



PRESS RELEASE

## 2021 FIRST-HALF REVENUES: €99.11M

**Reims, Thursday July 22, 2021 - 5:45pm** – After an unprecedented crisis period due to the Covid pandemic, the global Champagne wine market recorded a volume increase of 49.7% over the first half of 2021, compared to the first half of 2020. As a reminder, the first half of 2020 was down 29.4% (source CIVC).

In this context, The LANSON-BCC Group is reporting consolidated revenues of **€99.11m** for the first half of 2021, up **+33.7%** compared with €74.13m for the first half of 2020. As a reminder, the revenues of the LANSON-BCC Group outperformed the market in 2020 with a decrease limited to 6.7% compared to the first half of 2019.

Excluding the brokerage subsidiary, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues came to **€97.30m**, compared with €73.45m for the first half of 2020 (**+32.5%**). These figures reflect the strong attachment of consumers to Champagne wines both in France and abroad and can also be explained by a significant restocking during the half-year, clearly indicating that effective consumption in 2020 was higher than the shipments figures.

LANSON-BCC would like to highlight that around one third of sales are usually recorded during the first half of the year, which bears half of the fixed costs. However, this proportion should not be verified this year due to both the partly exceptional nature of this shipment recovery and the continued health uncertainties.

**2021 first-half earnings will be released on Thursday September 9<sup>th</sup>, after close of trading.**

**LANSON-BCC is a group built around eight Maisons producing Champagne wines, created and led by Champagne families.** It unites together outstanding Maisons, renowned for their unique wines and benefiting from the effective fit between their customer segments. The combination of ancestral know-how and modern technical capabilities, creative independence and rational synergies enables each one of its Maisons to develop its performances, ensuring the LANSON-BCC Group's sustainability.

- **Champagne Lanson**, prestigious Maison founded 1760, Reims, holder of a Royal Warrant since the time of Queen Victoria, 80% of Champagne sold on international markets.
- **Champagne Chanoine Frères**, Maison founded 1730, Reims, Champagne sold primarily for the European mass retail market, reputed above all for its attractive **Tsarine** cuvee.
- **Champagne Boizel**, Maison founded 1834, Epernay, Champagne distributed through mail order in France (BtoC) and in traditional sectors for international markets.
- **Champagne De Venoge**, Maison founded 1837, Epernay, Champagne sold on selective retail markets, notably with its **Cordon Bleu** and **Princes** ranges and its **Louis XV** grande cuvee.
- **Champagne Besserat de Bellefon**, Maison founded 1843, Epernay, Champagne distributed through traditional networks (restaurants, wine stores).
- **Champagne Philipponnat**, Maison founded 1910, Mareuil sur Aÿ, owner of **Clos des Goisses**, Champagne sold on selective retail markets and in the world's leading restaurants.
- **Maison Burtin**, Maison founded 1830, Epernay, private-label supplier for the European mass retail market and also producer of Champagne Alfred Rothschild.
- **Champagne Alexandre Bonnet**, Domaine founded 1970, Les Riceys, owner of a vast vineyard, with wine sold in traditional sectors, also producer of **Rosé des Riceys**.

[www.lanson-bcc.com](http://www.lanson-bcc.com)

Euronext Growth

ISIN: FR0004027068

Ticker: ALLAN

Reuters: ALLAN.PA

Bloomberg: ALLAN:FP

Indices: EN Growth Allshare,  
EnterNext PEA-PME 150

Eligible for SME share-based  
savings schemes  
(implementing order of March 5, 2014)

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