

SEPTEMBER 2022

PRESSORIA

INTERPRETATION CENTRE OF CHAMPAGNE WINES



Credit photo: Boegly+Grazia



PRESSORIA

Voyage sensoriel au cœur du
champagne

PREPARED BY

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DISCOVER PRESSORIA IN PICTURES



A UNIQUE WINE TOURISM PROJECT IN CHAMPAGNE

The realization of PRESSORIA is strategic for the Champagne region. Maturely prepared by the community, it has given rise to several preliminary studies and a program defined by AG Studio. As part of a booming wine tourism dynamic in Champagne, this public cultural facility has benefited from the UNESCO World Heritage listing obtained in July 2015 for the "Coteaux, Maisons et Caves de Champagne", which supports the necessary creation of new places dedicated to the culture of Champagne.

With this facility, the CCGVM intends to join and complete the current offer in an approach of complementarity of places with a Champagne touristic development plan with its municipalities and its products. This interpretation centre, called PRESSORIA, is housed in an iconic 1902 Pommery-style winegrowing building, completely surrounded by the vineyards, at the foot of the historic hillsides of the municipality of Aÿ-Champagne.

This former pressing centre, owned by the CCGVM, was home to an activity of the Pommery company until a few years ago. Although the slopes of Aÿ are home to 429 hectares of Grand Cru classified vines within the municipalities of the Marne Valley, nonetheless, PRESSORIA will be a gateway to the other crus of the entire appellation, which covers almost 34,000 hectares. The plurality of "wines of Champagne" takes on its full meaning here to sublimate a single product recognized worldwide and in its diversity: champagne celebrated every second in the four corners of the planet and associated to the pleasure, with intimate or festive moments of exception.

How can we transcribe this notion of pleasure, how can we see, understand, promote, defend, touch and taste a terroir and create an embodied, sensorial narrative?

**A project was needed that would highlight memory,
gestures and arouses emotion by appealing to the five senses,
unlike a museum focused on collections.**

OUR AIMS AND OBJECTIVES

“ PRESSORIA, the **Sensory Interpretation Centre** dedicated to the wines of Champagne, has been supported for over 10 years by the "Communauté de Communes de la Grande Vallée de la Marne" and has finally become a reality. Since 2015, when our "Coteaux, Maisons et Caves de Champagne" (Champagne hillsides, houses and cellars) were listed as a **UNESCO World Heritage Site**, the Champagne region has shown its ambition to become an internationally renowned wine tourism destination.

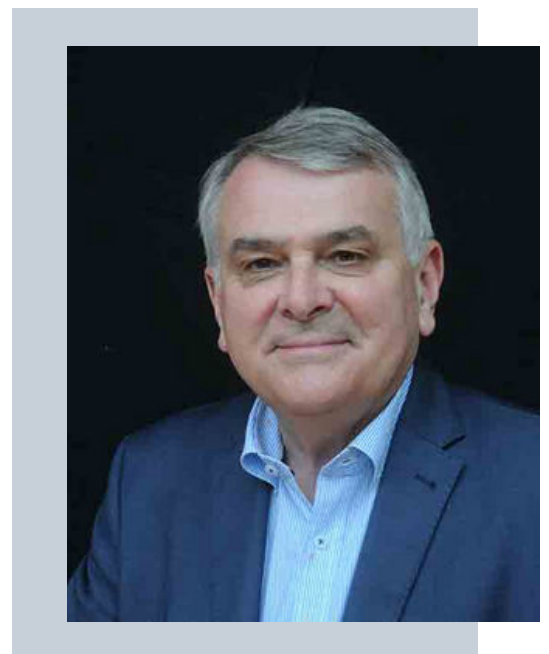
As a result, the economic stakes of the tourist industry have become essential for our region, and the creation of a public cultural institution **promoting the heritage and terroir of the Champagne region** has become essential.

This is how the Interpretation Centre project was born, with the ambition of becoming one of **the gateways to the Champagne region**, presenting a **sensory and interactive** approach to the wines of Champagne, **complementary** to the pre-existing tourist offers.

PRESSORIA, the keystone of Destination Champagne, offers since July 2nd 2021, a sensory experience for a **unique discovery** of the human and patrimonial history of Champagne. With PRESSORIA, the invitations to discover, to be amazed, to be moved by our territory are launched.

Finally, I would like to express the pride I feel in having contributed to the achievement of this **innovative and unprecedented facility** in the region, surrounded by numerous supporters, by they elected officials, patrons, entrepreneurs or technicians, and whom I would like to thank warmly for the constructive work carried out in synergy with everyone.

”



*Dominique LEVEQUE
Président de la Communauté de Communes
de la Grande Vallée de la Marne*

THE VALUES OF PRESSORIA

PRESSORIA AND ITS TEAM ARE COMMITTED TO PROMOTING THE REGION, ITS PRODUCTS AND ITS DIVERSITY.

