



PRESS RELEASE

## 2024 REVENUES: €255.4 M

**Reims, Thursday January 30, 2025 - 5:45pm**

### Global Champagne wine market

In 2024, Champagne recorded a 9.2% drop in volume shipments, totaling 271.4 million bottles, with the sector's total revenues estimated to be just under 6 billion euros. France (43.4% of volumes) and exports (56.6% of volumes) declined by 7.2% and 10.8% respectively (CIVC estimate). This downturn reflects a persistent inflationary environment and global geopolitical uncertainties, which continue to weigh on consumption.

### Our Maisons

In this environment, the LANSON-BCC Group recorded a decline in volumes in line with the market, with consolidated revenues of €255.4 million, down 6.0%. In France (47.4% of volumes), revenues slightly increased by 0.7%. On the export market (52.6% of volumes), revenues fell by 11.8%, due to a drop in shipment volumes, particularly in the United Kingdom, driven by residual overstock and subdued consumption.

Revenues (€m)	2024	2023	Change (%)
H1	87.8	109.1	-19.5%
H2	167.6	162.6	+3.1%
<b>Year to December 31</b>	<b>255.4</b>	<b>271.7</b>	<b>-6.0%</b>

A family-owned pure player for Champagne, LANSON-BCC is determinedly pursuing its premiumization development strategy. The Group remains fully committed to its ambition to strengthen its position in the high-end wine segment, a key priority in its long-term strategy. This policy is essential to address the ongoing rise in grape prices and the increased costs of financing the aging of wines in cellars, which have quadrupled over the past two years.

**2024 full-year earnings will be released on Tuesday March 4, 2025 (after close of trading).**

**LANSON-BCC is a group built around eight Maisons producing Champagne wines, created and led 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 modern technical capabilities, creative independence and rational synergies enables each one of its Maisons to develop 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 Goisses**, 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 cuvee.
- **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.
- **Champagne Chanoine Frères**, Maison founded 1730, Reims, Champagne sold primarily on mass retail and export markets, reputed above all for its **Tsarine** cuvee.
- **Maison Burtin**, Maison founded 1933, Epernay, mass retail supplier, producer of "custom" Champagne for key accounts, including the **Alfred Rothschild** range.
- **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**.

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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