



PIPER-HEIDSIECK CHAMPAGNE RETURNS FOR 90th OSCARS®

Art-Deco Inspired Limited Edition Magnums Commemorate the Golden Age of Hollywood



Hollywood, CA (January 23, 2018) – Piper-Heidsieck, the revered French Champagne house known worldwide for its red label, is thrilled to announce its return as the sole Champagne to be served during the 90th Oscars® awards season. To mark this milestone year, Piper-Heidsieck has created a limited edition magnum bottle commemorating the Golden Age of Hollywood. With a 360-degree golden appliqué mirroring the Art Deco architecture of legendary Los Angeles theaters like the Crest, Pantages and the Wilburn, each bottle is also engraved with “90th Oscars” in golden lettering.

“We are particularly proud to commemorate the 90th anniversary of the Oscars,” declared Benoit Collard, Executive Director for Piper-Heidsieck. “This anniversary bottle represents the history of excellence that unites the Academy and Piper-Heidsieck. These magnums, bottled in Reims and enjoyed in Los Angeles, are the very expression of the universal magic of cinema, to which we are paying tribute.”

As in previous years, the Piper-Heidsieck limited-edition magnum features the House’s signature Cuvée Brut, and will be poured exclusively at the awards ceremony and Governors Ball; the Academy’s official Oscars after-party. The 2018 Academy Awards® season marks the fourth year of a long-term partnership between Piper-Heidsieck and the Academy of Motion Picture Arts and Sciences. In addition to the awards ceremony on March 4, Piper-Heidsieck champagne will be poured at Academy events in Los Angeles, New York and London, including the Oscars Nominees Luncheon on February 5, as well as the Governors Ball.

Get red carpet ready for Oscars night with Piper-Heidsieck!
#PiperHeidsieck #PiperCinema #PiperRed

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

A Grand & Bold Story with the Cinema

The house has long supported cinema with boldness and grandeur, dating back to 1933, when a bottle of Piper-Heidsieck appeared in *SONS OF THE DESERT*, the debut film of Laurel and Hardy. In 1964, Piper-Heidsieck celebrated Rex Harrison’s Oscar for his role in *MY FAIR LADY* with a tailor-made 48-liter bottle that was literally as tall as the 5-foot-10 actor. Piper-Heidsieck continues to support the enrichment and preservation of film heritage through the French Cinémathèque and has been the official champagne of the International Cannes Film Festival for more than two decades.

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, Piper-Heidsieck 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 part of the EPI Group.

Champagne Piper-Heidsieck is imported in the United States by Terlato Wines.

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