



THE NEWSLETTER

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Pol Roger Newsletter

Stability and consistency: the hallmarks of the 'Pol Roger' style



Laurent d'Harcourt,
Président du Directoire

The launch of the new vintage of our Vintage cuvee provides an opportunity to look back at the year that marked the end of the 'world as it was'. 2019 remains the benchmark year for assessing our current champagne sales, as the years that followed saw demand that was out of kilter with genuine market trends.

In 2019, despite a summer in which the vines endured two extreme heatwaves, the harvest took place under ideal conditions and at the usual times for Champagne. This vintage confirms all the good things one might say about the last six vintages ending in 9: 1959, 1969, 1979, 1989, 1999 and 2009. This is a truly great wine that takes a rightful place in the history of the Maison.

This year, we are honouring the memory of Pol Roger by once again opening the doors of our cellars to the friends of the Maison: a fresh selection of wines from our Vinotherapie are now available in most of our markets, in very limited quantities. It is a tradition we have been pleased to maintain over the past two years. Our customers seem delighted with the initiative.

Life at the Maison has been marked in recent months, as it is every year, by the 10-kilometre Epernay run, a race bringing together numerous champagne houses and businesses of all descriptions based around the capital of champagne. Pol Roger is delighted to be able thus to create a moment of camaraderie for its employees through the medium of sport.

And finally, we are continuing our efforts to support most of our markets, whose economies are currently suffering from the geopolitical upheavals. The modest price increases we implemented during the boom years (2021, 2022 and, to a lesser extent, 2023) mean that, for the time being, we need not be drawn into a price war that would be unsustainable over the long term. The consistency and stability of recent years now provide us with the level of loyalty we may seek from our customers.

A Truly Exceptional Year



The 2019 Vintage makes its debut in the Pol Roger range. This cuvee is the longest-established of the Maison's selections. Whilst its blend has evolved over the decades to include more Chardonnay, its identity remains strongly influenced by Pinot Noir.

In 2019, flowering took place on 18th June, slightly later than average. During the summer, the vines endured two heatwaves, including a peak of nearly 43°C. Despite significant water stress, the August rains revived the ripening. The harvest took place from 10th to 24th September under ideal conditions. The average potential alcohol content in the winery reached 10.7% vol. The cumulative pH of 3.12 reflects an excellent balance between freshness and ripeness.

The 2019 Vintage follows the launch of the 2019 Vintage Rosé by a few months. The family resemblance between the two cuvees is clear, as the blend of the former provides the base wine for the latter, to which a proportion of red wine from Grand Crus and Premier Crus is added.

At Pol Roger, the vintage brut is a blend of 60–70% Pinot Noir and 30–40% Chardonnay sourced exclusively from Grands and Premier Crus. Vintages prior to the Second World War featured blends with roughly half the amount of Chardonnay. This wine has a dosage of 7 grams of sugar per litre. It is available in bottles, magnums and jeroboams.

The Vinothèque: The Story Continues

Following the launch of the first two series in 2024 and 2025, Pol Roger has resolved to repeat the experience this year, with new wines to discover.

The 2004 Sir Winston Churchill Cuvee, 2004 Blanc de Blancs, 2004 Vintage Rosé and 2006 Vintage are available this year in standard bottles and, in some cases, in magnums. Disgorged at the same time as the initial launch of each cuvee, these bottles were returned to the Maison's cellars to undergo a further period of ageing. There they rested unmoved until their final release.

Until now, Pol Roger's policy has been to keep these older bottles for special events organised by the Maison. As demand for older vintages has proved consistent over the past few years, it became appropriate to offer a select few bottles for sale. In this regard, the philosophy of not selling every vintage in its entirety has left the Maison with an attractive range of wines available.

The name 'Vinothèque' is consistent with Pol Roger's emphasis on tradition, as well as with what has made us famous: exceptional wines that can stand the test of time. Rather than focusing on novelty,

the Maison has chosen to place even greater emphasis on the quality of its wines.

Damien Cambres, the Cellar Master, praises the beauty and scale of the project: *"The extraordinary ageing period beneath the Avenue de Champagne now gives way to a new expression of each wine, a combination of power and freshness in perfect harmony. These are very small quantities, the significance of which lies more in the emotional sphere than the financial. Of course, there will still remain in the cellar treasures that money cannot buy, and that is as it should be."*

Another distinctive feature of these bottles is that the label, cap and collar are inspired by the original dressing of Pol Roger bottles, which underwent many variations in the years preceding the 1995 vintage.

