

Maison de Champagne fondée en 1785

PIPER-HEIDSIECK

HORS-SÉRIE

1971

CHAMPAGNE MILLÉSIMÉ



HORS-SÉRIE 1971

WHEN THE PRESENT

GLORIFIES THE PAST...

THE UNIQUENESS OF A FIFTY-YEAR-OLD BLEND ENHANCED BY THE EXCLUSIVITY OF A RECENT DISGORGEMENT

The Piper-Heidsieck commitment to excellence, the spirit of innovation and energy to think outside the box are at the heart of the creative vision of the Piper-Heidsieck Chief Winemaker, of Emilien Boutillat, pronounced **Sparkling Winemaker of the Year 2021** by the International Wine Challenge (IWC).

His philosophy is consistent with the HORS-SÉRIE collection, a new chapter for the House, where Émilien has *carte blanche* to fully express his creativity. The first release in this collection is the reinterpretation of a vintage blend dating from 50 years ago - HORS-SÉRIE 1971.



HORS-SÉRIE

A COLLECTION WITHOUT PRECEDENT

THE HORS-SÉRIE COLLECTION GIVES FREE REIN
TO OUR CHIEF WINEMAKER'S CREATIVE SPIRIT.

For over 235 years, the excellence of the wines and demanding *savoir-faire* have forged the Piper-Heidsieck DNA.

Guardian of the Piper-Heidsieck oenological and viticultural mastery, Émilien Boutillat follows in the prestigious footsteps of the House's former Chief Winemakers, showcasing the diversity of the terroirs, people, and the expertise garnered over several generations in his mission of creating, preserving and transmitting the House's history and treasures.

Émilien Boutillat was inspired to produce **a collection that would re-edit former vintages or create unexpected cuvées through the HORS-SÉRIE collection.**

Produced in ultra-limited edition, each HORS-SÉRIE cuvée stands out for its **uniqueness**, whether it is the time in the cellar, a singular blend or unique sourcing, each bottle and each release is distinctive.

Thanks to HORS-SÉRIE, Émilien Boutillat conveys and enhances the Piper-Heidsieck heritage, highlighting its creativity and audacity while revealing the contemporary yet permanent nuances of this celebrated Champagne house.

DEFINITION OF HORS-SÉRIE

- A - Exceptional, exemplary.
- B - Which is not mass-produced.
- C - Which resembles no other, which stands apart.



FIRST OPUS HORS-SÉRIE 1971

TO KICK OFF THE HORS-SERIE COLLECTION, ÉMILIEN BOUTILLAT RE-IMAGINES A FIFTY-YEAR-OLD CHAMPAGNE: HORS-SÉRIE 1971.

"I inherited the legacy of the 1971 vintage and wanted to reinterpret it with a fresh disgorgement to be able to share it with everyone. This is a fantastic opportunity to offer a journey through time".

Émilien Boutillat

After resting a half-century in the cellars, HORS-SÉRIE 1971 presages a discovery full of surprises. It started in February 2020 with a tasting of the wines still under their original seal and kept on the remuage racks.

Émilien and the Tasting Committee were amazed by the wine's aromatic profile and spectacular vibrancy. As the youngest Chief Winemaker of a leading Champagne House and fully attuned to the times, he believed it was definitely the moment to unveil this historic vintage with a **fresh disgorgement**. And so he added his personal touch to HORS-SÉRIE 1971; with his sensibility, his audacity and his creativity.





A CONVERSATION ACROSS TIME

HORS-SÉRIE 1971 thus establishes a conversation between the past and the present.

This champagne reflects the expertise of Piper-Heidsieck Chief Winemakers throughout the years: each one has contributed to nurturing this vintage by giving it the time to perfect its slow ageing before finally being unveiled in 2021.

“ *HORS-SÉRIE 1971 is a vintage that I produced jointly with Claude Demière, who conducted the blending in 1971, 50 years ago. It represents the legacy transmitted down to me by several generations of Chief Winemakers.* ”

Émilien Boutillat



ÉMILIE BOUTILLAT SIGNATURE



ÉMILIE BOUTILLAT WANTED 2021 TO SHOWCASE THE EXPERTISE OF 50 YEARS AGO BY PRODUCING A VERY SPECIFIC DOSAGE.

In his opinion, the dosage liqueur is like a spice that enhances a dish. The one used for HORS-SÉRIE 1971, with a dosage of 10 grams, was produced from a 2019 Chardonnay, with no malolactic fermentation, as was the tradition in 1971.

