made with the three emblematic grape varieties of Champagne, and offers a characterful, fruity yet mineral Champagne with an eloquent freshness.



ELABORATION

Le Green Bio-Organic is vinified using traditional, low-interventionist techniques. The lack of malolactic fermentation, coupled with a low dosage, emphasises the brilliance and original purity of the fruit.

ORIGIN – LANSON VINEYARD, MALMAISON ESTATE (100%)
GRAPE VARIETIES – PINOT NOIR 46% | CHARDONNAY 36% | PINOT MEUNIER 18%
ALCOHOLIC FERMENTATION – INDIGENOUS YEASTS
NON-MALOLACTIC FERMENTATION – 100%
DOSAGE – 6G/L EXTRA BRUT
AGEING – 4 YEARS



TASTING

SENSATIONS

COLOUR – Gold, ambered shimmers.

NOSE – Clear and concentrated bouquet. Reminiscent of notes of blackcurrant and white-fleshed fruit such as pear and peach, as well as a hint of citrus, which open gradually into mineral, smoky and Eastern spice notes.

PALATE – Great vitality on the palate, with flavours of ripe fruit such as pear, mirabelle plum, a hint of exotic fruit and notes of spice. The finish is long and fresh with profound minerality.

TASTING RECOMMENDATIONS

SERVING TEMPERATURE – Serve chilled between 6 and 8°C.

AGEING POTENTIAL – The wines of Maison Lanson can be enjoyed as soon as you receive them. Kept in good conditions, their freshness and personality will continue to develop complex aromas.

FOOD PAIRING

GASTRONOMY – Savarin with ceps, wild herb and mushroom sauce.

CASUAL PLEASURE – Oyster platter.



ECO-DESIGN

With a general view to promoting transparency, we wanted to share precise information on this wine on the label. Le Green Bio-Organic is free of secondary packaging and is produced in a more lightweight bottle. Maison Lanson also favours local and responsible sourcing for all its packaging.



A COMPREHENSIVE APPROACH TO SUSTAINABLE DEVELOPMENT

In addition to owning a sixteen-hectare vineyard that is farmed biodynamically, Maison Lanson is committed to sustainable viticulture both for its own vineyard and for its supplies by supporting its partner growers in their transition towards certified viticulture through the founding of the first collective structure by a Champagne house, in 2018. In accordance with the requirements defined by the Champagne interprofession and the Ministry of Agriculture, which certify the Viticulture Durable en Champagne – VDC) and Haute Valeur Environnementale (High Environmental Value – HVE) labels, Maison Lanson is forging a path of support based on exchange, sharing and the commitment of each person towards virtuous practices that are mindful of biodiversity and societal and environmental standards.

Maison Lanson is a leading light in its commitment to CSR, with key actions in the environmental, social and economic fields, all reflected in a clear vision entitled “Terroirs, People, Wines”. More recently, Maison Lanson joined International Wineries for Climate Action, a joint international programme featuring some thirty estates in nine countries, the aim of which is to reduce the carbon footprint of the wine industry by sharing best practices and drawing up an international action plan. Maison Lanson is one of the first French estates to be part of the programme and the first Champagne house, thereby becoming a leader in sustainable development. This commitment led it to conduct a carbon footprint calculation in 2022 and implement a low-carbon strategy from 2023.



GLOSSARY

BIODIVERSITY – A group of living organisms and the ecosystems in which they live. Biodiversity is crucial because it is responsible for the diversity of landscapes found there, but also for the balance of all life forms between them, allowing them to adapt to environmental changes.

GRAPE VARIETY – The variety of vine grown, with individual characteristics. In Champagne, the three main grape varieties are Chardonnay, Pinot Noir and Pinot Meunier.

COMPOST – Organic waste that is naturally transformed, which helps to structure the soil and nourish biodiversity.

BIODYNAMIC COMPOST – High-quality compost using biodynamic preparations that activate the elements of the compost. Dynamisation allows these elements to act as substances that transmit information to the soil and the plant.

BIODIVERSITY CORRIDORS/WILDLIFE CORRIDORS – Places of connection between biodiversity reservoirs providing species with conditions that promote their movement and the fulfilment of their life cycle. Example: hedges, isolated trees.

COVER CROP IN CHAMPAGNE – A group of plants sown in the vineyard that reduce the need for herbicides or ploughing while structuring and enriching the soil and facilitating water circulation.

DEMETER – A private certification for all biodynamic products around the world. Compliance with its very strict and precise specifications guarantees transparency, quality, the well-being of biodiversity and social responsibility. It applies to all agricultural bodies.

DOSAGE – An operation that consists of determining the desired type of Champagne (brut nature, extra brut, brut, sec, demi-sec, doux) according to the quantity of «dosage liqueur» added. This liqueur is made of a sweet mixture dissolved in reserve wines.

HVE – National environmental certification that guarantees an estate or farm with High Environmental Value, meaning one that encourages biodiversity, preserves the life of the soil, and promotes the development of useful fauna (ex. pollinators). Its evolving specifications regulate the frequency of treatment, irrigation and fertilisation practices, among other things.

VDC – Environmental certification specific to Champagne, implemented by the Comité Champagne in 2001 to support winemakers working towards more sustainable viticulture. The specifications follow the same principles as the HVE certification and include other specific requirements tailored to Champagne, such as the preservation of terroirs, the enhancement of landscapes, responsible waste management and carbon footprint reduction.

MALOLACTIC FERMENTATION – A method of the vinification process that consists of transforming the malic acid naturally present in the grape juice into lactic acid. Malolactic fermentation gives a roundness and smoothness to wines, while its absence helps preserve the original purity of the fruit and provides brilliance and vitality.

INDIGENOUS YEASTS – Single-celled fungi, or micro-organisms responsible for the alcoholic fermentation of the must (grape juice). Indigenous yeasts are those that originate directly from the same environment as the grapes they are used to ferment.

MELLIFEROUS PLANT – A plant that secretes nectar used by bees to make honey.

ORGANIC VITICULTURE – A method of cultivation that cares for, maintains and improves the soil, preserves the quality of the water and air and promotes biodiversity. It means following precise specifications that prohibit the use of herbicides, chemical products and inputs from genetically modified organisms (GMOs).

BIODYNAMIC VITICULTURE – Organic viticulture based on observation and which follows three fundamental principles: viewing the farm as an autonomous organism, using biodynamic preparations and taking cosmic rhythms into account.



ABOUT MAISON LANSON

Founded in 1760, Lanson is one of the oldest Champagne houses. Drawing on our family heritage and unique expertise, the men and women of Lanson have been guided for more than 260 years by their love of a job well done and their love for others.

Hervé Dantan, the Maison Lanson Winemaker, carefully crafts elegant wines, that are characterised by an inimitable freshness, fruitiness and vitality.

Lanson Champagnes bring people together. They are made to be gifted and shared with our cherished ones. The Lanson Cross, carefully marked on each bottle, is timelessly emblematic of this philosophy.

