

Champagne industry in France: Competitor marketing and branding strategies

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Champagne Industry in France: Competitor Marketing and Branding Strategies

Eryn White

ABSTRACT

The unique production process of champagne in a northern Appellation D'Origine Contrôlée (AOC) in France, a region called Champagne, generates millions of bottles each year to be distributed worldwide. The history of the champagne in this region originates before the 17th century and as a result, the name 'champagne' comes exclusively from this region; producers of sparkling wine outside Champagne, France cannot legally label their wine as champagne. The numerous champagne houses and the Comité Interprofessionnel du Vin de Champagne (CIVC) are committed to ensuring this high quality product originates here. This paper specifically focuses on the differences between two champagne houses, G.H.Mumm and Veuve Clicquot, outlining their history, location, and unique characteristics; additionally focusing on the similarities and differences in marketing and branding strategies of each house. Veuve Clicquot is a high-quality champagne that maintains the presence of Madame Clicquot, one of the company's founding members, through many branding strategies such as the Business Woman Awards and distinguishing signs of the house. G.H.Mumm on the other hand prefers to target a potentially new market, focusing their website to first time purchasers of champagne providing them with tips for success and news stories. The two champagne houses are unique in history and sales strategies however apply similar traditional means for production and brand awareness. Altogether the 250km of underground caves, acreage of vineyards, and many champagne houses provides a unique and thriving industry in France.

INTRODUCTION

Champagne is more than just a luxurious sparkling wine one opens for celebrating special occasions, the name 'champagne' originates in a unique and northern Appellation D'Origine Contrôlée (AOC), or region, in France called Champagne. France is internationally known for its rich culture, expertise of baguette and pastry baking, and of course its many regions of vineyards and wine production. Many wine connoisseurs and sommeliers will recognize the popular Bordeaux or Burgundy regions however an often-overlooked yet arguably one of the most famous and successful: Champagne. In this exquisite region, there are two major cities: Reims and Epernay, three main divisions, and hundreds of acres of vineyards which altogether maintains a production capability distinct from any other place in the world. The Champagne region of France, has a reputation for high quality and remains the single international producer of champagne; as other producers of sparkling wine around the world cannot legally label and sell their wine as Champagne.

The growth and development of Champagne started in before the 17th century and continues to independently supply an extremely popular international industry with high quality champagne, often accompanying fine dining and elegant events all over the world. Within the region there are 340 Maisons de Champagne, some internationally renowned while others remain local producers to the region (CIVC, 2016). The purpose of this research paper is to explore the impact of the Champagne industry in France, specifically focusing on the successful marketing and branding strategies between two main competitor producers in the Champagne region: G.H.Mumm and Veuve Clicquot.

CONTEXT

History

Champagne originated as a region far before it was the popular sparkling wine everyone knows today with the history of the region dating to before the 1600s. Champagne, specifically the large cities of the region have seen destruction and reconstruction many times over the decades (Sonkin, 2016, part one, para 3). The crossroad for the industry following the Hundred Years' War and Thirty Years' War came when Champagne became known as the center for European trade in the middle ages; the introduction of the Fairs of Champagne, consisting mainly of cloth trade between Italy and France, played an important role for the developing economy (Harlansson, 2004). With the rising economy in Champagne came other industry development, thus the vineyards grew and wine production became an exciting opportunity for northwestern France.

The successful trading industry now established in the region and the cool climate of the region together had a positive effect on wine making for Champagne. The cool climate helps to determine the length of the harvest for picking grapes, resulting in a diversified acidity for the grapes. Therefore, the creation of a unique and short growing season helps to differentiate the harvesting process from other wine regions in France.

One significant contributor to the creation of the sparkling wine, 'champagne', was Dom Pérignon (Sonkin, 2016, part one, para 6). Many experts say wine was already an established industry in the Champagne region before Dom Pérignon settled there, however his insight into the fermentation process is why his name remains distinctively connected to history of champagne (Long, 2009, para 3). Dom Pérignon's main contributions were developing the art of blending, inventing of the mushroom shaped cork (Sonkin, 2016, part one, para 7), and developing a clarification technique to press black grapes yet produce white wine (Long, 2009, para 4). The art of blending, which be described in further detail within the production section of this paper, involves mixing multiple grapes from multiple vineyards to create a unique blend of wine. Originally the bubbles generated through production were an undesired outcome and Dom Pérignon initially spent a lot of his time trying to avoid the bubbles from occurring, his failure to do so however, is praised by many champagne consumers' years later (Long, 2009, para 6). After Pérignon's death in 1715, 47 years as cellar master of the Abby of Hautvillers, the basic principles he used for making Champagne continued to be practiced and are still readily used in production today (Intowine, 2016).