All the ingredients are therefore in place to make this new series from the Vinothèque a success, both on the palate and in the hearts of Pol Roger enthusiasts.



Wine Paris 2026 lives up to its promise

After several years of sharing the stage with Prowein, it would appear that the Paris fair has won the favour of exhibitors and visitors alike. This year, once again, the teams flew the Pol Roger flag at the Primum Familiae Vini (PFV) stand.



The PFV evening at the Grand Palais brought together fine wine enthusiasts and collectors.

With French wine producers leading the way and a visit from the President of the French Republic, the enthusiasm for Wine Paris was confirmed this year. Unsurprisingly, the city is a strong draw. The French capital is truly brimming with visitor attractions with multiple airport connections and undeniable tourist appeal.

The Maison is delighted to have met with its business partners and to have had the opportunity to engage with various players in the market. Whilst demand for champagne has returned to more sensible levels in recent months, visitors turned out in large numbers for this major wine event.

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The fair provided an opportunity to gather for some special events, bringing together friends of Pol Roger and the international press. On Sunday evening, the Maison hosted its traditional opening night alongside other producers. As per custom, the 'Tour de France des Appellations' was staged in the salons of the Automobile Club. Two days later, the PFV showcased its 12 families to a select group of guests during a memorable evening at the Grand Palais. On this occasion, Cuvée Sir Winston Churchill and the Vintage – in magnums for each wine – were offered by the Maison in their current vintage (2018) and in older vintages (2004 and 2002).

Fifty runners from the Pol Roger team at the start of the Epernay 10 km



On 24th April, more than 2,000 participants set off from Avenue de Champagne to complete the 10 km route through the town.

The Pol Roger team comprised around fifty runners, all very proud to wear the Maison's colours. Recognisable by their blue jerseys bearing the 'Pol Roger' logo, they were cheered on by a fan zone of supporters gathered outside 34, Avenue de Champagne.

A cocktail reception and dinner were then hosted by the Maison for

the team members. It was just what was needed for them to recover from their exertions! On this occasion, Coline Renet and Christophe Charlot were each presented with a magnum of Vintage 2018 to reward them for finishing first among the Pol Roger's employees in the overall rankings, each in their respective category.

Iceland, Land of Fire and Ice

For nearly twenty years, Magnus Oli Olafsson has been distributing Pol Roger in Iceland. In 1941, his grandfather had a chance encounter with Sir Winston Churchill in a hotel in Reykjavik. We look back at this remarkable story that unfolded between cigar enthusiasts and continues today with the Maison's wines.

Summer 1941, Reykjavik, Iceland. For several years, Magnus Bjarnason had been corresponding with other cigar enthusiasts around the world, regularly sending his correspondents samples that had caught his eye. He had been corresponding in this way for several months with a cigar enthusiast based in England. His correspondent suggested that during one of his trips to Iceland, they meet in person to discuss their shared passion. A meeting was therefore arranged for 16th August at the Borg Hotel in Reykjavik.

On the day agreed, Magnus Bjarnason went to the address given and noticed a large crowd outside the hotel. He told the doorman the name of the person he was meeting. The doorman let him in. To his great surprise, there was only one person in the hotel lobby: Sir Winston Churchill. The Old Lion introduced himself and revealed that he had been using a pseudonym in their correspondence. He told Magnus Bjarnason that he had wanted to take advantage of his visit to the island to hand-deliver a cigar whose qualities he had extolled in one of his letters. This encounter, as unexpected as it was exceptional, left a lasting impression on the Bjarnason family.

Today, Magnus Bjarnason's grandson, Magnus Oli Olafsson, distributes Pol Roger wines through the company Innes. In Iceland, the favourite champagne of Sir Winston Churchill is therefore in the hands of the grandson of the man with whom he had forged a special bond, centred on one of his greatest passions.

Antinori takes over as president of Primum Familiae Vini

The annual meeting of Primum Familiae Vini (PFV) will be held in July at Clarence Dillon's home in Bordeaux, France.

The families will gather at Château Haut-Brion to discuss and share their common concerns for the future of family-owned fine wine estates. As is tradition, the association's new president will be appointed. Antinori, represented by Alessia Antinori, will take the reins of the organisation until June 2027. The Italians will thus succeed the Bordeaux-based Clarence Dillon (2025–2026) and the Symington family (2024–2025).



