



*Rich*  
**Veuve Clicquot**

MAISON FONDÉE EN 1772

EXPRESS YOUR TASTE  
AND ENRICH YOUR EXPERIENCE

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# Express Your taste



Famed Champagne wines blended for greater sweetness were named Veuve Clicquot RICH. By creating the champagne RICH, Veuve Clicquot brings audacity and creativity to this heritage, with its unique «So Clicquot Twist».

With a higher dosage and a tailored blend of grapes, Veuve Clicquot RICH was born to be customized through mixology.

The versatility of Veuve Clicquot RICH urges consumers to enjoy it when and where they wish. From mountains to oceans, rooftops to canyons, winter or summer, day or night, this stunning new champagne is perfect anyway, anywhere and anytime.



Veuve Clicquot Rich is the most versatile champagne designed to allow anyone to create their playful drinking experience!



# The Wine

*A new emphasis on fresh fruit*

Dominique Demarville states that “sugar in champagne is like spices in a recipe, used correctly it can bring out specific aromas and play with taste”. In Veuve Clicquot RICH the fruit is boosted to an exciting new level. The signature Pinot Noir of Veuve Clicquot is given a new versatility with a higher dosage, while a greater presence of Meunier emphasizes fresh, fruity and gourmand notes. Citrus and floral notes are found on the palate, which are balanced with the dynamic freshness and creamy finish common to all expressions of Veuve Clicquot.

*Blend: Pinot Noir 45% / Pinot Meunier 40% / Chardonnay 15%*

# Clicquology

*Discover  
Veuve Clicquot Rich perfect serve*

- Place 5 ice cubes in a large wine glass
- Add one *ingredient\**
- Finish with chilled Veuve Clicquot Rich



*Veuve Clicquot Rich is a sweeter wine, sugar is used as a taste enhancer however, when drunk alone, the sweetness is too noticeable. Ice cubes will perfectly match Veuve Clicquot Rich and will enhance the taste of many aromas: dry fruits, fresh fruits, floral and citrus notes.*



# *Ingredients*

The 6 ingredients we have chosen will enhance different characteristics of the wine.

## FRUITINESS

Pineapple  
Grapefruit

## FRESHNESS

Celery  
Pepper  
Cucumber

## REFINED

Tea

# Pineapple

Pineapple will bring generosity and “gourmandise” with a hint of acidity to counter balance the creaminess of the wine. Pineapple aromas already exist in the wine and will be enhanced with this ingredient.

- *Place 5 ice cubes in a large wine glass*
- *Add 5 to 6 pineapple quarters*
- *Finish with chilled Veuve Clicquot Rich*





## Grapefruit

Grapefruit's acidity will break the sweetness and bring a round freshness to the wine. Citrus aromas already exist in Veuve Clicquot Rich, they will clearly be boosted with this ingredient.

- *Place 5 ice cubes in a large wine glass*
- *Add and press one large zest of grapefruit*
- *Finish with chilled Veuve Clicquot Rich*



# Pepper

Pepper is astringent and will perfectly counterbalance the round and creamy notes of the wine. It will bring freshness and aromas of spices to the wine.

- *Place 5 ice cubes in a large wine glass*
- *Add 3 to 4 strips of pepper*
- *Finish with chilled Veuve Clicquot Rich*





## Celery

Celery, like cucumber, contains a lot of water. It will break the sweetness of the wine but perfectly match aniseed aromas that already exist in the wine.

- *Place 5 ice cubes in a large wine glass*
- *Add 4 strips of celery*
- *Finish with chilled Veuve Clicquot Rich*

# Cucumber

Cucumber contains a lot of water, it will bring a string freshness to the wine and a thirst quenching feeling. Cucumber will break the sweetness of the wine.

- *Place 5 ice cubes in a large wine glass*
- *Add 3 to 4 slices of cucumber*
- *Finish with chilled Veuve Clicquot Rich*





## Tea

Tea will bring freshness and enhance the floral notes of Veuve Clicquot Rich. Tea with bergamot such as earl grey will particularly bring elegance to the wine. Use our dedicated ritual: the Veuve Clicquot tea pourer.

- Place 5 ice cubes in a large wine glass
- Use a tea strainer or Veuve Clicquot Rich pourer to place tea leaves
- Pour chilled Veuve Clicquot Rich through the strainer

# Do's & Don'ts

## Fruits

**DO**



*Pineapple*

**DON'T**



*Mango*



*Papaya*



*Banana*



*Strawberry*



*Raspberry*



*Grapefruit*



*Lime*



*Orange*



*Lemon*



*Watermelon*



*Honeydew Melon*



*Melon*

## Vegetables

**DO**



*Celery*



*Capsicum*



*Cucumber*

**DON'T**



*Tomato*



*Carrot*



*Zucchini*

**EXOTIC**

**RED FRUITS**

**CITRUS' ZEST**

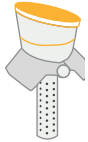
**WATER FRUITS**

# Do's & Don'ts

## DO



*Tea leaves*



*Tea Pourer*



*Strainer*

## DON'T

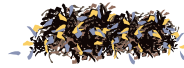


*Tea bags*



*Infuser*

## DO



*Earl Grey &  
all Bergamot flavors*



*Teas with citrus notes  
(except lemon and yuzu)*



*Teas with vanilla, toffee,  
bitter almond notes*



*Exotic notes: passion fruits,  
lychee, pineapple*



*Teas with  
orange blossom*

## DON'T



*Red tea is not possible because  
it generates too much foam*



*Regular green teas or matchas  
bring too much bitterness  
and vegetal notes to our wine*

# *POS Material*





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