When King Louis XV passed the Royal Decree allowing sparkling wine to be shipped in glass bottles, another turning point for the industry, the first champagne house opened in 1729, Maison Ruinart (Ruinart, 2017). Opening the first champagne house jumpstarted the industry and quickly it was booming competitors such as Moët & Chandon opening in 1743 and has since grown to become the largest champagne house in the world today (Intowine, 2016). For this paper two of the top champagne houses in Reims, Champagne's largest city, will be compared in further detail.

The Champagne industry continued to boom throughout the next centuries. Many inventions introduced during the early years of are still used today in the production of champagne. The art of *dégorgement*, first practiced in 1813, was introduced to rid the fermenting wine of yeast sediment, a process that will be explained further in the production segment of this essay (Intowine, 2016). Corking machines, wine muzzles, and many other instruments were invented throughout the 19th century and by 1853, sales for Champagne surpassed 20 million bottles (Intowine, 2016).

The beginning of World War I brought disaster, destruction, and decline in sales for the Champagne industry in France. By the end of the war 90% of the city Reims had been destroyed and the champagne industry depleted (Grand Marques & Maisons de Champagne, 2017). Champagne had by then grown to a successful industry but the war destroyed many of the production buildings and vineyards, extinguishing many resources for the industry.

Amidst the destruction and terrors the war brought, the industry of Champagne was able to provide a safe haven for much of the population through the underground caves. In Reims there are over 250km of underground cellars where champagne is produced and stored; during the war these caves provided shelter to the residents of the city from the German attacks (Grand Marques & Maisons de Champagne, 2017). The many kilometers of underground caves allowed the city to continue to function by providing spaces for administrative services, schools, and hospitals. Additionally the cellars became a place for soldiers to rest and for the general population to take refuge, sheltered from bombs and shells (Grand Marques & Maisons de Champagne, 2017).

Yet arguably the most important role champagne played in the war was keeping up morale for the nation and army (Grand Marques & Maisons de Champagne, 2017). A little bit of champagne was enjoyed over dinner between friends, or celebrated with during a victory; champagne gave soldiers something to look forward to, a light at the end of a tunnel. When the war ended that is what people of the region remembered the role of champagne to be: the cellars provided refuge but the product itself provided happiness.

After the war the economy took a while to rebuild itself, the Great Depression negatively affected the champagne industry so much that the market dried up and there wasn't enough demand for production to continue (Intowine, 2016). However just as the city of Reims had to rebuild itself, so did many industries throughout Europe. The end of the Prohibition in 1934 drastically changed the direction of the industry again and by the end of World War II champagne sales were booming and "nearly quadrupled between 1945 and 1966" (Intowine, 2016).

Champagne has changed over the years from when it was first introduced as "wine with bubbles" (Ruinart, 2017), a sweet luxurious drink you occasionally enjoy to the now popular bottle you buy for many celebrations. Historically only the rich and top of the social status would indulge in a glass or bottle but as the years have progressed more and more people buy and drink it reflecting the point that it is no longer considered just as a luxury (Intowine, 2016).

Even though the social status of champagne consumers has shifted over time, the traditional production process of champagne has not. History is still a major part of the industry and each bottle produced and distributed will continue to possess a sense of culture from the Champagne region in France.

Champagne Production

Many of the same production techniques used to make wine are the initial steps in creating champagne, but the key in producing champagne is within the second fermentation process inside a sealed bottle. The official method used for production in this AOC region is called the 'methode champenoise', some producers outside of Champagne have adopted this method however still cannot legally label their sparkling wine as champagne (Wickes, 2003). The complex process of achieving the final result of a bubbly wine can take many years to reach the level of quality desired. The Comite Interprofessionnel du Vin de Champagne (CIVC) is a government organization committed to ensuring the authenticity of champagne production, specifically in this region (Wickes, 2003), more details on the CIVC will be discussed later in this paper. The CIVC produced an international document, translated into many languages, to help explain and outline the complex traditional production process 'methode champenoise', which can be simplified into nine main steps.

