



PIPER-HEIDSIECK, THE EXCLUSIVE CHAMPAGNE OF THE OSCARS®, TO SERVE THREE VINTAGES OF PRESTIGE CUVÉE 'RARE' AT GOVERNORS BALL CELEBRATION

Hollywood, CA (February 18, 2016) – PIPER-HEIDSIECK, the French Champagne House beloved for the red of its label and the gold of its wine, announced it will premiere three of the House's most prestigious vintage cuvées during the Governors Ball, the official post-Oscars® celebration of the 88th Academy Awards®, including Rare 1988, Rare 2002 and Rare 1998.

"We are proud to celebrate the evening's exceptional moments with PIPER-HEIDSIECK Prestige Cuvée Rare," said Benoit Collard, Global Executive Director of PIPER-HEIDSIECK. *"This cuvée is only created during very particular and 'extraordinary' years. This is why there have only been eight vintages since 1976. It is a cuvée with a special destiny, so unique it can only be called Rare."*

Rare 1998, the magnum-only prestige cuvée, will have its own dedicated bar near the entrance to the event venue, the Ray Dolby Ballroom on the top level of the Hollywood & Highland Center®. Glasses of Rare 2002 will welcome guests as they arrive and will be poured throughout the party. The Rare 1988 cuvée will be served exclusively in the engraving room to celebrate the winners as they wait for their golden statuettes to be inscribed. In total, almost half of the 1,500 PIPER-HEIDSIECK bottles poured at Academy Awards events this season will be Cuvée Rare.

The full list of PIPER-HEIDSIECK Champagnes being served at this year's Governors Ball is as follows:

- **PIPER-HEIDSIECK Prestige Cuvée Rare 2002** – Delicate and voluptuous with subtle notes of exotic fruits and mild spices. It is a vintage featuring Chardonnay (70%) and Pinot Noir (30%) from the Montagne de Reims region; a blend of 17 crus, matured for over seven years in the House's cellars. Featuring a 97/100 rating from Wine Spectator, the 2002 vintage is as synonymous with richness and generosity as the Academy Awards itself.
- **PIPER-HEIDSIECK Prestige Cuvée Rare 1998 (magnum)** – With a 98/100 rating from Wine Spectator in 2015, this cuvée is the jewel crown of Winemaker Régis Camus. The structure of this wine is delightfully gentle and varied, constantly alternating between firmness and warmth, with creamy notes and the delicious aromas of cocoa, greengage plums and mango.
- **PIPER-HEIDSIECK Prestige Cuvée Rare 1988** – A sophisticated, complex and warm wine featuring an initial attack bursting with flavor. The velvety texture of cocoa beans and mocha gives way to more powerful notes of dried fruit, hazelnuts and dried currants. The aroma of plants and herbs, peppered with hints of eucalyptus and sandalwood, combines with the delicious taste of roasted pineapple.

At the pre-cocktail PIPER-HEIDSIECK "Red Carpet Ready" Cuvée Brut Limited Edition (magnum) – A classic, structured, full-bodied Champagne with harmonious balance. The blend is mainly Pinot Noir incorporating more than 100 crus from the Champagne region in France. A clear, golden Champagne, Cuvée Brut's delicate, fine bubbles result from an extended maturation. A juicy, fleshy pear and golden grape texture, the wine's finish narrows to citrus and grapefruit flavors. With only 1,000 bottles produced, the special limited-edition magnum will be poured exclusively at this year's 88th Oscars ceremony and Governors Ball.

Get Red Carpet Ready for the Oscars® with PIPER-HEIDSIECK! #PiperReady.

For more information, please visit: <http://piper-heidsieck.com> or follow us on [Facebook](#), [Instagram](#) or [Twitter](#).

A Grand & Bold Story with the Grand Cinema

From the early 1930s, the house has long supported the grand cinema with boldness and grandeur. In 1964, PIPER-HEIDSIECK created a tailor-made 48-liter bottle to celebrate Rex Harrison's Oscar for his role in MY FAIR LADY. In order to support the enrichment and preservation of film heritage, PIPER-HEIDSIECK works with the French Cinémathèque and the American Cinémathèque. It has also been the official champagne of the International Cannes Film Festival for more than 20 years.

ABOUT PIPER-HEIDSIECK

Created in 1785 by Florens-Louis Heidsieck who aimed to create a wine worthy of a Queen, PIPER-HEIDSIECK is one of France's oldest Champagne houses. With a grand history, the House has been synonymous with excellence, boldness, and grandeur for over 230 years. One of the world's most awarded Champagnes, PIPER-HEIDSIECK benefits from the expertise of celebrated winemaker, Régis Camus, who has been named "Sparkling Winemaker of the Year" eight times over the past ten years.

PIPER-HEIDSIECK is imported in the United States by Terlato Wines www.terlatowines.com.

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