AUTHENTICITY

RARITY ORIGINALITY PLAYFULNESS
SOLIDARITY CONVIVIALITY SHARING
DISCOVERY HERITAGE ACCESSIBILITY
ADAPTATION INNOVATION WELCOME
PLEASURE CONVIVIALITY VERSATILITY
REACTIVITY FLEXIBILITY



Credit photo: Mika BOUDOT

ABOUT PRESSORIA



Credit photo: Boegly+Grazia

SOME INFORMATION ABOUT THE INTERPRETATION CENTRE

PRESSORIA is a long-term project. It took 20 years to get this ambitious project off the ground.

The Interpretation Centre is located in the former pressing centre of the Pommery House, at the foot of the historic hillsides of the town of Aÿ-Champagne.

PRESSORIA offers a unique sensory experience revealing the secrets of champagne.

An immersive scenographic tour consisting of ten rooms will take you on a playful journey from "the earth to the bubble" by appealing to your five senses.

You will finish your visit by tasting two Champagne wines or two grape juices.

Duration of the visit :
1h30 - 2h00 in autonomy

THE TOUR

THE CHALK

Dive into the subsoil of the Champagne region and discover how the chalky soil so typical of our region was formed...



Credit photo: Boegly+Grazia

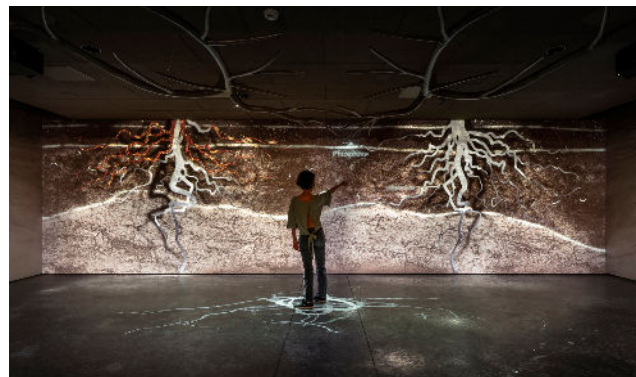
THE CLIMATES

Discover here the harsh climate of Champagne and its influence on the vine. The winegrowers have shaped the current landscape according to this climate.



THE ROOTS

A smell of humus, roots above your head, you can hear insects... you are in the earth, have fun with the roots that try to catch you and discover the nutrients of the vine and the damage of phylloxera...



THE GARDEN OF GRAPE VARIETIES

The grape varieties, the growth of the vine, the blossoming of the ephemeral flower and its very special perfume...

Beware: you could get lost in this poetic universe!



THE WORK OF THE VINEYARD

Experience a whole year in the vineyard of the AOC and discover the work of the vine in immersion thanks to the play of light and the dynamism of the 16 screens.



Credit photo: Boegly+Grazia

THE TOUR



THE PRESS

This historic room contains two of the five emblematic presses of the House of Pommery, with the typical smell of freshly pressed grape juice in the background. This room holds many mysteries about the grape harvest and the special pressing process.



THE WINERY

The stages of production, the blending, each half-vat will reveal the secrets of champagne.



THE JOBS

3 screens and 10 movies of 2 minutes each to discover the professions linked to the production of champagne.



THE EFFERVESCENCE

It all starts with 3 olfactory tables revealing the aromatic evolution of wines from the 3 main grape varieties of the region. Then... get inside the bottle or in a flute, watch an 8-minute show about effervescence then move, dance, have fun and create your own bubbles by touching the walls.



THE CHAMPAGNE EXPERIENCE

Finish by exploiting your last sense... that of taste! Here you will explore the diversity of the wines of Champagne and its terroirs through a commented tasting of 2 Champagnes. 2 grape juices are presented to children and non-Champagne drinkers.

THE PRICES

adult price

16,00 €

Reduced price on presentation of proof (students, job seekers, RSA...)

14,00 €

Coupled ticket price Museum of Epernay / CCGVM resident on presentation of proof

13,00 € / adult

6,50 € / child

Child price (over 6 years old)

8,50 €

Reduce price for children

6,50 €

Family price (2 adults et 2 children)

38,50 €

Free of charge for journalists, tour guides, accompanying persons for disabled persons, on presentation of their proof



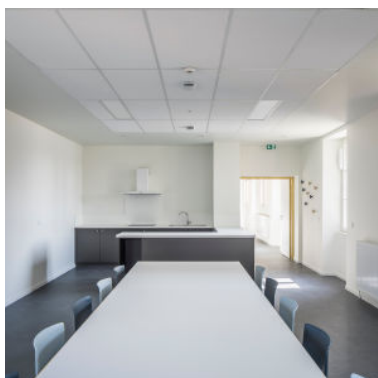
PRIVATE LOUNGES



VRANKEN POMMERY LOUNGE

This space is ideal for organising seminars, meetings, conferences, exhibitions, etc.
The space can be adapted to your needs.