The first step is alike producing conventional wine, harvesting and pressing the grapes to reach the desired level of juices needed before the first fermentation begins, a point where alcoholic fermentation and clarification of the wine is prepared (CIVC, 2013). After the first fermentation, the producer must select which cuvée they want to blend to create the desired champagne; the cuvée defined simply as the base wine (Henri-Reserve, 2017, Education: How Champagne is Made, para. 2). There are three main categories of champagne: blanc de noirs, blanc de blancs, and rose wine or pink champagne. These three kinds of wine are differentiated by the type of grape used to make the cuvee; white wine produced from black grapes otherwise known as Pinot Noir, white wine produced from white

grapes known as Chardonnay, and light pink wine produced from either clear juice and the skin of black grapes or by adding Pinot noir directly into the white wine (Henri-Reserve, 2017, Education: How Champagne is Made, para. 3-5). The third step is the art of blending the wines traditionally named 'assemblage'. This process is unique to each champagne house and therefore is the determining factor of producing high quality champagne than sparkling wine. The cellar master of each house controls the assemblage stage and his goal is to create the blend of champagne that is unique to the house, one that is constant through history and articulates the style and quality of the house (CIVC, 2013). The extent of the blending process is categorized again by which type of champagne the winemaker is preparing; whether it be a vintage replication of an exceptional harvest year, a non-vintage, a blanc de blancs, or a blended rose, the winemaker must have impeccable tasting skills to match the desired product of the house (CIVC, 2013).

The next step, second fermentation, is the defining step that distinguishes champagne from wine, where the still wine is transformed into sparkling wine and establishes its famous bubbly characteristic. The wine is transported into bottles, the same bottle the champagne is eventually sold in, and a yeast and sugar solution is added which begins the process (CIVC, 2013). The bottle is then sealed with a temporary stopper and transferred to spend 6-8 weeks horizontally in the caves, where the yeast transforms the sugar into alcohol and carbon dioxide thus completing the second fermentation (CIVC, 2013). After the second fermentation the bottles must age in the cooler caves for at least 15 months allowing the champagne to fully mature (CIVC, 2013). The length of the aging process determines the quality and price of champagne, where the most expensive bottles are aged for five or more years (Henri-Reserve, 2017, Education: How Champagne is Made, para. 8).

The completion of the second fermentation process leaves a sediment of yeast that must be removed in the next step. The process of 'riddling' begins towards the end of a bottle's resting period, where the bottle is slowly rotated progressively tilting more towards the ground until it sits in a vertical neck down position (CIVC, 2013). This evidently causes the sediment to slide to the bottom and then can be removed in the next step: 'disgorgement'. Removal of the sediment can be done so either by machine or, often with the bigger bottles, by hand (CIVC, 2013). One must be careful not to allow too much of the bubbly wine or pressure out of the bottle.

In the final steps a 'liqueur de dosage', a mixture of cane sugar and wine, is added to each bottle; whether the champagne will be a doux, demi-sec, brut, or extra brut determines how much of the dosage is added, sometimes up to 50 grams of sugar per litre for the sweetest of champagnes (CIVC, 2013). The bottle is then re-corked and labelled with the individual producers' signature designs.

As stated earlier, there are many regulations around producing champagne and the governing body who oversees the production process, ensuring producers are abiding by their rules is called the CIVC. This organization is committed to ensure that the champagne name remains authentic to this region and reflects the traditional production methods used in Champagne (Wickes, 2003). The corporation is dedicated to protecting and preserving the champagne name, ensuring high quality as can be seen through the CIVC's mission:

To defend and protect the exclusive nature of the appellation, whatever the commercial sector involved, [additionally] progressively make the world admit that champagne is the proper name for wines produced in the Champagne region and therefore, can neither be used or associated with any other product, even though it may have a similar appearance or an equivalent prestige (Wickes, 2003, p. 6).

Furthermore, the CIVC is an innovative organization, continually exploring new techniques and methods for improving the production process; for example, what companies can do to handle climate change in the world and how it will affect the grape harvests each year. They focus a lot of their energy on maintaining good relationships between elements along the supply chain in hopes of keeping symmetry among producers in the industry (Wickes, 2003). Together with vineyards and champagne houses in Reims and Epernay, the governing body has developed an alliance to preserve the internationally recognized Champagne title (Wickes, 2003).

The Champagne production region is divided into four main growing areas: the Montagne de Reims, Vallée de la Marne, Côte des Blancs and Côte des Bar which altogether make up an average size of 34,000 hectares of vineyards (CIVC, 2013). Lying just outside of busy Paris, each of the four regions produces their specialty of grapes. There are 320 villages spread across the hectares where 17 rank as 'Grands Crus' and 42 as 'Premiers Crus', translated as Great Wines and First Vintages (CIVC, 2013). The cool climate, chalk soil texture, and steep terrain creates an ideal and unique region for Champagne. All these factors along the production process are combined and used as competitive advantage for businesses in this region, distinguishing their high-quality champagne from other sparkling wine around the world.

