Stories draw their inspiration from men's lives. And the fruit of their loves is sometimes transformed into legends.
Allegedly imaginary stories are often based on reality. And they are always marvellous. True to life, they beget a legend like the legend of Palmes d’Or, a sublime champagne born from a woman’s whim and Nicolas Feuillatte’s passion. Recently unveiled by Nicolas in one of those rare moments of confidence, the legend magnifies the reality.

We are in the 1950s. Nicolas is still living in New York. Seductive and attractive, he falls madly in love with a young opera singer with a promising future. From Paris to Milan and London to New York, he never misses a concert, assiduously courting the young artist. A rising star, she swims in luxury and glamour: Nicolas’ passion ignites. Inaccessible, the poetry had to be continually more astonishing: in her mind, the only acceptable proof of love was to accomplish a unique exploit.

It took more than 30 years, the hazards of life and another encounter before Nicolas Feuillatte finally found the means to express an ultimate homage to an unquenched love: the Champagne region and a special champagne. This would be the fulfilment of a wild dream, with all the energy and perseverance he is renowned for.

He was going to create his exceptional Cuvée in the image of his Diva: extravagant, fantastic, sublime and unforgettable. A special bottle inspired him the same way the Diva was inspired by black pearls. Rare and precious, in his eyes these jewels were more original than diamonds, bewitching with their lustre and mystery. The imprint of pearls on glass, in the image of the souvenir of this love engraved in his memory: a unique bottle was going to be born. It took such a unique story to create such a different champagne bottle. The blending of the greatest and best vintages quickly bore its fruit.

All that remained was to name this vintage. The sense of humour and derision won out. Who other than Nicolas Feuillatte himself could attribute the ultimate distinction 30 years later: it was obvious that this honour was golden, a Palmes d’Or.
PALMES D’OR ROSE VINTAGE 1996

The most “Burgundy-like” of rosés

1996 was the first rosé vintage in a long, promising series. It bears the mark of the reds from Les Riceys, pinot noirs with characteristic aromas. Les Riceys is the farthest southeast champagne vineyard in the Champagne appellation. This means it is the most “Burgundy-like” of Nicolas Feuillatte’s rosés. Its body comes from the Bouzy grapes. Here, red wine from the appellation is not added during the blending. The method known as “saignée” (Skin contact method) gives it a ruby colour with overlapped reflections that distinguish the Palmes d’Or from all other rosé champagnes. The bubbles are all the more stunning, testifying to a remarkable vivacity. The mouth is full of flavours confirming a nose of red fruits with fleeting flashes of menthol. Its length and memory of gustatory emotions means it can go well with the most daring gourmet combinations.

PALMES D’OR ROSE VINTAGE 1997

A hardy autumn companion

Here the blend is shared 50/50 between Les Riceys and Bouzy. The latter’s presence gives this hardy rosé an obvious structure and a virile side that is so appreciated on an autumn table. From the first look, its coppery colour evokes autumn. The ballet of bubbles suggests a “Starry night” concentrated in a glass. The initial citrus fruit fragrances give way to sustained hints of blackcurrants. With such a beginning, this rosé expresses a worthy vinosity without losing its especially appealing smoothness and softness. An easy to enjoy wine developed for the gourmet. It is no surprise that top chefs appreciate it.

PALMES D’OR ROSE VINTAGE 1999

At the apogee of know-how

It breathes a superlative summer nose: hot like a magnificent season, sensual and voluptuous, racy and elegant. The adjectives jostle each other in the tasters’ descriptions: the unexpected result of a dream year. A selection of red fruits (raspberries, cherries, etc.) enchants the palate and procures an indescribable pleasure. The perfect balance between the strong pinot noirs from Bouzy and the subtly scented ones from Les Riceys is transcended by a well-controlled acidity. It is the ideal companion and ambassador of pure pleasure. This vintage propels this Palmes d’Or Rosé among the great expressive wines. It is no surprise that it has collected gold medals at wine tasting competitions.

