



Press Release

TURNOVER FOR T1 2011 GROWTH : + 6,0 %

Reims, April 21st, 2011

In millions of euros	T1 2011	T1 2010	Variation
Consolidated Turnover Q1, 2010	57,7	54,4	+ 6,0 %
<i>included Vins des Sables & Provence</i>	<i>9,2</i>	<i>10,1</i>	<i>- 8,9 %</i>
<i>included Champagne and other</i>	<i>48,5</i>	<i>44,3</i>	<i>+ 9,4 %</i>

Business recorded steady growth of 6% in the first quarter of 2011.

The Champagne business activity started the year well, in particular in the traditional networks. The export business is historically more seasonal and the trends for this period cannot be extrapolated over a full year.

As regards the Vins des Sables & Provence business activity, the fall in the first quarter is linked solely to a time-lag in mass distribution operations and should be mostly offset in the first half of the year. The Mix improvement strategy in favour of the development of sales of the Domaines Listel and the Château La Gordonne brands is continuing.

The initial trends for the financial year back up the outlook of the Vranken-Pommery Monopole group as regards growth in business and operating margin.

Forthcoming statements

General Shareholders' Meeting : June 8th, 2011
Turnover Q2, 2011 : July 21st, 2011

About Vranken-Pommery Monopole

Vranken-Pommery Monopole is the second largest champagne group. Its portfolio of leading champagne brands comprises VRANKEN, with its Diamant and Demoiselle vintages, POMMERY, with its Louise and POP vintages, CHARLES LAFITTE and HEIDSIECK & CO MONOPOLE. The company owns the premium ROZES and TERRAS DO GRIFO port wine brands. Finally, the group is the leading distributor of rosé wines with Sables de Camargue - gris de gris wines – from DOMAINES LISTEL and Côtes de Provence – rosé wines – from the CHATEAU LA GORDONNE.

The Vranken-Pommery Monopole group owns the largest vineyard in Europe spread among Champagne, Provence, the Camargue and Portugal.

Vranken-Pommery Monopole is listed on the NYSE Euronext Paris and Brussels.
(Code "VRAP" (Paris), code "VRAB" (Brussels); ISIN code: FR0000062796).

Contacts

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