Economic Perspective

From a business perspective, champagne is a fascinating product; one which is powerfully and internationally branded yet still is committed to its place of origin, combining agricultural context with the world of luxury in present society. The introduction and continuous production of champagne in this appellation of France gives a competitive advantage for businesses in this region over others worldwide. The intimate correlation between champagne and quality has given France yet another opportunity to prove its excellence. From 2005-2015 Champagne shipped an average of 315 million bottles worldwide, as illustrated in Table 1 of the Appendix. The consistency of champagne sales over the past century, not including the year after the 2008 economic crisis, can predict a positive increase for future champagne sales worldwide. The champagne name remains intact and even after the region's destruction caused by two world wars that destroyed most of Reims, production and sales of champagne have continued to increase (Sharp & Smith, 1990). Exportation around the world is not equally distributed, as more demand for champagne lies in specific countries; the U.K. remains the highest importing country of champagne in 2015, as illustrated in Table 2 of the Appendix.

Today, the United States produces their own sparkling wine and together with the importation of French champagne, citizens of America "consumed more than 25.5million 9L cases" (Sethi, 2017, para. 3). Countries such as the United States and Australia produce their own sparkling wines, however studies show that consumer sales of imported champagne exceed the domestic sales (Sethi, 2017), proving the excellence of champagne in France.

Many Champagne houses purchase grapes from vineyards in the surrounding areas, instead of growing the grapes themselves. Reasoning behind this decision is in part due to space, most Maisons de Champagne are in the busy cities of Reims and Epernay where there isn't acreage for the vineyards. Even when buying from vineyards has proven to be more successful, some houses continue to produce about 10% of grapes themselves (Declerck, 2005). Thus, the houses must balance their charging prices with many expenses of production including how much they purchase each harvest for, while attempting to maintain market share with pressures from competitor retail prices.

As illustrated in Table 3 of the Appendix, the prices for grapes have slowly increased, therefore champagne houses must adjust bottle prices to balance the increase in production costs. Over the years, both grape and champagne producers have developed strategies to negotiate pricing terms in hopes to keep the industry booming (Declerck, 2005).

Champagne as a region is a major economic player representing over 10% by volume of the worlds consumption of sparkling wines (CIVC, 2016). The economy alone can support the AOC region by shipping more than 306.1 million bottles to 190 different countries, providing 30,000 direct jobs each year and 120,000 seasonal positions as grape pickers within the 340 Maison de Champagne; generating 4.7 billion euros in turnover for the economy (CIVC, 2016). Therefore, as the industry continues to boom it is predicted to successfully support this region in France for years to come.

CHAMPAGNE HOUSES

G.H.Mumm

Maison Mumm, one of the finest Champagne houses in the region, began long before its official founding date of 1827. The Mumm Family which dates to the 12th century, was a long line of successful businessmen specializing as wine producers and merchants. Originally their family was based in Germany before recognizing the potential of the Champagne region and establishing a new branch of the family business (G.H.Mumm, n.d., History). The company was immediately recognized as a high-quality seeking brand, establishing the motto “Only the Best” (G.H.Mumm, n.d., History) still used as a daily reminder to their founders’ vision. It wasn’t until 1852 when the son of one of the founding partners, Georges Hermann Mumm, took over the company and renamed the brand to the well-known G.H.Mumm it is today (G.H.Mumm, n.d., History). Georges Hermann Mumm’s goal was to establish excellence throughout the company focusing on differentiating the company from other competitors in the area.

The turning point for the Mumm brand was in 1876 when Georges Hermann Mumm had the neck of each of his champagne bottles encircled with a red silk ribbon, inspired by the highest French honour awards recognizing prominent individuals for their excellence (G.H.Mumm, n.d, History). Following this indication of the red ribbon on all of Mumm’s bottles the company became well associated with high class and distinction, served at Buckingham palace for the Derby Day Banquet in 1904 specially labelled and printed with the coat of arms and thereafter became the official supplier of champagne to Her Majesty Queen Elizabeth II (G.H.Mumm, n.d., History). The first-class bottles were nothing but the best for Her Majesty.