ELEVEN YEARS OF A MAGNIFICENT CUVEE

Maestro of a Cuvee born from the desire of a man in love, Nicolas Feuillatte created Palmes d’Or for demanding consumers and exceptional amateurs. It is fully expressed through eleven memorable vintages that display an accomplished know-how always in quest of perfection.
PALMES D’OR BRUT VINTAGE 1992

Promises completely fulfilled

Starting with very nice chardonnays, from a generally abundant and wonderfully balanced harvest, today this vintage offers interesting buttery notes that are up to this vintage’s promise when it was released. One already spoke of complexity dominated by aromas of pastries! The nose is enchanting as soon as the temperature rises. And the mouth of honey is velvety and smooth. It stands out by its texture reminiscent of marshmallow confectionary. It is a wine that has achieved its fullness, recognisable by this hard to describe rancio. For those who like these fragrances and flavours, this wine is a must.

PALMES D’OR BRUT VINTAGE 1996

Contradictory but so charming

Ah, 1996! A year hailed in Champagne that caused a lot of ink to flow. There was ample alcohol content and acidity. The pinot noir grapes provided a broad aromatic palette. Their strength, while providing a legitimate structure, balanced the acidity of the chardonnays, which provided refinement and elegance. Everything was present to presage a long ageing period and a paradoxical maturity.

The proof is the difference, still present today, between an extremely mature nose and young mouth. This vintage is delightfully mysterious. It still exhibits acidity combined with freshness and elegance. It is still developing balance. Consequently, it should be cellared pending the recognisable olfactory and gustatory harmonies.

PALMES D’OR BRUT VINTAGE 1995

Fine and elegant with astonishing complexity

In 1995, everything suggested an exceptional vintage. The chardonnay grape gave uncommonly powerful wines dominated by citrus fruit aromas while the pinot noir grapes spiced up the fragrances and flavours of a wine destined for exceptional ageing: a prediction that has proven true.

Even today, it still doesn’t open up immediately. The lower the service temperature, the longer the somewhat closed nose maintains its suspense. Then, its astonishing complexity stands out: a palette of pastry aromas punctuated by caramelised notes mixed with surprising hints of liquorice. This gustatory richness creates an impression of light smoothness and elegant roundness that lingers in the mouth.

PALMES D’OR BRUT VINTAGE 1990

The first in a prestigious decade

Pleasant maturity and length intact

The Chouilly chardonnays stamped their style on this grand vintage whose promise was fully recognised in the tasting notes when it was released at the end of 1996. One spoke of a bright yellow colour with green hue. The very fine bubbles imparted aromas of white flowers. The pinot noir, contributing 40% of this blend, had done its work.

Today, the nectar’s bright golden colour catches the eye. The original floral hints and citrus fruit mouth have evolved towards a pleasant maturity with flavours of gingerbread. The length is intact. Here is a vintage that will be remembered as the first in a prodigious decade rich with excellent years.

PALMES D’OR BRUT VINTAGE 1991

A great champagne is revealed

The vintage gamble that paid off

Whether due to the three fabulous vintages (1988, 1989 and 1990) before it, the fact is that few champagne houses dared make a vintage champagne in 1991. Of course the brilliant and amber colour has taken on a slightly golden hue but it hasn’t lost its initial lustre. And, if initially this vintage had a nice orange blossom scent mixed with a touch of fresh fig, today the nose captures red fruit scents, given the equal amount of pinots and chardonnays in the blend.

Those who bet on the vintage’s qualities were not surprised that it turned out to be a great champagne. It has substance, yet remains very hardy in the mouth. Full-bodied, it holds its own at the table.

PALMES D’OR BRUT VINTAGE 1985

The exception of a great new wine

Rich with incredible freshness

Classed as an exceptional vintage as soon as it was launched on the market, it is still exceptional. It surprises all tasters with its balance and above all its incredible freshness. Its surprising, lightly buttered nose is matched by a remarkable fullness in the mouth. The citrus fruit aromas come forth as they were on the first day of picking. The chardonnays, accounting for 60% of the blend (40% pinots noirs), will continue to move towards exact parity with the pinots.
Divine expression

“Perfection is trivial. Divine is … divine”. The signature that ranks Palmes d’Or as an exceptional champagne and underlines its singular character.

“Perfection is trivial …”. An effective and audacious manner to stand out by subtly mocking those who would be content to be perfect.

“Divine … is divine”. Confident of its exceptional quality, Palmes d’Or dares to be seen as a divine champagne. A smiling arrogance that lets it enthusiastically proclaim its diva soul.