At the disgorgement in February 2021, the liqueur and the vintage were in perfect harmony. With this decisive, specific twist, Émilie Boutillat intensified the vintage, elevating its balance and unexpected personality, liberating its vibrancy and enabling it to fully flourish in the glass. HORS-SÉRIE 1971 expresses a new, bold youthfulness, upholding the signature of the Piper-Heidsieck cuvées.

DID YOU KNOW?

In 1971, this vintage was considered to be the House's masterpiece. It comprised the same twelve crus used in the historic blend that Florens-Louis Heidsieck presented to Marie-Antoinette in 1785. This is how the House became the purveyor, by royal privilege, to the French court.



THE TASTING EXPERIENCE

BURNISHED BY A HALF-CENTURY OF CELLARING AND REKINDLED BY ITS RECENT DISGORGEMENT, HORS-SÉRIE 1971 IS THE PERFECT GIFT FOR A LOVER OF GREAT WINES OR TO BE SHARED WITH FRIENDS.

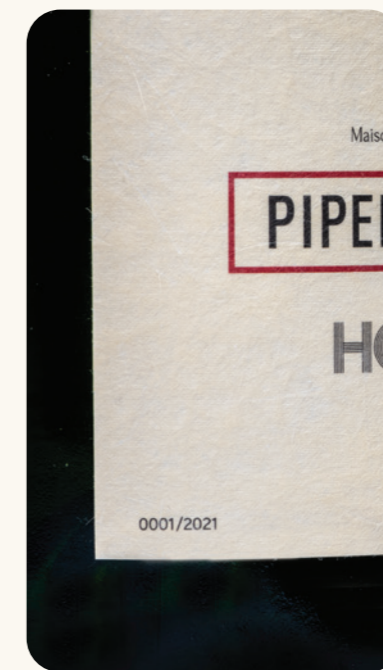
This treasure of Champagne, **released in a limited-edition of 2021 bottles**, bathes the palate with the spontaneous joy of life. Let yourself be transported back into the decade of unbridled liberty and discover what tales a 50-year-old wine has to tell today.

Émilien Boutillat recommends taking your time to fully enjoy the adventure HORS-SÉRIE 1971 proposes. It unveils treasures of the past, polished by the lustre of time. To be enjoyed between two immutable moments, just as this exclusive cuvée is the gift of two separate eras.

HORS-SÉRIE 1971 THE UNIQUENESS OF EACH BOTTLE

In addition to its longevity, HORS-SÉRIE 1971 is exceptional in that each bottle is unique. The blend is the same for the 2021 bottles of the edition and the iconic freshness of the Piper-Heidsieck style is ever present.

However, although sourced from the same blend, **each bottle presents its own distinct personality** as the wine has evolved differently in each individual bottle during the ageing period. This distinctive feature ensures a unique tasting experience and justifies numbering each bottle.





TASTING NOTES

HORS-SÉRIE 1971 affirms itself as an exceptional vintage. The **complementarity of the impressions on the nose and palate** is astonishing. It unveils a continuum of aromas and flavours that reflect the time that has passed: a long journey that we take with relish.

A discrete effervescence arises from the coppery golden robe. The nose reveals intense aromas with spiced notes. HORS-SÉRIE 1971 presents spectacular

freshness for a fifty-year-old champagne. Its long finish coats the palate with a velvet touch, a perfect alliance of vinosity and lushness. The finish is extremely vibrant, accented with citrus notes.

Harvest: *September 1971*
Blend: *March 1972 - 12 crus*
Bottling: *26 through 30 July 1972*
Disgorgement: *February 2021*
Dosage: *10g/L*





1971

A YEAR OF EXPERIMENTS

1971 initiates a decade where the desire for freedom abounded. Between “living elsewhere” and “living otherwise”, everything was about experiencing or experimenting. Science became the focus of interest for the general public, excessive and wild feelings spread wildly. And Piper-Heidsieck was getting ready to create an amazing vintage...



THE BEGINNING OF A LUNAR YEAR... AND AN ARCTIC WINTER

From 31 January through 9 February, the Apollo 14 mission was the first real exploration of the moon that attempted to discover the moon’s origins. Two of the astronauts, Alan Shepard and Edgar Mitchell, were the first to investigate the moon surface in a lunar vehicle. In the meantime, back on Earth, the weather was harsh and extremely cold for the vines that were to give rise to vintage 1971.

