

PRESS RELEASE
September 2025



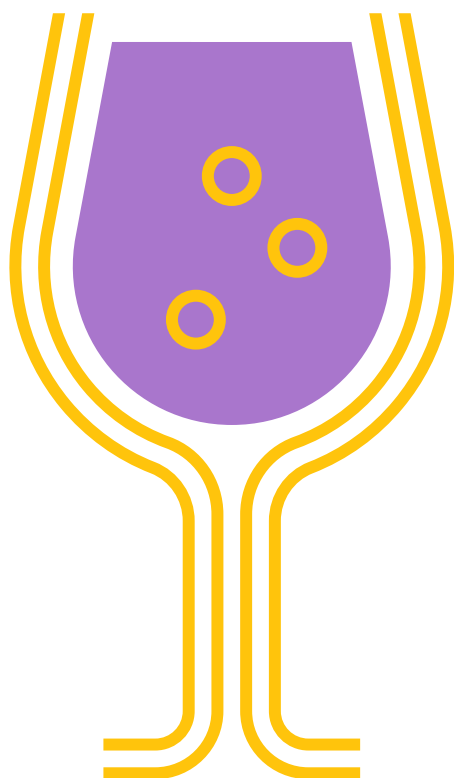
WHAT IF
CRÉMANT
WASN'T JUST ENJOYED
IN A FLUTE?

True to its bold new image, Jaillance invites us to break with holiday traditions with two AOC sparkling cuvées... as elegant as they are accessible.

As the festive season approaches, Maison Jaillance, leader of AOC Clairette de Die and a major player in AOC Crémant de Bordeaux, celebrates boldness with finesse.

And this year, why not break away from tradition?

Two star cuvées – **Crémant de Bordeaux** and **Crémant de Die** – shine during this time of year. Because Jaillance bubbles are not reserved for traditional flutes: they bring chic simplicity and accessibility to Christmas celebrations!



JAILLANCE, THE ART OF ENJOYING CRÉMANT DIFFERENTLY

At Christmas, the French traditionally toast with tulip glasses. But is that really the best way to enhance sparkling wines? For a more modern twist, Jaillance recommends using a white wine glass. Its rounded shape allows aromas to fully develop, with a larger exchange surface between wine and air. More than a detail – it's a whole new way to taste Crémant.

A beautiful glass to accompany festive aperitifs, starters, main courses or desserts!

A CLOSER LOOK AT THE STAR CUVÉES OF CHRISTMAS

Crémant is produced across 8 French regions, offering a journey through terroirs for all epicureans eager to (re) discover and uphold French know-how.

Among them, two regions stand out: Crémant de Bordeaux and Crémant de Die from Maison Jaillance.

SCOOP – under embargo until 31/10:

Crémant de Die and Crémant de Bordeaux Jaillance have both just been awarded French "Flavor of the Year 2026" by a panel of consumers with scores above 16/20.

CRÉMANT DE BORDEAUX BRUT AOC JAILLANCE

Recognized as an AOC since 1990, it is the only sparkling wine from the Bordeaux region with this appellation. Vinified like Champagne, using the traditional method, and hand-harvested according to the strict Crémant regulations.

The Jaillance Crémant de Bordeaux captivates with elegance and structure. Its citrus intensity and subtle brioche notes reveal the full aromatic richness of its terroir. It adds refinement to every festive meal.

TASTING NOTES :

Appearance : Brilliant pale yellow with golden reflections and fine bubbles.

Nose : Intense citrus and hawthorn aromas.

Palate : Balanced and ample attack, with elegant persistence on brioche notes.

Grape variety : 100% Sémillon.

Also available in Brut Rosé and Demi-Sec.

More cuvées online at
jaillance.com

Perfect pairing :

Scallops, trout roe, Jerusalem artichokes.

CRÉMANT DE DIE BRUT AOC JAILLANCE

Also produced using the traditional method and hand-harvested under strict Crémant guidelines, this AOC has been recognized since 1993.

More confidential, the Jaillance Crémant de Die combines the finesse of Clairette Blanche with the floral roundness of Aligoté. Its light bubbles release subtle aromas and bring freshness suited to all palates, elevating festive meals.

TASTING NOTES:

Appearance : Pale golden hue with persistent cordon of fine bubbles.