Clearly a Diva

The visual image of the Palmes d’Or campaign establishes a constant parallel between the bottle, the only and unique Diva, and its human incarnation, the sublime black model whose radiating beauty echoes Palmes d’Or’s beauty.

The exquisite material in the Palmes d’Or bottle shines with all its brilliance … like the pearls on a black pearl necklace that seem to spring out of the bottle’s very structure.

It is a continual play between the Palmes d’Or bottle and the young woman, each acting as a mirror for the other, each highlighting the other; a subtle game of attraction and separation that gives the brand a veritable personality. Palmes d’Or is a brand “on the move” that mixes audacity, extravagance and absolute elegance.

In choosing a black model, Palmes d’Or created a total break with traditional champagne practices. An intent that underlines Palmes d’Or’s incomparable originality and personality.
The gift of a sublime month of September without rain made up for a year full of contrast, thereby contradicting the most pessimistic prognoses. In the end, the vintage owes its success to grapes with high sugar content and excellent average acidity. Today this excellent year gives this great wine a fullness that owes much to the pinot noir grapes emboldened by the elegance of the chardonnays. The eye is gratified by a pale golden lustre and the ballet of small, active bubbles. The dance of aromas, between the chardonnays’ hints of citrus fruit and the pinots noirs’ suggestion of a Vienna two-step, presages a supple, round, buttery and long mouth.

Palmes d’Or is a blend of 40% chardonnay (Montgueux and three Grands Crus: Chouilly, Cramant, Mesnil) for elegance and finesse and 60% pinot noir (five Grands Crus: Bouzy, Verzy, Verzenay, Ambonnay and Ay) for roundness and structure.

Palmes d’Or is available from fine wine merchants.
PALMES D’OR ROSÉ VINTAGE 2000

This vintage was hoped for. 2000 is a mythical date marking the end of a millennium. The capricious sun finished by satisfying the winegrowers as the harvest revealed the round and powerful pinot noirs that Nicolas Feuillatte is fond of, perfect for creating a great rosé. The house style mirrors perfectly the method known as “saignée” (Skin contact method), which enchants the eye with its raspberry colour and overlapped sparkling reflections. The red fruit imposes its fragrances on the nose and in the mouth while the acidity marks the palate with a zest of English bonbon. A fine vinosity responds to this luscious aromatic palette. Preferably for the dinner table, this Palmes d’Or Rosé will honour it majestically.

Palmes d’Or Rosé is a blend of pinots noirs from Bouzy selected for their strength and pinot noirs from Les Riceys with remarkable character and aromas. The Cellar Master’s art is expressed through the perfect mastery of the method known as “rosé de saignée” (Skin contact method).

Palmes d’Or Rosé is available from fine wine merchants.
To celebrate its 20 years, Palmes d’Or has created a gift case in its image. An audacious and sensual shape, with matte gold glints ... the contrast of this divinely designed case’s refined lines underlines the bottle’s pearl relief. For such a fine gift case that inspires the character of this great vintage Champagne, a name clearly stood out: Diva.
“Sublime is the excellence that hides at the core of the smallest detail”.

For Palmes d’Or, each object intended for the service set has been designed with the clear understanding that the most sumptuous of jewels is nothing without the setting that underlines its magnificence. Named “Black Pearl,” this Palmes d’Or line pays homage to the bottle whose character is found on each item: the champagne cooler and ice-bucket’s deep black with coppery shimmers evokes the bottle’s beautiful antique tint; the facets of the flute and the coupe are the exact reflection of the bottle’s exquisite material.

Evidence of Palmes d’Or’s elegance and glamour, the retro champagne coupe provides grace and sensuality when tasting Palmes d’Or Rosé.
To show off a Diva as she should be, only finery recalling the glamour of magazines from the '50s was worthy of Palmes d’Or. Baptised “Grain de Folie”, this allegory to champagne bubbles and the bottle’s pearls goes divinely with the peerless elegance of Palmes d’Or.
“Diva” campaign HD visual:
USE RESERVED EXCLUSIVELY FOR BELOW-THE-LINE ADVERTISING.

HD visual:
- Palmes d’Or
- Palmes d’Or Rosé
- Palmes d’Or Diva gift case
- Palmes d’Or Rosé Diva gift case
- “Black Pearl” service set
- “Grain de Folie” point of sale material

When a Diva tells you her secrets…