Another turning point for Maison Mumm was in 1913 when exporting three million bottles worldwide meant becoming the leading champagne house of the region (G.H.Mumm, n.d., History). At this point Mumm’s vineyards cover nearly 218 hectares of the Champagne region and achieve a 98% rate for quality as 25% of Mumm’s production is held in the Grands Crus region and the remaining 75% through strong relationships with independent growers (G.H.Mumm, n.d., Savoir-Faire). In 1920 the company gained a new president, René Lalou, who was arguably responsible for the successes for Mumm in the 20th Century. René Lalou started by linking the company with artists like Leonard Foujita; an artist who designed a piece of work to embellish the top of the cork of all Mumm’s Rosé champagnes (G.H.Mumm, n.d., History). The bond between these two men was reflected by the branded rose on top of the bottles.

Today, G.H.Mumm encompasses many of its original traits, keeping the “Only the Best” motto, the signifying red ribbon, and many of its other markers established throughout history. The Maison Mumm is located in Reims, France and has a total of 25km of underground cellars for fermenting and storing their champagne, where a total of 25 million bottles can be held at one time (G.H.Mumm, n.d., Savoir-Faire).

Each house has their own art of blending the wines from different grapes to achieve their acquired champagne style, represented as their “signature” taste. Mumm’s style and philosophy of “close scrutiny over grape quality” (G.H.Mumm, n.d., Savoir-Faire) when blending their wines is one that represents their high quality once again. Consistent style is achieved by a careful process executed each year by the Chef de Caves Didier Mariotti and a team of expert tasters; these connoisseurs choose and taste a total of 5,000 samples before blending up to 77 different tastes to create the signature Cordon Rouge champagne (G.H.Mumm, n.d., Savoir-Faire). Many houses, including Mumm, keep a select few of wines in reserve to ensure each year’s consistency with the original champagnes of the house. Some years where the harvest is particularly good, the Cellar Master may choose to make a vintage champagne where wines from only that year may be blended together (G.H.Mumm, n.d., Savoir-Faire).

Visiting Maison Mumm

The unique experience of visiting each house shows customers the steps of the production process but also gives them insight into the values of each house. The experiences are different depending on which house you visit, in terms of the history and showcase of the house, however are very similar in the production explanations. It was discovered that in order to gather research on the production of champagne and getting a sense for the industry, visiting two to three houses in the Champagne region is sufficient.

The Maison Mumm is located in the city of Reims, the biggest city in the Champagne region. The house, which sits atop of their miles of caves down 20 meters below ground, is situated in the busy city center making it one of the most accessible champagne houses from the 'Centre-Ville' of Reims. The visit at G.H.Mumm is an intimate gathering that begins with a welcoming speech and history of the house. The tour continues with a walk through the production facilities, including the vintage wine storage techniques and a short video of the cellar master himself. Throughout the tour, customers are consistently reminded of Mumm's motto "Only the Best". At the end of the tour is where customers are encouraged to try a glass of the Mumm Cordon Brut, a glass from Her Majesty's favorite selection. The intimacy and completely seamless continuity of this tour gives customers an understanding of the Mumm core values.

Veuve Clicquot

The next Champagne house discussed in this paper is an internationally recognized brand for expensive and high quality Champagne: Veuve Clicquot. Champagne consumers around the world acknowledge Veuve Clicquot as a luxury brand, consumers who may not necessarily purchase champagne on a regular basis will still distinguish Veuve as high quality whereas they may not recognize the name G.H.Mumm.

The story of Veuve began in 1772 when Phillippe Clicquot decided to break into the wine industry and open a family based business (Veuve Clicquot, n.d., Discover our History), which evolved into a highly successful champagne house with the motto "Only one quality, the finest" (Veuve Clicquot, n.d., Madame Clicquot). The business continued for over 30 years, running primarily through the founder and his son, François Clicquot, until in 1805 François died which regrettably left his wife as a widow at 27 years old (Veuve Clicquot, n.d., Discover our History). Madame Clicquot, being a strong and independent woman decided to continue her husband's family legacy and become the first businesswoman of that time (Veuve Clicquot, n.d., Discover our History). Taking lead over the company in the next few years following her husband's death proved to the world how strong of a woman she was. She became known as the "Grande Dame of Champagne" (Veuve Clicquot, n.d., Madame Clicquot) as she evolved the family business into a brand of excellence. An influential businesswoman and committed inventor, she managed to build not only a company but an empire for champagne today.

Madame Clicquot's first invention was the Riddling Table: a tool used to create crystal-clear wine opposed to murky remnants from the grapes (Veuve Clicquot, n.d., Madame Clicquot), the design of the original table is still used today in the house during the production process. Her second invention was the very first blend of rosé champagne, or 'rosé d'assemblage' mixing her red wines with champagne instead of the traditional method of adding elderberry (Veuve Clicquot, n.d., Madame Clicquot). Her inventions were critical for the success of the house and as production of champagne continues to use these methods, not only in the house of Veuve Clicquot but in many other production facilities, they were influential for her success as a businesswoman.

