



LANSON
PRIVATE
COLLECTION

FOUNDED IN 1760, LANSON IS ONE
OF THE OLDEST CHAMPAGNE HOUSES,
DRAWING ON A FAMILY HERITAGE
AND UNIQUE EXPERTISE.



*"Each Vintage is living proof
of Maison Lanson's expertise in the art
of giving great years a vintage, thereby
forging its heritage for future generations."*

Hervé Dantan

CELLAR MASTER
AT MAISON LANSON

LANSON, THE ART OF GIVING GREAT YEARS A VINTAGE

For almost three centuries, Maison Lanson has carefully crafted elegant wines which stand out for their vitality, fruitiness and an inimitable freshness. The unique and authentic signature of Lanson Vintages is based on three major pillars: the meticulous selection of Grand and Premier Crus, a vinification according to the original principle of Champagne and an extended ageing time in our Cellars.

In the heart of Reims, Maison Lanson keeps a priceless treasure. Located fifteen metres underground, are the Cellars that house a Collection of old Vintages dating back to 1904, which are living proof of the Maison's history and savoir-faire. These corridors of time, preserved in monastic silence, the imprint of centuries and mankind.

Our traditional vinification method, without malolactic fermentation, gives our wines exceptional longevity and allows an infinite palette of aromas to unfold. Each year, only a select few precious Vintages are available for purchase. Considered one of the finest Collections in Champagne, our Vintages perfectly encapsulate the Maison's history and its expertise in the art of declaring vintages for only the very best years.

LANSON PRIVATE COLLECTION
INVESTING IN
LANSON VINTAGES



For the first time, Maison Lanson opens the doors of its exceptional Collection – one of a kind in the Champagne region – to fine wine connoisseurs and collectors seeking to consolidate their own Private Cellar of Vintages with Lanson Private Collection (LPC).

Maison Lanson is giving you exclusive access to its old and current Vintages, in addition to future Vintages in primeur, stored within your own Private Cellar. Located in the heart of the Maison's historic chalk cellars, your Private Wine Cellar offers perfect storage conditions - in terms of temperature, humidity and protection from natural light - ensuring the perfect aging of your precious Lanson Vintages.

WE WILL HELP YOU
CURATE A BESPOKE
SELECTION, TAILORED
TO YOUR TASTES.

THE FINAL DECISION
ON THE CONTENTS OF
YOUR PRIVATE CELLAR
LIES WITH YOU.

LANSON PRIVATE COLLECTION OFFER



✦ FEES AND CONDITIONS

Your Private Cellar can hold a mix of bottles (75cl) and magnums (150cl), requiring a minimum initial investment of €15,000 (VAT inc.) and at least 150 bottles.

The LPC offer allows you to enjoy a preferential 10% discount on the current year retail price.

You will be presented with a detailed and personalised list of the available Lanson Vintage allocations and fees so that you can start consolidating your own Private Cellar.

✦ AVAILABILITY

Your bottles remain your personal property, to be used as you see fit. You can leave them in your Private Cellar to age, enjoy them on site or ask for them to be shipped.

You can access your Private Cellar and bottles from Monday to Saturday, 9 am to 6 pm, on an appointment-only basis. You can also take advantage of the private lounge dedicated to Lanson Private Collection members for Vintage tastings.

✦ DELIVERY

We offer our members a worldwide delivery service, without exception, including a bespoke packaging solution for exceptional wines (protecting them from shocks, vibrations and temperature fluctuations). Please allow at least two weeks for us to dispatch your order, as we require sufficient time to prepare the bottles.

Shipping costs will be calculated based on the number of bottles for shipment and the desired destination. You will be notified of delivery times and costs prior to shipment.

✦ RENTAL AND MANAGEMENT OF YOUR PRIVATE CELLAR

Your Private Cellar guarantees optimal storage conditions for your wines, with quality control overseen by our Cellar Master. Your Cellar book shall be kept by Maison Lanson to ensure careful stock monitoring, with your stock information available on request. Please consult the appendix for your Private Cellar storage and management fees.

