Veuve Clicquot Yellow Label

The signature of Veuve Clicquot's quality and style



SIGNATURE
PINOT NOIR
RESERVE WINES
FLAGSHIP
ICONIC
UNIQUE
'YELLOW LABEL'

THE HISTORY

Born from a need to distinguish a new "dry" champagne from its sweeter wine bearing a white label, Veuve Clicquot created a yellow label version for labelling the House's Sec (dry) champagne. The Yellow Label found immediate and international success and the trademark was registered in 1877. This distinctive label became a main distinguishing feature of Veuve Clicquot bottles.

THE CUVÉE

A champagne House is eventually judged on the quality of its Brut Non-Vintage. It is in the making of such a wine that the true art of champagne blending reveals itself. This is an art in which the House of Veuve Clicquot excels. The predominance of Pinot Noir provides the structure that is so typically Veuve Clicquot, while a touch of Meunier rounds out the blend. Chardonnay adds the elegance and finesse essential in a perfectly balanced wine. Veuve Clicquot Yellow Label truly is the House's signature champagne – balancing all 4 dimensions defining the Veuve Clicquot style: strength, aromatic intensity, freshness & silkiness.

Grapes from as many as 50 to 60 different *crus* go to the blend of Veuve ClicquotYellow Label. Traditionally, the proportion of each grape variety used is 50 to 55% Pinot Noir, 15 to 20% Meunier and 28 to 33% Chardonnay. These figures vary slightly from year to year according to conditions. Cellar Master Dominique Demarville has to achieve the consistency that makes Yellow Label so immediately recognizable, so utterly reliable both in terms of quality, color and *bouquet*. He will draw on priceless reserve wines for the blend: from 30 to 45% to ensure the continuity of the House's style. All wines are kept separately to preserve the unique qualities of their vineyard and vintage.

THE TASTING

First, Veuve Clicquot Yellow Label looks beautiful: golden-yellow, with a foaming necklace of tiny bubbles. Next it is so pleasing to the nose: initially reminiscent of yellow and white fruits, then of vanilla and later of brioche. Note the fine balance between the fruity aromas coming from the grape varieties and the toasty aromas, result of the three years of bottle aging. The first sip delivers all the freshness and strength so typical of Veuve Clicquot Yellow Label with a symphony of fruit tastes following on (pear, lemon). Here is a true member of the Brut family, well structured, admirably vinous. The lingering aromas echo and re-echo, with each fruit or almond notes distinct. Veuve Clicquot Yellow Label manages to reconcile two opposing factors - strength and silkiness - and to hold them in perfect balance with aromatic intensity and a lot of freshness. This consistent power to please makes it ideal as an *apéritif*, and perfect as the champagne to enjoy with a meal.

THE FOOD PAIRING

This champagne is perfect as an *apéritif* or throughout a meal. It will work beautifully with salmon, blinis, fish tartar, seafood, tagliatelle, parmesan or even crackers.

STRENGTH
AROMATIC INTENSITY
FRESHNESS
SILKINESS

CRUS
Grands Crus ✓
Premiers Crus ✓
Other Crus ✓

GRAPE VARIETIES
50 to 55% Pinot Noir
28 to 33% Chardonnay
15 to 20% Meunier

RESERVE WINES
30 to 45%

DOSAGE
10g/l

PALATE
Yellow & white fruits
Brioche

FOOD PAIRING
Salmon
Blinis
Fish tartar
Seafood
Pasta
Parmesan
Crackers

SERVING TEMPERATURE
8 - 10°C

AGING POTENTIAL
3 years

Veuve Clicquot