



1. The history of the region: **Stephen Charters MW**

Champagne is a wine region whose character is shaped profoundly by its 2000 years of history. This introductory webinar provides the context for the study of the region by examining how it has evolved. We'll talk about the influence of the Romans and the sinking of the crayères, the development of the region as a centre of trade in the Middle Ages, and then how champagne the sparkling wine came about. We then look at the refinement of champagne and the growth of export – including the key influence of Germans, and relationships with the British, Russian and American markets.

2. Champagne the place: **Stephen Charters MW**

Having set the historical context for champagne, this webinar considers the geography of the region. We'll discuss its marginal climate, the significance placed on a chalky soil, the geology and topography of the appellation – all of which contribute to a specifically *champenois* notion of terroir. We'll also discuss the centres of champagne – Reims, Epernay and Troyes, and their influence on the wine – as well as focusing on the sub-regions which exist within the appellation and how they differ, as well as the extent of the appellation itself. Finally, we'll consider the *crus*, and the *échelle de crus*.

3. The development and organisation of the champagne industry: **Stephen Charters MW**

This webinar places champagne, its styles and its success, in a context of how the industry is organised. We'll examine the recent history of the industry, and the conflicts between the growers and houses, what they meant for styles of wine and how they were resolved, finally resulting the formation of the CIVC. We'll consider the CIVC's role and powers, which are unequalled elsewhere in the world of wine (including the protection of the name of champagne), and then think about how the houses operate today and their relations with the growers, including contracts.

4. Growing the grapes: **Peter Liem**

In this webinar, we examine key issues of viticulture in the Champagne region. We begin with an overview of authorized grape varieties, both mainstream and grandfathered varieties. We outline issues of ripeness and examine how site selection, rootstock, vine management and yields all contribute to the maturity of the grape. In addition, we discuss how attitudes towards ripeness are changing influenced by both the advent of climate change and the contemporary trend towards organic and biodynamic viticulture. We'll also look at the primary maladies that exist in Champagne's vineyards and the tools that growers use to combat them.

5. Making Champagne: **Giles Fallowfield**

In this webinar, we look at the process of making champagne and how it has evolved over the centuries with key innovations, particularly at the end of the 19th century, resolving problems in the production process and paving the way for a rapid expansion in volume. As the *Champenois* consider making changes to the minimum ageing requirements for non-vintage champagne, we'll consider how well champagne develops over time. We will also examine the development of pink champagne and how the rapid expansion of this sector has come about.



6. Blending and balance: **Essi Avelan MW**

This webinar studies the role of blending in creating balance, complexity and consistency in the wines, as well as crafting a distinct house style. The chef de cave utilizes various means to achieve these goals. He can change up the grapes (and their proportions), the origins of those grapes, the amount and age of reserve wines incorporated, the time the wine spends maturing on its lees—and a host of other winemaking variables. We will discuss the effects of multi-regional blending, the structural and aromatic influences of each variety in the blend plus the winemaking techniques used such as use of different press fractions, oak and malolactic fermentation.

7. House Styles : **Essi Avelan MW**

Each house of Champagne has a signature style created by varietal and multi-regional blending, use of reserve wines, ageing, and winemaking techniques. In this webinar, we will define and discuss the house styles of the most significant champagne producers. The main emphasis will be on the analysis of the brut non-vintage and how the house NV style reflects upon the rest of each house's range. To conclude, the examined house styles will be summarized on a style matrix.

8. Sub-Regional Studies: Côte des Blancs & Montagne de Reims: **Peter Liem**

Champagne can be divided into at least five distinct sub-regions, and possibly more, depending on one's criteria of analysis. In this two-part webinar, we outline major sub-regional distinctions, beginning with the Côte des Blancs and the Montagne de Reims. For each sub-region, we identify broad characteristics of terroir, examining factors such as soil type, exposition and climate and illustrating them through the wines of key producers. In addition, we'll break down each sub-region into distinctive parts, discussing individual characteristics of some major villages as well as relevant lieux-dits, or single parcels.

9. Sub-Regional Studies: Vallée de la Marne & other Subregions: **Peter Liem**

In the continuation of our sub-regional studies, we take a look at the Vallée de la Marne, a complex sub-region that deserves to be itself divided into three distinct parts: the Vallée de la Marne, the Grande Vallée, and the Coteaux Sud d'Épernay. We'll also examine the Sézanne and the viticultural regions of the Aube in the southern portion of the Champagne appellation. As executed previously, we'll look at broad terroir characteristics of each sub-region before focusing on narrower distinctions of village and vineyard, and we'll identify the key producers of each.

