



PRESS RELEASE

## **LANSON-BCC ANNOUNCES 2025 REVENUES AND FINALISES THE ACQUISITION OF HEIDSIECK & C° MONOPOLE**

***Reims, Thursday, January 29, 2026 - 5:45pm***

### **Global Champagne wine market**

In 2025, Champagne shipments amounted to 265.9 million bottles, down 2.2% compared with 2024, in a context marked by contrasting dynamics between France and international markets. The French market (42.9% of total shipments) recorded a decline of 3.7% in 2025, while export markets (57.1% of total volumes) showed a more limited decrease of 1.0% (CIVC estimate). These trends reflect a still challenging macroeconomic environment, characterized by a slight decline in consumption, persistent geopolitical uncertainties and trade tensions affecting the US market.

The overall revenue of the Champagne sector is estimated to be lower, at around €5.7 billion.

### **Our Maisons**

In this environment, the LANSON-BCC Group recorded a decline in volumes in 2025. Consolidated revenues amounted to €233.3 million, down 8.7% compared with the previous financial year. The fourth quarter recorded a sharp decline, as our Maisons were faced with a particularly aggressive promotional environment.

In France (44.7% of volumes), revenues fell by 10.7% notably in mass retail channels. On the export markets (55.3% of volumes), revenues decreased by 6.7%, mainly due to lower shipments to the United Kingdom and the United States.

<b>Revenues (€m)</b>	<b>2025</b>	<b>2024</b>	<b>Change (%)</b>
H1	92.0	87.8	+4.8%
H2	141.3	167.6	-15.7%
<b>Year to December 31</b>	<b>233.3</b>	<b>255.4</b>	<b>-8.7%</b>

### **Finalization of the acquisition of Heidsieck & C° Monopole**

The LANSON-BCC Group finalized, on 5 January 2026, the acquisition of 100% of the share capital of Heidsieck & C° Monopole, in accordance with the acquisition agreement signed on October 1, 2025, with Maison Pommery et Associés. Founded in 1785, Heidsieck & C° Monopole is one of the oldest Champagne Maisons. It owns the eponymous brand, renowned for its historical heritage and international reputation.

The transaction was completed for a total amount of €50 million. It also includes the acquisition of the brand's oenothèque, comprising historic vintages.

Operational integration has been effective since January 1, 2026. The Heidsieck & C° Monopole brand will be developed within Maison Burtin, which has the technical, oenological and commercial expertise required.

This acquisition is fully in line with the long-term strategy of the LANSON-BCC Group, aimed at strengthening its brand portfolio, optimizing synergies between its Maisons and pursuing sustainable value creation.

The acquisition of Heidsieck & C° Monopole will have no impact on the Group's income statement for the 2025 financial year. However, in accordance with IFRS standards, the transaction will result, as at December 31, 2025, in the recognition of the brand's value within the Group's balance sheet as an intangible asset, offset by acquisition-related debt of €50 million.

## Outlook

As a family-owned pure player in Champagne, LANSON-BCC is pursuing with determination a long-term value-driven development strategy, based on quality and the strengthening of its positioning in the high-end wines segment. This strategic focus is essential to address grape costs and the high level of inventory financing requirements. The contribution of the Heidsieck & C° Monopole brand and the relaunch of the Chanoine Heritage cuvée will enable the Group to respond to the promotional practices observed in the market.

**2025 full-year earnings will be released on Wednesday, March 11, 2026 after market close.**

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**LANSON-BCC is a group built around eight Maisons producing Champagne wines, founded by Champagne families.** It unites together outstanding Maisons, renowned for their unique wines and benefiting from the effective fit between their customer segments. The combination of ancestral know-how and cutting-edge technical resources, creative independence and industrial and commercial synergies enables each Maison to enhance its performances, ensuring the LANSON-BCC Group's sustainability.

- **Champagne Lanson**, prestigious Maison founded 1760, Reims, 87% of Champagne sold on international markets, owner of Domaine de la Malmaison, the Champagne region's largest biodynamic vineyard.
- **Champagne Philipponnat**, Maison founded 1910 with a tradition dating back to 1522, Mareuil sur Aÿ, owner of **Clos des Goissons**, Champagne sold on selective retail markets and in the world's leading restaurants.
- **Champagne De Venoge**, Maison founded 1837, Epernay, Champagne sold on selective retail markets in France and for export, notably with its **Cordon Bleu** and **Princes** ranges and its **Louis XV** grande cuvée.
- **Champagne Besserat de Bellefon**, Maison founded 1843, Epernay, producer of the **Cuvée des Moines**, Champagne distributed through traditional networks (restaurants, wine stores) in France and for export.
- **Champagne Boizel**, Maison founded 1834, Epernay, Champagne distributed through mail order in France (BtoC) and in traditional sectors for international markets.
- **Maison Chanoine**, second oldest Champagne Maison founded in 1730, Reims. Sold primarily on mass retail and export markets, the Maison is best known for its **Tsarina** brand.
- **Maison Burtin**, Maison founded 1933, Epernay, mass retail supplier, producer of "custom" Champagne for key accounts, including the **Alfred Rothschild** range. It also includes the heritage brand Champagne **Heidsieck & C° Monopole**, founded in 1785.
- **Domaine Alexandre Bonnet**, Les Riceys, owner of a vast vineyard, with grower champagnes sold in traditional sectors in France and for export, also producer of **Rosé des Riceys**.

[www.lanson-bcc.com](http://www.lanson-bcc.com)

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LANSON-BCC shares are listed on Euronext Growth Paris  
Ticker: ALLAN | ISIN: FR0004027068 | Reuters: ALLAN.PA | Bloomberg: ALLAN:FP  
Indices: EN Growth Allshare, EN Family Business  
LANSON-BCC shares are eligible for SME share-based savings schemes

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