The PFV is an association bringing together family-run businesses renowned for the excellence and reputation of their wines. Founded in 1992 by Robert Drouhin and Miguel Torres, the PFV now comprises twelve families who take turns each year as presidents of the association to promote family values as the driving force behind sustainable growth. The PFV currently comprises Marchesi Antinori, Baron Philippe de Rothschild, Joseph Drouhin, Egon Müller Scharzhof, the Hugel family, the Perrin family, the Symington Family Estates, Tenuta San Guido, Familia Torres, Vega Sicilia, Clarence Dillon and Pol Roger.

Tim Bouverie, winner of the 2026 Pol Roger Duff Cooper Prize

To mark its 70th anniversary, the prize paid tribute to the author of 'Allies at War: The Politics of Defeating Hitler', a gripping account of the tensions and disputes that underlay the network of alliances against the Führer during the Second World War.

Named in honour of the man who first brought the Pol Roger family and Sir Winston Churchill together, the Pol Roger Duff Cooper Prize is a British literary award presented to an outstanding work in the field of history or political science. Presented for the first time by Sir Winston Churchill in 1956, it is awarded by a jury comprising the Master of New College, Oxford, a member of the Cooper family and three other members appointed by the Duff Cooper Foundation. In the year of its creation, the prize was celebrated at Pol Roger. For the past twenty years, the Maison has been associated with this event to pay tribute to the special history between Duff Cooper and the Pol-Roger family.



From left to right, Artemis Cooper (granddaughter of Duff Cooper), Tim Bouverie and Laurent d'Harcourt.

In November 1945, during a lunch in Paris, Duff Cooper, British Ambassador to France, introduced Sir Winston Churchill to one of the representatives of his favourite champagne house: Odette Pol-Roger, born Wallace. She was Franco-British and the wife of Jacques Pol-Roger, the Third Generation of the family. The 1928 Vintage was served at this lunch. This vintage would form the central thread of the relationship between the Maison and the Old Lion until his death in 1965. For twenty years, Odette Pol-Roger sent Sir Winston Churchill a case of the 1928 Vintage for each of his birthdays.



Pol Roger, the exclusive champagne of the Salons du Prince

The number 10 seems to suit Pol Roger rather well. Following 10 Downing Street, where the Maison enjoyed a place of honour in London during the Churchill era, it is now at number 10 Avenue d'Iéna in Paris that Pol Roger has made its presence felt.

The Shangri-La, one of Paris's twelve luxury hotels, has opened the heritage-listed salons of Roland Bonaparte's former residence to house Les Salons du Prince, a new dining space where Pol Roger is served as the house champagne. Since March this year, the restaurant has been offering a selection by the glass and by the bottle of Brut Réserve, Pure, Blanc de Blancs 2016, Vintage 2018 (by the bottle only), Vintage Rosé 2018 and Cuvée Sir Winston Churchill 2018. Selected wines from the Vinothèque complement this exceptional offering: Vintage 2000, Vintage 1999, Blanc de Blancs 2000, Cuvée Sir Winston Churchill 1998 and Cuvée Sir Winston Churchill 2002. The Maison is very proud to continue to work alongside venues of excellence, and thereby to contribute further to a certain French 'art de vivre'.

Market updates

The Maison took part in the following events:

- **Vinexpo**, in Paris (France), at the Primum Familiae Vini stand (9–11 February)
- **Vinous Icons**, in New York (USA), organised by Antonio Galloni (26–28 February)
- **Prowein**, in Düsseldorf (Germany), at the stand of its importer, Véritable (15–17 March)

The Maison will be taking part in the following events:

- **La Fête du Champagne**, in New York (USA), organised by Peter Liem (14–17 October)
- **Wine Experience**, in New York (USA), organised by Wine Spectator (22–24 October)
- **Le Grand Tasting**, in Paris (France), organised by Bettane and Desseave (27–28 November)

Ten Years of (Very) Grand Champagne

The fair dedicated to Champagne wines and organised by Essi Avellan MW, was held once again in Helsinki, Finland, from 23rd to 25th April. For its tenth edition, the fair chose to put Pol Roger in the spotlight with two masterclasses dedicated to Cuvée Sir Winston Churchill, a special invitation to the gala evening and a press conference.



Essi Avellan MW, along with by Bastien Collard, Secretary General and member of the Sixth Generation of the family.

Staff Notebook

Corentin Ravissot (Riddler) and his partner, Océane, are the proud parents of Olympe, born on 27th December 2025.

Elise Gallois (Hospitality Coordinator) and **Antoine Pilard** were married on 28th February 2026.

What the writers say...