By 1855, Veuve was shipping bottles internationally to Canada when Ryan Brothers and Co. requested the first order in Montreal (Veuve Clicquot, n.d., Discover our History), a big step for international expansion outside of France; today Veuve Clicquot can be found on the shelf of almost every Canadian liquor store. In 1877 the Yellow Label Trademark became the beacon for Veuve Clicquot Champagne, one that can be easily seen on a shelf of neutral colored labels (Veuve Clicquot, n.d., Discover our History).

Another significant turning point in history for Veuve Clicquot was when Madame Clicquot became the first creator of the vintage champagne. As described earlier, a vintage champagne is a blended mix of grapes from a particularly good harvest year, and only that year. In 1811 there was a remarkably good harvest for Veuve Clicquot, arguably due to the incident of the comet flying over Champagne that year, thus the Comet Vintage was produced for Veuve (Veuve Clicquot, n.d., Discover our History).

Visit the House of Veuve

Another unique experience visiting the house of Madame Clicquot; located in Reims, Champagne, a region listed as a UNESCO'S world heritage site (Veuve Clicquot, n.d., Discover our History). The experience of visiting Veuve encompasses everything about the brand: its high quality products, luxury partnerships, and success of Madame Clicquot. It is very important to the house, even after Madame Clicquot has passed on, to maintain her legacy and one of the ways they achieve this is by awarding Annual Business Woman awards, "a tribute to the entrepreneurial spirit of Madame Clicquot" (Veuve Clicquot, n.d., Discover our History), something that will be discussed further in this paper. The visiting experience concludes with a class of the classic Veuve champagne, leaving customers with a bubbly memory.

RESULTS

Marketing Strategies

Champagne has increasingly become a product that more consumers around the world are enjoying. In the past, champagne was enjoyed as a sweet drink and as it evolved the trend toward drier champagne as an aperitif became more popular (Jay & Taylor, 2013). As it evolves the consumer market progresses with it, shifting from exclusively high class to a variety of everyday consumers. However, it was discovered that many of the general champagne marketing strategies within the champagne region remain to be focused on displaying champagne as a primary luxury product, targeting upper class consumers (Jay & Taylor, 2013).

Marketing strategies are integrated into a business plan to actively promote products with the goal of steadily increasing sales and hopes of expanding brand awareness. As shown in Table 4 of the Appendix, G.H.Mumm and Veuve Clicquot had a high sales volume and market share of the champagne industry in 1987, selling 9.5 and 7.1 million bottles while achieving a place on the list of top ten champagne houses. With the increasing sales intention in mind, champagne houses continue to target a specific segment of consumers: the upper class. This is shown through pairing celebrities or popular movie stars with their favourite champagne brands in movies or media, an attempt to increase brand awareness and label champagne yet again as a luxury product associated with high class and distinction (Sharp & Smith, 1990).

Competitors within the champagne industry adjust their own marketing strategies to fit with their vision of the company. Both G.H.Mumm and Veuve Clicquot have adjusted their marketing strategies in ways that fits with the company's goals while promoting the champagne in hopes of ultimately increasing sales. Both companies use many social media platforms such as Facebook, Twitter, Instagram, and YouTube to help promote their products. Mumm uses the hashtag: #darewincelebrate to help promote their engaging and exciting videos of the company distributing bottles of champagne in daring ways; the videos involve private jets, extravagant sports cars, high fashion and delivery at many luxury events (G.H.Mumm, n.d., The most daring delivery in Australia, 2016). Whereas Veuve uses a hashtag: #liveclicquot where customers are encouraged to share their champagne experiences on various online platforms, a reverse pull-strategy where Veuve is, to an extent, trusting their customers to post photos they believe would align with the values of the company (Veuve Clicquot, n.d., Live Clicquot)

Another popular marketing strategy for international brands is to partner with another well-established worldwide brand. G.H.Mumm and Veuve Clicquot have both managed to successfully associate themselves with popular brands such as Porsche and Ferrari, respectively; two extremely high quality and luxuriously recognized

international companies. A champagne and sports car partnership simultaneously gives both brands and increased international awareness.