10. Branding, distributing and selling champagne: **Stephen Charters MW**

Champagne is one of the strongest territorial wine brands in the world, and the individual brands are equally formidable. In this webinar we consider both aspects of the marketing of champagne (the territorial and the proprietary) while we consider specifically the creation of the wine's image. Is champagne wine or luxury? Is it a wine of place or branded wine? We'll then go on to consider how champagne is distributed and presented around the world, its global market, and how the businesses in champagne are evolving, with the changing character of the houses (public and private), the cooperatives and the vigneron.



11. Champagne and the world of Fizz: **Essi Avellan MW**

The world of sparkling wine is rapidly expanding. How does Champagne compare style-wise to the other major or up-and-coming sparkling wines? We will examine Franciacorta, TrentoDoc, Cava, English sparkling wine and the most important traditional method sparkling wine regions in the New World. There will also be an overview of the key tank method sparkling wine styles, such as Prosecco and Riesling Sekt.

12. Champagne Who's Who: **Giles Fallowfield**

In this webinar, we examine the importance of human influences in the evolution of Champagne starting with Dom Pérignon. Having looked in Webinar 5 at the development of new techniques which made possible a significant increase in production, here we highlight the entrepreneurs, many of them women, who played a key role in promoting, marketing and selling champagne outside France. The pioneers who helped create the modern Champagne market. We also examine how various crises like phylloxera and two world wars were overcome and who the influential figures were in the 20th century. Finally we look ahead at how the *Champenois* are facing up to the challenge that increased competition from other quality sparkling wine regions presents.

13. Vintage, Prestige & Icon Cuvées: **Charles Curtis MW**

It has been said that too much champagne is drunk standing up. For the best wines in the region, however, one should sit down and pay attention: these are fabulous wines with food and worthy of extended aging. Everyone knows the top wines from the major houses, but there are amazing vintage wines produced throughout the region by small growers as well. This webinar will explore both the well-known and the little known, and will give an assessment of recent vintage and vintage wines.

14. What price Champagne? **Charles Curtis MW**

The success of champagne has been based, in part, on its perception as a luxury good. Many wine lovers who would otherwise drink it daily, wonder "why does it cost what it costs?" This in-depth webinar will begin with an exploration of all of the factors that contribute to the cost, from the land to the length of time on the lees, from marketing expenses to factors such as "blocage" and the 2008 expansion of the Champagne viticole. Everything impacts price. Lastly, we will address the fascinating secondary market in champagne with an overview of collecting and investing in champagne.

15. How to Taste Champagne: **Richard Bampfield MW**

Tasting Champagne is different from tasting still wines. The bubbles are a key feature of the appearance, nose, palate and overall balance of the wine. In this webinar, we will explore the special approach required to evaluate and appreciate Champagne. The aim is to reach a better understanding of the tasting characteristics that derive from different grapes, blending strategies, production methods and maturation and dryness levels and to reference them with a specific, specialist vocabulary.



16. Champagne and Food: **Geoff Kruth MS**

In this webinar, we examine approaches to food and Champagne pairing and move beyond its image as an aperitif or beverage of celebration. We will explore the range of Champagne styles and how they fit at table discussing when and when not to use extra brut, how to best showcase oxidative versus reductive interpretations, plus the methodology behind pairing Chardonnay-, Meunier- and Pinot Noir-based bottlings. The variables of village character, vintage and maturity also come into play. We'll discuss how. In this webinar, you will learn how to make both fizz and food show to best advantage.

17. The changing face of Champagne: **Stephen Charters MW**

Champagne has shaped its history by continually reinventing itself - the wine, the image, the industry. This process of change continues today, even though many Champenois believe they have a wine and an industry fixed in stone. New Houses appear, cooperatives are more aggressively promoting their brands, and growers are focusing more and more on quality. Meanwhile a debate is quietly developing about the nature and importance of terroir. At the same time external factors (new markets, global warming, a new focus on environmental issues) are forcing a re-evaluation of where and how champagne is made. This webinar will consider all of these factors, and ask what champagne might look like in the decades to come.