

TAITTINGER,
*FROM ONE GENERATION
TO ANOTHER*

TAITTINGER



According to the timeline he established from the moment he took back control of Taittinger Champagne in 2006, Pierre-Emmanuel Taittinger has made the decision to entrust the future of the family business to the next generation.

Vitalie Taittinger will become President of Taittinger Champagne as successor to her father whose term of office will end on 31st December 2019. Aged 40, she has been working for the House for 12 years and is currently the Director of Marketing and Communication. She will undertake her new responsibilities with the support of Damien le Sueur (General Manager) and her brother Clovis Taittinger (who will be promoted to General Manager), the current Management Committee and all House employees.

As part of his ongoing commitment alongside Pierre-Emmanuel Taittinger, Damien le Sueur will work with Vitalie and Clovis as a «control tower», ensuring coordination between vineyards, supplies, and production, business and finance departments. Clovis Taittinger will be in charge of the sales and marketing department.

Under this new leadership organization, Pierre-Emmanuel Taittinger reaffirms the guarantee of a family commitment to the highest standards of quality and excellence. Our unconditional respect for time, for the soil and for our fellow man will remain at the forefront of the creation of our wines.

Pierre-Emmanuel Taittinger: « I have dedicated more than 45 years of my life to Champagne and the House that bears our name and our history. These last thirteen years have undoubtedly been the most effervescent, the most exhilarating of my career at Taittinger. In every possible way, I have been instrumental in ensuring the quality of our wines, whose consistency is a source of great joy to me. The results are beyond all expectations and Taittinger has never been so « Champagne », true to the values I uphold. I can hand over the reins, secure in a sense of accomplishment : a passionate team in whom I have complete confidence, very fine wines, a large and growing number of fans of our brand in more than 140 countries around the world. Taittinger holds a genuine potential for development and now more than ever reflects the authenticity and excellence of our culture and heritage. »

Vitalie Taittinger : « My Father, through his passion and boundless commitment over the last thirteen years, has built up a solid organization devoted to a very fine patrimonial and human project. We owe him the independence so fundamental to the identity of our House. Thanks to him and to the work of all concerned, Taittinger has grown considerably with an ever-increasing attention to the quality of our wines, the preservation of our environment, the respect of our partners and our customers... with always this touch of impertinence and audacity, just like the one that led us to go and plant vines in Kent ! With the support of Damien le Sueur, my brother Clovis and all our teams, we will carry on down this path. I am honoured by the trust placed in me and my wish is to see our House shine every day, for our employees, customers and partners. »

Today, Taittinger Champagne is an independent company, endowed with a beautiful spirit and a vineyard of 288 hectares certified Sustainable Viticulture in Champagne and HVE (High Environmental Value). With the recent overhauling of its production system, the company can look to the future with quiet confidence. Its Gallo-Roman chalk quarries are listed under UNESCO world heritage "Champagne Hillsides, Houses and Cellars". In 2018, 6.5 million bottles were shipped to 149 countries.

VITALIE TAITTINGER

Vitalie Taittinger, daughter of Pierre-Emmanuel Taittinger, was born in Reims in 1979, where she still lives today. She graduated from the Emile Cohl School of Art in Lyon after spending 4 years (from 1997 to 2001) studying the various applied art techniques used in illustration and graphic design.

As soon as she graduated, she wrote a monograph dedicated to the surrealist painter Alfred Courmes in collaboration with Gilles Bernard. This was published by 'Le Cherche Midi' in 2004. The book has a preface written by the philosopher Michel Onfray.

Keeping up with the entrepreneurship spirit which has always characterised her family, Vitalie Taittinger created her own company in 2002 and developed numerous projects in the world of wine and gastronomy.

She greatly admired her father's brave decision to regain ownership of the Taittinger Champagne House and, wishing to support him in this new family adventure, joined the business in 2007.

After 8 years working at the heart of the communication and marketing department, she was appointed at the Head of this department in 2015. Her mission is to develop and strengthen the brand's image and reputation. Vitalie also acts as an ambassador for Taittinger champagne around the world, as well as an inspiration for the Champagne House.

As part of her ongoing commitment at Taittinger, Vitalie took over the presidency in 2017 of the Regional Contemporary Art Fund Champagne Ardenne as well as the presidency of the 'Platform' association (reuniting 23 Regional Funds for Contemporary Art) in 2018.

She divides her time between a busy professional life and a lovely family of 4 children.



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