



Palmer & Co
C H A M P A G N E

LABEL EVOLUTION





THE BENEFITS

- A stronger identity
- Better visibility and readability
- The entry point of the label is the name of the cuvée
- A unique name in Champagne
- The « GRAND VIN DE CHAMPAGNE » signature reinforces the message of excellence

THE MARKERS

- Timeless signature
- Great taste
- Importance of Chardonnay
- Great terroirs of the Montagne de Reims
- Importance of reserve wines
- Great consistency





THE BENEFITS

- A stronger identity
- Better visibility and readability
- A unique name in Champagne
- The « GRAND VIN DE CHAMPAGNE » signature reinforces the message of excellence

THE MARKERS

- A unique and unforgettable taste
- Red wine solera / perpetual reserve
- Delicate fruit and spice
- Importance of Chardonnay
- Great freshness
- Know-how and heritage