Access to your Private Cellar, marked with a name plaque, is strictly reserved for you and secured with your personal key.

✦ STORAGE AND LABELLING

All wines stored in your Private Cellar have been disgorged. Your Lanson Vintages are stored with specific labels, which are adapted to our wine Cellar temperature and humidity levels and allow your wines to be identified and traced.

The final packaging of your bottles will be carried out upon request, with a minimum lead time of two weeks.

✦ IN PRIMEUR VINTAGES

In primeur Vintages are exclusively available for Lanson Private Collection members and must remain in your Private Cellar until they are officially released for sale by Maison Lanson.

However, members can taste these Vintages in the private members' lounge before general release.

✦ BUYBACK

There is an option for Maison Lanson to buy back your wines with a 10% discount off the retail price in the resale year.

This ensures the liquidity of your investment at any time.

✦ TERMINATION OF RENTAL CONTRACT

Maison Lanson reserves the right to terminate the lease of your Private Cellar in the event of non-compliance with safety and ethics rules, or in the event of inappropriate behaviour or property damage.

Consequently, the Maison will either ship your wines to you at your expense or buy back your wines.

LANSON PRIVATE COLLECTION

BESPOKE CONCIERGE SERVICES

THROUGH THE LANSON
PRIVATE COLLECTION
CONCIERGE, YOU CAN
ENJOY COMPLIMENTARY
SERVICES

- Private visits and tastings at Maison Lanson.
- Selection and reservation of the best hotels and restaurants in Champagne according to your preferences.
- Travel arrangements and a bespoke itinerary to enhance your stay in the Champagne region.
- Exclusive promotions and pre-release allocations for Lanson Vintages.
- Personalised selections of vintages.
- Lanson Private Collection private events.



LANSON PRIVATE COLLECTION
SUGGESTED VINTAGES
FOR YOUR PRIVATE CELLAR

	PRIVATE CELLAR
	min 150 bottles
Le Vintage 2013	72
Le Vintage in primeur	36
Noble Champagne Vintage 2005	18
Noble Champagne in primeur	3
Noble Champagne Blanc de Blancs Vintage 2005	3
Noble Champagne Blanc de Blancs in primeur	3
Le Clos 2010	3
Le Clos in primeur	1

OLD VINTAGES:

Lanson Vintage Collection 1976-2009 (average price basis)*	6
Noble Champagne Collection 1979-2004 (Brut and Blanc de Blancs average price basis)*	4
Clos Lanson 2006-2009 (average price basis)*	1

(equivalent to an investment of
 €15,419.19 inc. VAT)

TOTAL

150

* Vintages available in both bottles
 and magnums, subject to availability.

LANSON PRIVATE COLLECTION
CHARGES FOR PRIVATE CELLAR
STORAGE AND MANAGEMENT
(VAT INC.)

PRIVATE CELLAR

	EQ NUMBER OF BOTTLES	150 min.	300 max.
	AMOUNT INVESTED	€15,419.19	€30,838.38
Initial joining fee	FIXED	€1,000.00	€ 1,000.00
Annual management fees (calculated in January)	3% of the amount invested	€462.58	€925.15
Annual storage fees	FIXED over 12 months	€600.00	€600.00
Concierge services	INCLUDED	€0.00	€0.00
Insurance	INCLUDED	€0.00	€0.00
Charge for withdrawing wines	€1 per parcel		
Service and Delivery	charged at service provider rates		
YEARLY TOTAL (excluding wine purchases) Year 1		€2,062.58	€2,525.15
YEARLY TOTAL (excluding wine purchases) Year 2		€1,062.58	€1,525.15

YOUR PRIVATE
 CELLAR LEASE
 INCLUDES:

- Your own Private Cellar in the heart of the historic Lanson Wine Cellars (dimensions: H 2.52m x L 0.525m).
- Storage for up to 300 bottles, including insurance coverage for your wines.
- Wine monitoring under the supervision of Lanson's Cellar Master, Hervé Dantan.
- Concierge services.
- Private hire of a tasting lounge.



MAISON LANSON

1760

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