A GENTLE SPRING

The sign of the times, still all *Peace and Love*, was also tinted with tender, poignant nuances. While the movie “*Love Story*”, directed by Arthur Hiller, with Ali MacGraw and Ryan O’Neal, stormed the *Golden Globes* and the Oscars, bringing the entire world to tears, the grapes managed to survive the spring frosts that beset a large part of the vineyards.

JUNE AND AUGUST: EXTREMELY STORMY WEATHER

Without any warning, when flowering was already well under way, thunderstorms and hail ravaged the vineyards on 17 June and destroyed most of the grapes throughout the Marne region. Champagne had not undergone such a meteorological event since 17 June 1722 according to the *Journal de la Régence* at the time. Whereas Jim Morrison had already joined the angels a month before, in August the storms came back, compounded by devastating winds. Fortunately, hot, fair weather returned in September, right before the harvests.

SEPTEMBER : A JOYOUS HARVEST

Just after *The Persuaders!* hit television screens in England on 17 September 1971, the harvest started the next day in Champagne, on 18 September. Like the series’ quirky tone and its two charismatic actors Tony Curtis and Roger Moore who flew in the face of the written codes of television, the 1971 harvest foreshadowed a terrifically audacious vintage, which would see the day fifty years later.

A CLOCKWORK ORANGE WINTER

In the fall, in October, as John Lennon released *Imagine*, an album that would make history in popular music, the 12 crus composing HORS-SÉRIE 1971 were just beginning to mellow. Their personality peaked before the blending, right as Stanley Kubrick’s *Clockwork Orange* previewed on 19 December 1971 in the United States and changed the course of cinema history forever.

MARCH 1972: A SUCCESSFUL AND MEMORABLE BLENDING

As HORS-SÉRIE 1971 was being prepared for its final blending, Elton John composed *Rocket Man*, like an echo to the Apollo 14 mission. This double-entendre song was recorded in France at the Château d’Hérouville. This venue, home to the glory days of musical intermixing, also has a history in the subtle art of blending music, lyrics and musicians.



THE BOTTLE AND THE GIFT BOX A TIMELESS VISION OF POP DESIGN

The expertise of the craftsmen who produced HORS-SÉRIE 1971 box rivals the Chief Winemaker's creativity.

Thanks to their craftsmanship, these artisans, based in Rennes (France), painstakingly selected pieces of **solid oak** from French forests, managed sustainably, and plied their technical prowess, carving directly into the wood to create boxes to safeguard each bottle. Reflecting the wines of the HORS-SÉRIE 1971, celled for fifty years, the oak itself was also aged for the same period before being sculpted by human hands. **The individual grain and hue of each wooden gift box is as distinctive as the wine they hold.**

In addition, the box offers an original serving ritual.

Once the wooden cover is removed, the bottle appears, enthroned on a pedestal, in a design straight out of the "seventies". Each label is numbered and printed on specially designed, finely grained paper, also produced in France.



THE MUSELET A COLLECTOR'S ITEM

With the contemporary graphic monogram, inspired by the fashion of the 1970s, Piper-Heidsieck draws a parallel between the House's emblematic, free-spirited vision and the creativity of Émilien Boutillat, author of the current reinterpretation of this vintage.

Once the cap is removed, the muselet reveals its originality. Surprising and neo-pop, it is becoming a collector's item... the first of an exceptional new collection for collecting mavens.



HORS-SÉRIE 1971

PLAYLIST

David Bowie, Oh You Pretty Thing
Can, Tago Mago
Paul McCartney, RAM
Leonard Cohen, Songs Of Love And Hate
Nick Drake, Bryter Layter
Earth Wind & Fire Love Is Life
Aretha Franklin, Aretha's Greatest Hits
Serge Gainsbourg, Histoire de Melody Nelson
Marvin Gaye, What's Going On?
Al Green, Gets Next To You
George Harrison, My Sweet Lord
Jackson Five, Maybe Tomorrow
Michael Jackson, Got To Be Here

Tom Jones, Resurrection
Janis Joplin, Pearl
John Lennon, Imagine
Curtis Mayfield, Roots
Pink Floyd, Meddle
Sixto Rodriguez, Coming From Reality
Jackie De Shannon, What The World Needs Now
Nina Simone, My Way
Cat Stevens, Wild World
Ringo Starr, It Don't Come Easy
T-Rex, Electric Warrior
The Who, Who's Next?



Discover HORS-SÉRIE 1971 playlist
on Spotify



PLEASE, DRINK RESPONSIBLY

HORS SÉRIE
1971
CHAMPAGNE MILLÉSIMÉ



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