Branding Strategies

Another aspect that can be seen differentiating between companies is their branding efforts and strategies. A company's brand image is what they value for their organization, the core expression of what they are trying to achieve. The way they communicate these values is where the branding strategies become important and can characterize the company in ways they want to be seen. It was discovered that customers looking to purchase champagne are more attentive to the brand rather than choosing to be price sensitive, in part due to the customers' income being generally higher when purchasing high quality champagne (Jay & Taylor, 2013). Many companies choose branding strategies, such as a memorable motto, to increase their brand recognition to as many sectors as possible. As discussed earlier, G.H.Mumm and Veuve Clicquot have noteworthy mottos that help to distinguish them yet show the similarities between the two high quality brands: "only the best" and "only one quality, the finest" respectively. Both brands, through these statements, are conveying to the world the extent of their quality, and in a way determining their target market.

Veuve Clicquot is recognized as a high-quality champagne worldwide. The company continues to celebrate Madame Clicquot's efforts to grow the brand into a committed to excellence champagne. In addition, Veuve has an environmental commitment that they frequently identify with and is impressively displayed on their website; recognizing the responsibility in the vineyards, the wines, and having a five-step process in hopes to reduce their environmental impact (Veuve Clicquot, n.d., Our commitments). Veuve Clicquot's branding strategy continues with the many signs of the house: the first distinguishing mark of the anchor, Madame Clicquot's signature, the excellent harvest year comet, and the distinguishing dry champagne yellow label all show a different significance for the brand (Veuve Clicquot, n.d., Madame Clicquot). The signs of the house have evolved with the brand and introduced at intervals throughout history to help embellish the brand.

Veuve introduced two business awards for women, where a leading female figures in the business world can be recognized as exceptional and awarded for their success. The two awards: the Veuve Clicquot Business Woman Award and the New Generation Award were established in 1972 in the hopes of paying respect to Madame Clicquot herself and acknowledging her successes as the first female entrepreneur of her time while simultaneously appreciating new business women in today's society (Veuve Clicquot, n.d., Business Woman Awards). These awards as a brand strategy resonates with the original company and Madame Clicquot herself, allowing the company to express her core values once again.

G.H.Mumm, similarly to Veuve Clicquot, has a very interactive and informative website. Immediately on the home page the reader's eye is drawn to the elegant events and luxurious sponsorship of the company. It was discovered that Mumm is very involved in special occasions or popular events, such as sponsoring the Formula E street racing or the Melbourne Cup (G.H.Mumm, n.d., Homepage). As interactive Mumm's website design is, with the tips for success section where one can find articles on 'how to make a champagne fountain' or 'which are the most class cocktails with champagne?' (G.H.Mumm, n.d., News – tips), Mumm has yet to elaborate on its branding strategies. The brand of Mumm itself is alike Veuve in the high quality luxurious sense, however the company seems to be focusing its website design on pursuing a crowd of first time purchasers, customers who have yet to experience expensive champagne. Mumm is targeting a potential market segment whereas in contrast, Veuve's high brand recognition establishes it as the popular brand for the experienced champagne purchasers.

CONCLUSION

The champagne industry continues to boom in Northeastern France, where the climate and many acres of vineyards allows for a continuous cycle of production every year. Together, the champagne houses in Reims and Epernay and the CIVC are committed to ensuring the legitimacy of the champagne name; producing champagne for the world only from this region. The industry continues to support the region and provides a consistently positive impact for Champagne and the rest of the country. G.H.Mumm and Veuve Clicquot are worthy examples of the quality of champagne produced in France. Committed to ensuring high quality as well as encouraging new customers to enjoy the champagne experience, both brands have successfully established their international presence. Veuve Clicquot invests more efforts into branding strategies to maintain Madame Clicquot's values for the company, whereas G.H.Mumm focuses more on innovation and reaching new market segments. Both companies have achieved high success for their brand and are among the most popular champagne brands worldwide today. Furthermore, demand for champagne appears to be steady worldwide and therefore the region of Champagne will continue to produce millions of bottles and thrive as the sole producer for champagne.

