

DISCOVER: MADAME CLICQUOT PONSARDIN

BRISTOL FARMS DIRECTOR OF WINE & SPIRITS SHARES HER MONTHLY FEATURED BRANDS

For over 20 years, I've had the privilege of selling and sharing the extraordinary story of Veuve Clicquot Champagne and the incredible woman behind this Champagne, Madame Barbe-Nicole Ponsardin. Her journey is one I am very passionate about, and it's an honor to pass on this rich piece of history to those who enjoy Champagne and appreciate the legacy behind it. Madame Clicquot was more than just a visionary in the Champagne world; she was a pioneer for women in winemaking. After her husband Phillippe's sudden passing, she stepped into a role that was almost unheard of for women of her time, taking over and running a business, let alone a Champagne house. With sheer determination, she revolutionized and changed the industry. Her innovation of the riddling process and the creation of the first vintage and rosé Champagnes set new standards that still define excellence today. I love sharing the story of how "Veuve" (pronounced "Vuve," rhyming with love) means "widow" in French, paying tribute to the remarkable widow who transformed this brand. And "Clicquot" is pronounced "click-o." Another fun fact is that the iconic "Yellow Label" is actually orange! These details make enjoying Veuve Clicquot even more meaningful.

As a fun and festive way to celebrate the October Halloween season, Veuve Clicquot has embraced the spirit of Halloween with a glamorous twist known as "Yelloween." This annual October celebration invites Champagne lovers to indulge in the elegance of Veuve Clicquot while embracing the playful, spooky atmosphere of Halloween. The name "Yelloween" is a nod to the iconic "Yellow Label" (which, as we know, is actually orange) and is a celebration that merges the sophistication of Champagne with the thrill of costume parties and gatherings. With its rich heritage and chic appeal, Yelloween has become a global tradition, adding yet another layer of excitement and joy to the Veuve Clicquot!

It has been an incredible journey for me, not just selling this wine but also sharing Madame Clicquot's inspiring contributions to both Champagne and women in winemaking. Her passion and perseverance continue to inspire all who hear her story. To this day Veuve Clicquot Yellow Label Champagne is the number one selling Champagne in the world, so raise a glass to Madame Clicquot Ponsardin and celebrate passion and innovation!

Jennifer Olivera, Wine & Spirits Category Buyer, Bristol Farms, Master Sommelier 1

VEUVE CLICQUOT YELLOW LABEL

REG \$69.99 SPECIAL \$64.99

VEUVE CLICQUOT ROSÉ

REG \$89.99

VEUVE CLICQUOT LA GRANDE DAME 2015

REG \$206.00