Nose : White flowers, almond and vine peach aromas.

Palate : Fresh, balanced, with a lively touch.

Grape varieties : Clairette Blanche, Aligoté, Muscat Blanc à Petits Grains.

More cuvées online at
jaillance.com

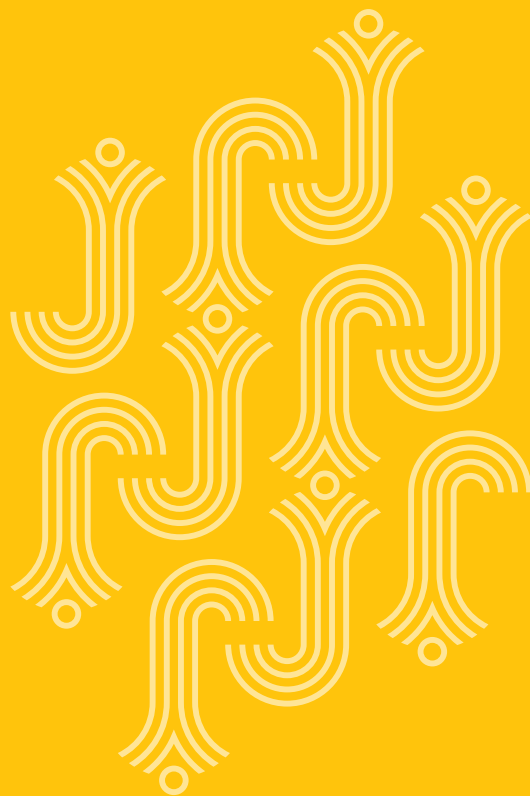
Perfect pairing : Candied clementine zest, honey, roasted chestnuts..

Chef's Note Anthony Bonnard:

Seafood, with its briny flavors and delicate texture, pairs beautifully with the fine bubbles of this Crémant, while trout roe adds a perfect counterbalance to its lingering finish.



The candied clementine zest recalls the subtle bitterness of confit citrus. Honey and chestnuts bring lightness to the tasting experience and enhance all the aromas of this Crémant.



NEW PACKAGING

To celebrate its 75 years of expertise, Maison Jaillance unveils new packaging that enhances its cuvées.

Curved shapes, golden details and refined codes highlight the Crémant de Die and the Crémant de Bordeaux, establishing them as the must-have sparkling AOC wines for moments of accessible indulgence.

Other ranges of AOC Crémant de Bordeaux and AOC Crémant de Die are available on the online shop : www.jaillance.com

About Anthony Bonnard :

The son of a restaurateur and caterer, Anthony Bonnard discovered his vocation at an early age, growing up close to the kitchen. His passion was confirmed during his training at the French École Hôtelière of Tain-l'Hermitage, where he was awarded a distinction at the Concours Général des Métiers in 2015. He enriched his expertise throughout an accomplished career in Michelin-starred establishments, including Régis and Jacques Marcon, the Hostellerie de l'Abbaye de La Celle, and the Plaza Athénée alongside Alain Ducasse, as well as the Hôtel d'Angleterre in Geneva with Mickael Coquelle, and Maison Bonnet in Grâne with Sébastien Bonnet. He further broadened his influences in Germany, Senegal, and Ireland.

In May 2022, he fulfilled his ambition by opening L'Abc, his own restaurant in the heart of the Drôme, just a few kilometers from Die (France). This understated, authentic venue reflects a "gastronomically local" cuisine, crafted around natural products sourced as much as possible from the regional terroir. The menu evolves with the seasons, in close collaboration with producers and in harmony with nature.

About Jaillance :

A house of excellence since 1950, Jaillance embodies French AOC sparkling wines and stands as the leader in Clairette de Die and a key player in Crémant de Bordeaux. Jaillance has been a founding member of the collective label "Vignerons Engagés" since 2007, the second most recognized CSR label in France by consumers, promoting responsible practices from vine to glass.

More information: www.jaillance.com - Cave Jaillance - 355 avenue de la Clairette - 26150 Die | +33 (0)4 75 22 30 00

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Contact media



Sophie Roussel
s.roussel@monet-rp.com
0743308381

Marie Boguet
m.boguet@monet-rp.com
0640731069

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