

CHAMPAGNE


Palmer & Co

FOUNDING IDEA

7 well established winegrowers striving for ultimate perfection create Palmer & Co.

In 1947, these pioneers, all owners of Premier and Grand Cru vineyards, seeking for **harmony** and **perfection**, gave birth to **an international brand** to embody this **spirit of excellence**.

BRAND FUNDAMENTALS

Born from a **subtle association** of the **most prestigious terroirs** in Champagne, Palmer & Co produces **great wines, creators of shared emotions**. Synonym of **elegance** and **perfect balance**, Champagne Palmer has an excellent reputation and a strong and rare **brand loyalty**.

Palmer & Co reveals that **excellence is not inaccessible** and offers consumers an **emotional value** and a **tasting pleasure** which are beyond their expectations.

BRAND VALUES

Excellence

Quality, Engagement, Highest standards

Authenticity

Integrity, Proximity, Sincerity

Emotion

Passion, Creation, Sharing

BRAND SIGNATURE: NATURALLY ELEGANT

THE 3 PILLARS OF PALMER & CO



The Art of blending

The Grands and Premiers Crus of the Montagne de Reims

A quest for perfect balance

The Palmer & Co style



The Time factor

Reserve wines at the heart of the Palmer & Co style

A unique collection of great vintages

Vinification in "big bottles"



The Emotions

Emotions at the heart of all the wines

Transmission of a know-how and a close attention to details

An intimate bond with the world of arts