

PERRIER-JOUËT'S HERVÉ DESCHAMPS BECOMES YOUNGEST CELLAR MASTER TO BE AWARDED THE HONOUR OF CHEVALIER DES ARTS ET DES LETTRES



Mr Hervé Deschamps, Perrier-Jouët's Cellar Master, was awarded the highly prestigious distinction of Chevalier de l'Ordre des Arts et des Lettres.

In the presence of the Minister for Culture and Communication, Ms Audrey Azoulay, the ceremony took place on 17 February at the Ministry of Culture and Communication.

Devoted to the excellence and heritage of its founders, the House of Perrier-Jouët is today extremely proud of the recognition paid to Hervé Deschamps, who has been its Cellar Master for over 20 years. "A real spokesperson for the House around the world, Hervé Deschamps upholds its values and know-how," stated César Giron, Chairman and CEO of Martell Mumm Perrier-Jouët.

For over 20 years, Hervé Deschamps has been conveying his passion for champagne, allowing the French way of life to shine across the globe.

From left to right:

Mr Jean-Michel Delisle, President of the patrimony and communication commission of Comité Colbet

Ms Audrey Azoulay, Minister of Culture and communication

Mr Hervé Deschamps, 7th cellar master of Maison Perrier-Jouët



ABOUT HERVÉ DESCHAMPS

Born in 1956 to a family from the Champagne region, Hervé Deschamps studied farming techniques and oenology in Dijon. He holds an engineering diploma in farming techniques and an oenology diploma. His training was completed with nutrition and food studies before he joined Perrier-Jouët in 1983 as an oenologist in charge of the fermenting rooms and ageing the wines during their time in the cellar.



He very soon became the assistant to the Cellar Master, André Baveret, who was the guardian of the Perrier-Jouët style for almost 30 years. During this period, Hervé learnt a great deal about the art of blending different Champagne wines while preserving the elegant style of Perrier-Jouët cuvées. In 1993, Hervé replaced André to become Perrier-Jouët's seventh Cellar Master in just two centuries.

Since then, he has been responsible for the entire Perrier-Jouët range comprising Grand Brut, Blason Rosé and the legendary prestigious Perrier-Jouët Belle Epoque, Perrier-Jouët Belle Epoque Rosé and Perrier-Jouët Belle Epoque Blanc de Blancs cuvées. He approaches the moment of blending as a creative exercise: "I launch into my blending task all at once, like an artist's creative burst in which intuition, sensitivity and know-how meet". This is an approach that Emile Gallé, the Art Nouveau master glassmaker who created the anemone design on the Belle Epoque bottles in 1902, would certainly not have denied.

