

Press Release

FLEUR DE MIRAVAL

PITT, PERRIN & PÉTER'S CHAMPAGNE FLEUR DE MIRAVAL
WILL BE THE CHAMPAGNE SERVED AT THE 94TH OSCARS®.

March 14, 2022

Check out what your favorite actors and filmmakers will be sipping all night long at the 94th Oscars®. Fleur de MIRAVAL - the only Champagne house exclusively devoted to Rosé Champagne - announced today it will be the Champagne poured at this year's Oscars, taking place on Sunday, March 27. Fleur de MIRAVAL may be best known worldwide for its co-founder Brad Pitt; making it only natural that Fleur de MIRAVAL will now be the Champagne of the greatest stars of the silver screen and of all those who contribute to cinema's beauty and success around the world.

The intense dedication to the arts shared by the Academy of Motion Picture Arts and Sciences and the house of Fleur de MIRAVAL will be even more evident than usual during this very special ceremony.

The idea of Fleur de MIRAVAL sprang from a meeting of the minds between two families (Pitt and Perrin) - who had already united the wine world with that of the arts and in so doing put MIRAVAL on the map - and a third family (Péters) with roots in the heart of Champagne for six generations. Unique and rare, Fleur de MIRAVAL will be celebrated just as everyone is on the edge of their seats awaiting the announcement of the winners.

Fleur de MIRAVAL will be at the Dolby Theatre as the Champagne served during the Oscars on Sunday, March 27, as well as during the Governors Ball - the Academy's official afterparty - and at other Oscars-related events in Los Angeles, New York City, and London, including the Oscars Nominees Luncheon on March 7.

ABOUT FLEUR DE MIRAVAL, THE ONLY CHAMPAGNE HOUSE EXCLUSIVELY DEVOTED TO ROSÉ CHAMPAGNE

The idea of FLEUR DE MIRAVAL sprang from the association of the Pitt and Perrin families, who had already united the wine world with that of the arts through the introduction of Miraval Côtes de Provence Rosé in 2012, and a third family with roots in Champagne for six generations: the Péters family. Together, they chose to give free rein to their creativity, with no holds barred, no limits, entertaining instead all possibilities, to make a stunning rosé the likes of which no-one had ever seen before.





CHAMPAGNE
FLEUR DE MIRAVAL



CHAMPAGNE
FLEUR DE MIRAVAL

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CHAMPAGNE
FLEUR DE MIRAVAL

ER2 is characterized by the intensity that is the signature of the grand crus of the Côte des Blancs and by the complexity of its perpetual reserve.

A delicate, slightly coppery, pink. The first nose is floral, elegant, and finely fruity, with aromas of pink grapefruit and vine peach. Touches of dried fruit and grilled almond

evolve towards patisseries (brioche...) and lightly toasty notes. Diaphanous, with particularly fine effervescence, Champagne ER2 opens after airing, developing more complex notes of spices, preserved lemon zest, mandarin and white peach. The mouth is ample, with slightly buttery notes that are perfectly balanced by the freshness of citrus and fresh hazelnut, leading to a soaring finish of great persistence, underlined by a magnificently chalky minerality.

Rodolphe Péters is accustomed to working with the complex solera system, always combining wines from the new vintage with a blend of wines from previous years.

This principle of a perpetual reserve was chosen for Fleur de Miraval. This highly skilled technique serves to “educate” the wine: the younger wines create a liveliness, while the older one adds complexity. Chardonnay aged on lees gains in texture and aromatic finesse. It keeps its fruity character but develops notes of white flowers, almond, fresh hazelnut and a complexity born from controlled autolyse and micro-oxygenation.

The blend of Chardonnay wines of different ages in ER2 makes up 75% of the final Fleur de Miraval blend. The remaining 25% is from young Pinot Noir.

(Left Photo) Left to Right: Marc Perrin, Pierre Perrin, Charles Perrin, Thomas Perrin, Brad Pitt, Matthieu Perrin, Cécile Perrin, César Perrin • (Right Photo) Rodolphe Péters

