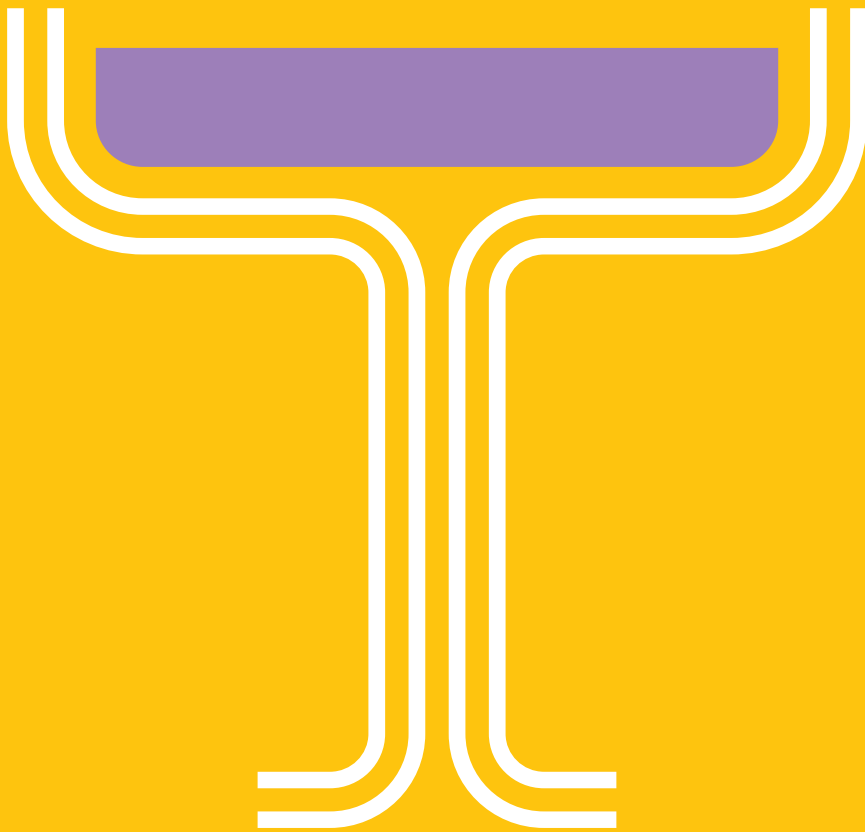


PRESS RELEASE
February 2025



Jaillance
1950



THE RENAISSANCE
of Maison Jaillance

75 YEARS

OF COLLECTIVE COMMITMENT, ROOTED
IN EXPERTISE & PASSION FOR FRENCH AOC
SPARKLING WINES.

⇒ A NEW WAVE OF CREATIVITY IN 2025 !

In the sparkling wine market, **Maison Jaillance**, the leader in **AOC Clairette de Die** and a key player in **AOC Crémant de Bordeaux**, reinvents itself.

A new brand identity, refreshed packaging, product innovations, new consumption occasions, and meaningful partnerships: 2025 marks a fresh momentum for this French sparkling wine artisan since 1950.

NEW IDENTITY - NEW PACKAGING



AVAILABLE FOR OFF-TRADE AND CONVENIENCE CHANNELS STARTING APRIL 2025
CLAIRETTE DE DIE, CRÉMANT DE DIE & CRÉMANT DE BORDEAUX JAILLANCE

A NEW BRAND IDENTITY THAT EMBODIES ITS PROMISES

Choosing Jaillance means supporting a collective of 210 French vinegrowers who are committed to offering the best of their AOCs while remaining accessible to all. Jaillance is a founding member of the Vignerons Engagés label, which combines social responsibility and environmental respect.

The cornerstone of this renewal is Jaillance's new image, drawing from its heritage while looking towards the future. This versatile brand identity adapts to all occasions!

