

CHAMPAGNE TAITTINGER SELECTED AS NOBEL CHAMPAGNE FOR THE 4th TIME IN A ROW

Champagne houses such as Taittinger which bear the name of their owners are rare. Taittinger is, above all, the tale of a family motivated by passion and a desire for high standards, which decided to never compromise on quality. The secret of the sophisticated, elegant style so characteristic of Taittinger champagne lies in the large proportion of Chardonnay grapes used in the preparation of its various cuvées and this makes them recognisable throughout the world.

Champagne Taittinger had the honour of delivering the champagne to the festivities surrounding the Nobel festivities in Sweden, culminating with the banquet held in celebration of the laureates on 10th December 2017. The 1300 prominent guest in Stockholm City Hall enjoyed Taittinger Brut Réserve with the first course; pressed and dried Jerusalem artichoke, served with kohlrabi flowers flavoured with ginger and lightly roasted cabbage broth. It is the fourth consecutive year that Champagne Taittinger is served at the event.

The Nobel Prize is one of the most prestigious prizes in the world and follows the will of Swedish scientist Alfred Nobel, known to have invented dynamite. Since 1901, the Nobel Prize has awarded laureates for “the Greatest Benefit to Mankind” in the fields of Physics, Chemistry, Physiology or Medicine, Literature and Peace. In 1968, Sveriges Riksbank (Sweden’s central bank) established The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel.

The Nobel Prize is handed over to the laureates in Stockholm on the 10th of December from King Carl XVI Gustaf of Sweden, with the exception of The Nobel Peace Prize which is delivered in Norway. The banquet following the Prize Ceremony is known as one of the most exquisite celebrations in the world and the menu served during the banquet is a well-kept secret until the very last moment.



