



IVORY LABEL

The tender champagne

Up to the early 20th century, champagnes were systematically given a sweet touch. Today, Lanson artfully continues that tradition with a perfect dosage that reveals the fruity aromas of Ivory Label.



PLEASE, DRINK RESPONSIBLY

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After a minimum of 3 years ageing in the cellars, Ivory Label unveils its colour with gold-coloured highlights that hint at the presence of Pinot Noir. On the nose, the champagne exudes aromas of ripe fruit, cinnamon and honey. On the palate it is fruity, all fullness and sensuality – the perfect thing if you wish to serve something refined to accompany foie gras, fruit tarts and succulent desserts.

CHARACTERISTICS:

- ✦ Blend: 35% Chardonnay, 50% Pinot Noir, 15% Pinot Meunier
- ✦ Number of crus: 50 to 60 different crus
- ✦ Ageing: 3 years minimum