NEW PACKAGING FOR A FRESH START

As a leading name in the vineyards of Die and Bordeaux, Jaillance unveils the new designs for its Clairette de Die, Crémant de Die, and Crémant de Bordeaux—hitting French store shelves in April.

This updated look reflects a commitment to innovation while staying true to the authentic values that define the brand.

Rounded shapes and bold design elements for Clairette de Die, which now positions itself as the must-have sparkling AOC for aperitif moments. Enjoy it naturally, on the rocks, or in a cocktail.

- **La Clairette de Die Doux** maintains its golden-yellow hues, highlighting the generosity and roundness of its bubbles, reflecting the sun-drenched terroir.
- **La Clairette de Die Brut**, with its dominant blue tones, symbolises finesse and structure.
- **La Clairette de Die Bio** features neutral colours, embodying freshness and aromatic balance.

Curved shapes and elegant codes for Crémant de Die & Crémant de Bordeaux, positioning them as the essential sparkling AOCs for inclusive moments of pleasure.

COMMON ELEMENTS ACROSS ALL RANGES :

- A structured design ensuring brand coherence.
- A dynamic logo, exclusive to the retail and convenience store circuit.
- Subtle wave patterns, representing the rivers Drôme and Gironde.
- Warm-toned foils and distinctive bottle tops, improving recognition on shelves.

Each cuvée stands out with colours that evoke both nature, effervescence, and viticultural tradition.



The new Jaillance corporate logo references the legend of Clairette de Die, featuring a wine springing from a river—mirroring the fine effervescence of its Crémant de Die and Crémant de Bordeaux.

THE LEGEND OF CLAIRETTE DE DIE: FROM MYTH TO MODERNITY

AOC Clairette de Die Doux: With fruity aromas.

This sparkling wine originates from an ancient legend in which forgotten jars in the Drôme Valley led to the discovery of this naturally sweet and effervescent nectar. Crafted using the ancestral Dioise method and relying solely on indigenous yeast, its cold fermentation preserves the grape's natural sugars, creating a delicate and lightly alcoholic (8% ABV) sparkling wine.

AOC Clairette de Die Brut: the refreshing crispness of bubbles. Unlike the tank method, its secondary fermentation takes place in the bottle, over several weeks. This aging on lees imparts roundness, freshness, fine bubbles, and beautiful aromatic complexity.



«CLAIRETTOLOGY»: REINVENTING THE CLAIRETTE DE DIE EXPERIENCE

The launch of these new packs also marks a new step for Jaillance, which aims to offer its consumers a reinvented experience.

This is how the boldest of French sparkling wines innovates with Clairettology!

The iconic AOC Clairette de Die from Maison Jaillance embraces simplicity. A true chameleon, this «naturally» sparkling wine adapts to all occasions: Clairette de Die is all about creating surprise, and it is perfect for both an impromptu aperitif and a planned celebration. In its sweet form, it meets the expectations of mindful consumption, thanks to its alcohol content (8% ABV).

In 2025, Clairette de Die is best enjoyed well chilled, «on the rocks,» or in cocktails: welcome to Clairettology... The art of mixology, enhanced by the bubbles of Clairette de Die.

Today, Maison Jaillance stands out for its ambition to evolve the image of French sparkling wine while honouring its heritage. Its collaborations with mixology experts, including Juliette Cothenet, France's best bartender of 2023, illustrate this commitment to enriching its world.



The rollout of this new brand universe will continue in 2025. Following the successful launch of Jay'up, the cocktail bubble dedicated to bars and restaurants, other developments are also expected in the specialised retail range.

Founded in 1950, Jaillance is a benchmark producer of French AOC sparkling wines, leading the Clairette de Die category and holding a strong position in Crémant de Bordeaux. Jaillance is a founding member of the Vignerons Engagés label since 2007, the fastest growing French sustainability certification recognised by consumers for its commitment to responsible winemaking—from vineyard to glass.

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ALCOHOL ABUSE IS DANGEROUS FOR HEALTH. CONSUME RESPONSIBLY.