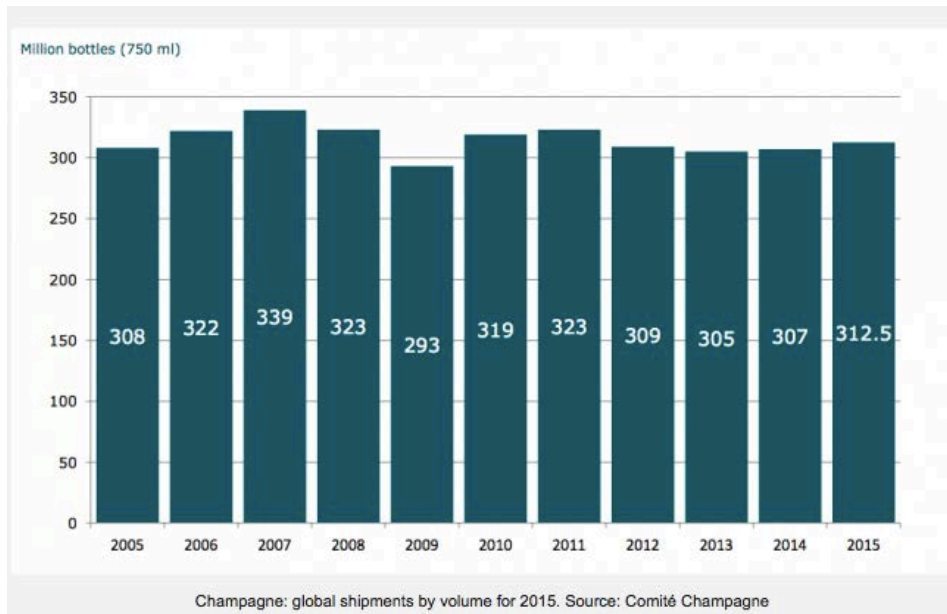
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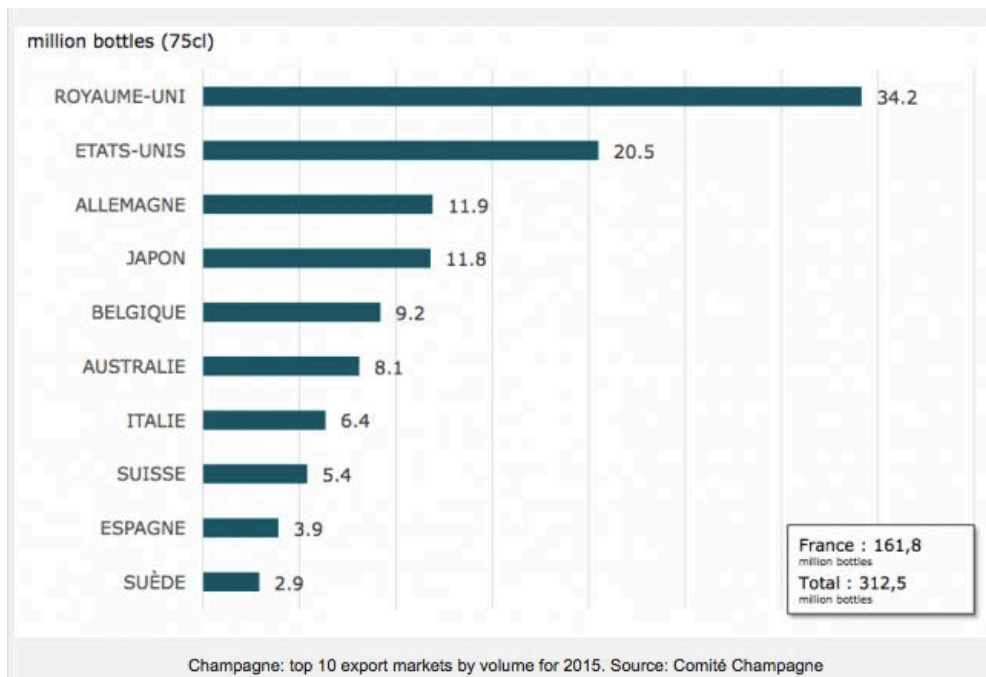
APPENDIX

Table 1: Global shipments in volume from 2005-15



(Schmitt, 2016)

Table 2: Top 10 export markets by volume in 2015



(Schmitt, 2016)

Table 3: Average champagne grape prices from 2006-2015

Average Champagne Grape prices over the past 10 vintages (€ per kilo)	
2006	4.81
2007	5.11
2008	5.40
2009	5.35
2010	5.36
2011	5.60
2012	5.73
2013	5.80
2014	5.89
2015	5.89

(Schmitt, 2016)

Table 4: Sales made by the top ten selling champagne houses in 1987

	Bottles ('000s)
Moët & Chandon	26,300
Centre Vinicole de Champagne (co-operative)	12,000
G.H. Mumm	9,500
Jacquart	8,000
Laurent Perrier	7,800
Veuve Clicquot	7,100
Lanson	6,500
Piper Heidsieck	6,500
Mercier	5,400
Pommery	5,300
Taittinger	4,100

(Sharp, A. & Smith, J., 1990, p. 24)