



MAISON PERRIER-JOUËT UNVEILS *BELLE EPOQUE SOCIETY* : a new array of champagne experiences in Epernay

Maison Perrier-Jouët is delighted to introduce *BELLE EPOQUE SOCIETY*, a comprehensive array of experiences around its champagnes, at its historic site on avenue de Champagne in Epernay. The new offer encompasses three complementary spaces: the brand new Cellier Belle Epoque, the Maison Belle Epoque and the Perrier-Jouët Boutique. This exciting new initiative is part of Maison Perrier-Jouët's ongoing commitment to actively supporting and diversifying the tourism potential of the Champagne region.

MAISON PERRIER-JOUËT IS UNVEILING THE CELLIER BELLE EPOQUE, a champagne bar offering a varied schedule of events and a series of unique experiences, enabling visitors to explore the historical and cultural heritage of the house, to taste champagnes in

relation to artworks, to discover champagne and food pairings created by Maison Perrier-Jouët Cellar Master Séverine Frerson and the house's new head Chef Sébastien Morellon, and to participate in encounters with guest personalities.

The Cellier Belle Epoque has been envisioned as a lifestyle space, with nature – an endless source of inspiration for Maison Perrier-Jouët throughout its 200-year history – at its heart. Inside, a hanging green installation echoes the

landscaped garden created in the inner courtyard of 26, avenue de Champagne. Outside, visitors can relax in protected natural spaces, prolonging their experience by tasting Perrier-Jouët cuvées paired with the cuisine of Sébastien Morellon.



On the opposite side of the avenue, the **MAISON BELLE EPOQUE** is opening its doors to

the public for the very first time. This elegant mansion, formerly the home of Perrier-Jouët's founding family, has been designated a UNESCO World heritage site. It houses the largest private collection of French Art Nouveau in Europe, a remarkable testament to the close ties uniting Maison Perrier-Jouët and this artistic movement. As summer begins, the Maison Belle Epoque will welcome visitors on its extensive terrace overlooking the garden – an enchanting setting in which to discover Sébastien Morellon's cuisine during lunches.

**MAISON PERRIER-JOUËT,
THE ART OF REVEALING
NATURE SINCE 1811.**

Next to the Cellier Belle Epoque, the **PERRIER-JOUËT BOUTIQUE** has been a huge success since 2019. It is now reopening with an on-the-spot personalisation service for Perrier-Jouët cuvées and an enriched offer featuring exclusive new products, including books, stationery, and honey from the beehives installed in the house vineyard in order to preserve biodiversity.

The official inauguration of **BELLE EPOQUE SOCIETY** will take place from 16 June 2021, ahead of the opening to the public of this new array of Perrier-Jouët champagne experiences.



PRACTICAL INFORMATION

CELLIER BELLE EPOQUE

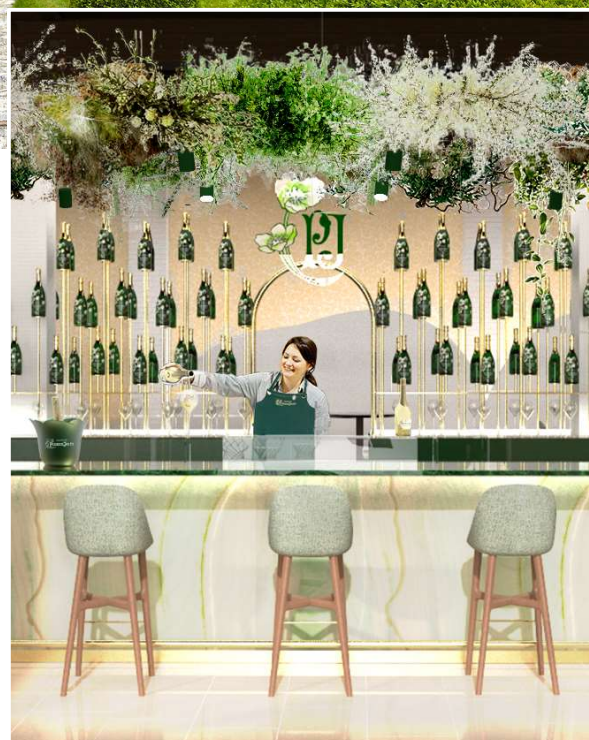
Open to the public from 19 June 2021
26, avenue de Champagne – Epernay
Wednesday to Sunday from 11 am to 9 pm
[@belleepoquesociety](#)

MAISON BELLE EPOQUE

11, avenue de Champagne – Epernay
Friday & Saturday – Lunch
[@belleepoquesociety](#)

BOUTIQUE

Open to the public from 20 May 2021
26, avenue de Champagne – Epernay
Wednesday to Sunday – 11 am to 1 pm /
2 pm to 6:30 pm
[@belleepoquesociety](#)



MAISON PERRIER-JOUËT

Founded in 1811 in Epernay, Maison Perrier-Jouët is one of France's most historic champagne houses, but also one of its most distinctive, renowned for its floral and intricate champagnes which reveal the true essence of the Chardonnay grape and an enduring tradition of savoir-faire – an unparalleled expertise of only seven Cellar Masters since its foundation.

A boutique house with a family spirit, Perrier-Jouët has been profoundly influenced by its founders' love of nature and art – twin inspirations which allow it to create exceptional experiences and moments of wonder that enhance everyday life.

Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for its Perrier-Jouët Belle Epoque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists.



including Daniel Arsham, Noé Duchaufour-Lawrance, Miguel Chevalier, Makoto Azuma, Tord Boontje, Studio Glithero and Simon Heijdens, and more recently Vik Muniz, mischer'traxler, Ritsue Mishima, Andrew Kudless and Luftwerk.

SÉBASTIEN MORELLON, PERRIER-JOUËT HEAD CHEF

Sébastien Morellon sums up his passion for his job in a few words: "Cooking is my whole life". A simple and authentic statement just like his attitude to cooking.

With a professional cookery and culinary arts diploma in his pocket in 2009, Sébastien Morellon left his native Picardy for Paris. He joined the kitchens of the capital's finest restaurants at the Four Seasons George V, Park Hyatt Vendôme and Hotel Barrière where, for four years, he crossed paths with Pierre Gagnaire. The latter offered him the post of Sous-chef at the restaurant La Grande Maison de Bernard Magrez in Bordeaux in 2019.

Under the triple-starred chef, Sébastien Morellon developed a new vision of cuisine: a sincere, off-the-beaten-track approach, in which respect for even the humblest ingredient is essential.

He has been applying this philosophy at Perrier-Jouët since his arrival as Executive Chef in January 2021. He invents a nature-inspired cuisine that gives full rein to creative freedom, echoing the House's two founding pillars – art and nature.



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