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CRÉMANT DE BOURGOGNE

## BATTLE OF THE BUBBLES

### *Crémant de Bourgogne Marie Ambal beats four Champagnes in blind tasting competition*

New York NY, December 10, 2013 – Yesterday, a group of high-profile sommeliers and journalists from New York City gathered at the new Villard Restaurant by Michel Richard, at the Palace Hotel, for a blind comparative tasting luncheon that countered four well-known Champagnes against an unexplored sparkling wine from Burgundy. With the top marks averaging 4.16/5, Veuve Ambal Cuvée Marie Ambal was rewarded as the first choice sparkling beverage.

In attendance were Florence Fabricant, Dining Editor at The New York Times, Nikos Antonakeas, Director at The Morrell Wine Group for Morrell & Cie, Chad Walsh, Beverage Manager at The Dutch, AJ Ojeda-Pons, Sommelier for The Lambs Club, and Jacques Alexandre Azoulay, President of Gabriella Wines.

Select Wine Poured:

- 1: Champagne Perrier Jouet Brut
- 2: Veuve Ambal Cuvée Marie Ambal Crémant de Bourgogne
- 3: Champagne Veuve Clicquot Brut Yellow Label
- 4: Champagne Nicolas Feuillatte Non Vintage Brut
- 5: Champagne Taittinger Brut La Française

Hosted by creative food and wine marketing agency ABLE, this second edition tasting experience follows an event held this past spring at Le Bernardin in which Veuve Ambal established itself as the second most desirable product.

*“We want to show people that a \$25 sparkling wine can be just as good—if not better—as some of the current market choices, which are almost double the price,”* says Pierrick Bouquet, President at ABLE. *“A blind tasting allows people to enjoy this wine without the name or price bias. Marie Ambal Rosé, for example, was introduced and paired with the Salmon, and people really liked it. When it soon releases to the market, hopefully it’ll be their choice selection.”*

The attendees were told they would be tasting a crémant from Maison Veuve Ambal and four additional Champagnes. The three chosen judges did not know the identity of the Champagnes till after the tasting, and each was asked to rank the wines from 0 – 5. Crémant de Bourgogne Marie Ambal was ranked at number one with the scores tallying as follows:

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|--|-----------------|
| <b>1: Veuve Ambal Cuvée Marie Ambal</b>          | <b>(4.16/5)</b> |
| 2: Champagne Nicolas Feuillatte Non Vintage Brut | (3.75/5)        |
| 3: Champagne Perrier Jouet Brut                  | (3.6/5)         |

- 4: Champagne Taittinger Brut La Francaise (3.6/5)  
5: Champagne Veuve Clicquot Brut Yellow Label (3.3/5)

In addition to scoring, the sommeliers also took notes on all the wines. Sommelier AJ Ojeda-Pons, who gave Veuve Ambal a top score, wrote, *“Bright and clean, with a very pretty nose, a very clean and refined palate with excellent structure medium pronounced acid, elegant texture. Very delicate toasty note and an almond note, delicate floral character. Green apple-like acid. Pretty, tight. Fine mousse.”*

#### **ABOUT CUVÉE MARIE AMBAL**

Eric Piffaut, who took over the family business in 1980, has handcrafted a unique Crémant de Bourgogne to honor Marie Ambal. Marie Ambal is Maison Veuve Ambal’s top-drawer sparkling wine, rivaling the most prestigious Champagne brands. Made of hand-harvested Chardonnay and Pinot Noir from old vines (the same varietals used to produce Champagne), the grapes are selected from the best plots in the vineyard. After the second fermentation in bottle, Cuvée Marie Ambal is aged on lees for 3 years (while most non-vintage Champagnes are aged on lees for only 15 months). This three-year aging process develops an outstanding complexity and a very fine *“mousse.”*

#### **ABOUT MAISON VEUVE AMBAL**

Maison Veuve Ambal has been producing exceptional sparkling wines in the heart of Burgundy since 1898. Upon the death of Mme. Marie Ambal’s husband, a Parisian banker, the widow (*“veuve”* in French) returned to her native village of Rully where she started producing high quality sparkling wines with her brother using the Méthode Traditionnelle (the same process used to produce Champagne in which the effervescence in the wine is produced by a secondary fermentation in the bottle.)

**For pictures of the tasting, please visit Veuve Ambal’s Facebook Page at <https://www.facebook.com/VeuveAmbal>**

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