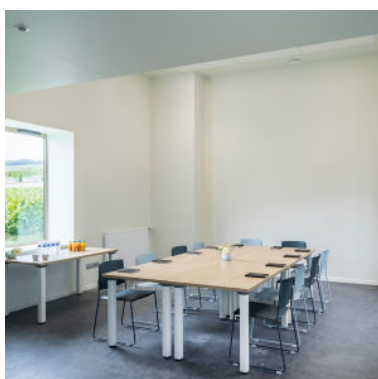
54 M²



MOËT & CHANDON LOUNGE

This space has a fully equipped kitchen.
Ideal for hosting a chef and organising tastings or meals with food and champagne.

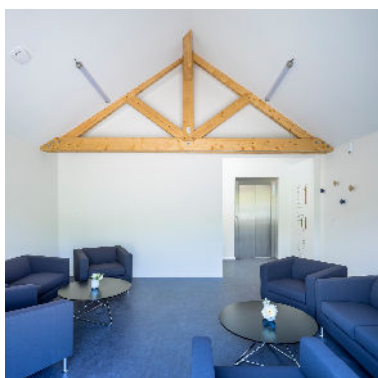
49 M²



BÂTIMENT ASSOCIÉ LOUNGE

This more intimate room is perfect for seminars, meetings, conferences, tastings or training sessions. The space can be adapted to your needs.

38 M²



BOLLINGER LOUNGE

It is a cosy lounge with private access to the terrace, designed for 8 people, it is ideal for privatization and beautiful tastings of special vintages.

32 M²

Credit photo: Boegly+Grazia

THE TERRACE

TASTING AREA AT THE END OF THE VISIT AND AVAILABLE FOR ALL YOUR PROJECTS.



Credit photo: Boegly+Grazia

Points techniques :

With an exceptional view of the historic hillsides of Aÿ-Champagne, this terrace adjoining the tasting room can be used for all types of events (cocktails, seminars, private events, concerts, shows ...).

- Capacity: 299 people
- Surface area: 736 m²
- Direct access
- Lift
- 2 water points
- 2 fire hydrants
- Sanitary access



THE FUTURE OF PRESSORIA

PRESSORIA IS CONSTANTLY CREATING TO OFFER YOU THE BEST EXPERIENCE.

We have recently introduced a riddle-rally, sold at the reception desk, offering a fun and relaxing moment with family and friends.

Tasting workshops will be set up from September onwards to complete the pressoria offer and, above all, to continue along the lines of discovery and diversity.

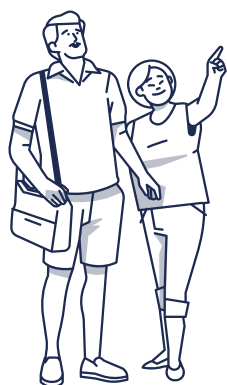
Pressoria is full of projects and ambitions that will be realised throughout the year...

Stay tuned !

2 JULY 2021 - 2 JULY 2022: THE FIRST YEAR IN KEY FIGURES

+20.000

VISITORS IN THE FIRST YEAR



**6 PERMANENT
EMPLOYEES
OF WHICH PART-TIME,
ALTERNATING
FIXED-TERM CONTRACTS &
TRAINEES**



**8 TEMPORARY
EXHIBITIONS**



**NUMEROUS PARTICIPATIONS IN
LOCAL & CHAMPAGNE
EVENTS RELATED TO CHAMPAGNE**



+8.000

ITEMS SOLD



NEW PROJECTS

TROPHIES IN THE FIRST YEAR

Special Jury Prize
Trophées Champenois

Special Jury Prize
Jeunes Talents du Tourisme

Outstanding Offer
Trophées de l'Oenotourisme

National Prize
Rubans du Patrimoine



THEY TRUSTED US



& MANY OTHERS...

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Credit photo: Boegly+Crazia

USEFUL LINKS

SUBJET

DETAILS

PHOTOS

THE PHOTO CREDITS TO BE MENTIONED ARE THE NAMES OF THE PHOTOS

PRESS REVIEW

REGULARLY UPDATE

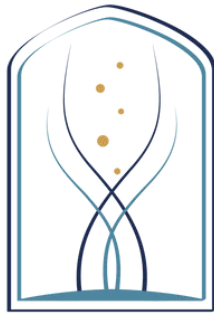
LOGO KIT

THE GRAPHIC CHARTER IS ALSO ATTACHED.

SOCIAL NETWORKS



LINK TO YOUTUBE CHANNEL



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champagne

THANK YOU FOR YOUR TRIP

MAJ SEPTEMBER 2022



Credit photo: Veronique Montane