JebDunnuck.com – by Audrey Frick:

– **Pol Roger Sir Winston Churchill 2002 – Edition Vinothèque – 98+/100**

“A bit more golden in color, the 2002 Champagne Cuvée Sir Winston Churchill Edition Vinothèque shows all the depth and serious nature of the west. The red fruit shines, and the wine is long on chocolate-covered cherries, preserved citrus, saltiness, and full-bodied richness, with notes of toasted bread and pastry and a more serious, gripping structure. It’s long on the palate, with salted citrus and a mouthwatering finish that carries tremendous length.”

– **Pol Roger Blanc de Blancs 2002 – Edition Vinothèque – 98/100**

“A fantastic wine all around, one of the best, the 2002 Champagne Blanc de Blancs Edition Vinothèque is seamless on the palate, with notes of lemon custard and crème brûlée. Harmonious from the nose to the palate, everything is in balance. A gorgeous wine with a pillowy mousse, it’s fantastically fresh and long on the palate, with fresh honey, poached pears, white strawberries, and a long vanilla pastry finish.”

– **Pol Roger Cuvée Sir Winston Churchill 2018 – 96/100**

“The 2018 Champagne Cuvée Sir Winston Churchill is spicy with white pepper, tobacco leaf, and delicate currant, but today the raspberry and citrus shine more brightly. Coming from the Grand Cru, it features chocolate cherries, with hints of cocoa and a frothy mousse, but it needs time to come together. It’s refreshing in its acidity, with a pillowy mousse, and is a pleasing vintage.”

– **Pol Roger Vintage Rosé 2019 – 95/100**

“The 2019 Champagne Vintage Rosé is a more exceptional wine in the range and is structured, compact, and defined, with ripe raspberries. It pours a rich pink but not overly dark color and includes 18% red wine from Hautvillers, Vertus, and Ambonnay. This wine is compact and powerful, with very nice energy, real structure, saltiness, and rhubarb, along with a refined, pinpoint, lively, zesty mousse. There is fantastic purity here, with clarity and ripeness supported by refreshing acidity, and it can age for two decades or more without issue.”

Vinous – Champagne report – by Antonio Galloni:

– **Pol Roger Cuvée Sir Winston Churchill 2018 – 96/100**

“The 2018 Cuvée Sir Winston Churchill is supremely classy and polished, just as it was last year. Crushed rocks, slate, mint, chalk and dried herbs all race through to the intensely vibrant, mineral-drenched finish. This is so resonant, so sculpted.”

– **Pol Roger Vintage Rosé 2019 – 94/100**

“The 2019 Rosé is a pretty rich, heady wine from Pol Roger, largely because of the inclusion of 18% still red wine in the blend. This rich, vinous Rosé packs a pretty substantial punch. Sweet red cherry, rose petal, dried herbs and kirsch are all dialed up. This is a decidedly extroverted Champagne that captures all the radiance of the year.”

– **Pol Roger Cuvée Sir Winston Churchill Edition 2004 – Edition Vinothèque – 97/100**

“The 2004 Cuvée Sir Winston Churchill Vinothèque is superb. It offers a captivating mix of power, freshness and energy, all the qualities that can make aged Champagne so thrilling. Apricot, chamomile, white flowers, baked apple tart and butter build effortlessly as the 2004 gains intensity through the mid-palate. This explodes beautifully on the finish.”

– **Pol Roger Blanc de Blancs 2004 – Edition Vinothèque – 95/100**

“The 2004 Blanc de Blancs Edition Vinothèque opens with apricot, tangerine oil, mint, white pepper, tropical fruit, baked apple tart and a touch of reduction from long aging on the lees. The 2004 has aged impeccably. Readers who enjoy Champagnes with a bit of bottle age will adore this. Impressive.”

– **Pol Roger Vintage 2006 – Edition Vinothèque – 94/100**

“The 2006 Vintage Edition Vinothèque is rich, powerful and explosive, with all the radiance that is such a signature of this warm year very much on display. A rush of apricot, chamomile, spice, baked apple tart, lemon confit and marzipan stains the palate. It’s another wine in Pol Roger’s Vinothèque series that shows how beneficial aging can be.”

JancisRobinson.com – by Jancis Robinson:

– **Pol Roger Blanc de Blancs 2016 – 16,5/20**

“Richer than most Blanc de Blancs – very much more a Pol Roger than a typical Blanc de Blancs. There’s a little saline note on the end and the wine is admirably fresh for 10 years old. A long, rich finish.



CHAMPAGNE
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