



Champagne Guy Dumangin unveils Cuvée Guy and special augmented reality box at Wine Paris 2025

Guy Dumangin, a house that has been synonymous with authenticity and excellence for 144 years, is captivating Champagne lovers with its unique creation, Cuvée Guy, along with an original, augmented reality box containing six bottles.

Combining heritage and creativity, Guy Dumangin has created Cuvée Guy – a Blanc de Blancs 1er Cru Millésimé 2017 – in a limited edition of 6,000 bottles. Much more than just an exceptional Champagne, Cuvée Guy is a vibrant tribute to Guy Dumangin, founder and emblematic figure for the house that bears his name. Cuvée Guy is presented in an exclusive box containing six bottles, each with a unique sleeve. On these sleeves, original designs use an artistic approach to tell the story of the key stages that went into the development of this exceptional cuvée. In addition to its launch of Cuvée Guy, the prestigious Champagne producer is offering a unique immersive experience thanks to

an augmented reality application presented in the box that will allow Champagne lovers to go behind the scenes. Exclusive videos uncover family anecdotes and never-before-seen interviews. And, connoisseurs will also be able to unlock an exclusive gift voucher by exploring the entire box set. Founded in 1881 and anchored in Chigny-les-Roses in the heart of the Montagne de Reims, a region renowned for its exceptional terroirs, the Guy Dumangin family has been perpetuating a tradition of quality and craftsmanship for 13 generations. Wine Paris visitors are invited to experience this unique creation on the Guy Dumangin stand ■

Hall 7.3 / Stand N 049

Wine Services: Optimising wine and spirits distribution through actionable market insights

A leading global wine and spirits intelligence firm, Wine Services enables brands to better track their performance, optimise distribution, and anticipate market trends. Paris 2025 attendees can get a taste of President and CEO Caroline Meesemaecker's expertise at the conference..

In an increasingly competitive environment, wine and spirits houses must refine their strategies to stand out. Access to reliable and actionable data has become a crucial lever for managing distribution and optimising market positioning on an international scale. That's where Wine Services comes in, providing brands with the ability to make strategic, data-driven decisions. For the past 14 years Wine Services has supported over 200 iconic wine and Champagne houses, and it is now extending into the spirits sector.



in digitalised markets. Additionally, the firm performs a comprehensive pricing analysis, assessing market penetration rates, market price comparisons, and consumer trends. Wine Services also helps brands' growth opportunities by spotting key markets and potential sales points to accelerate their development ■

As part of its comprehensive approach, Wine Services uses global distribution mapping to identify premium sales points, as well as real-time tracking of brand presence

CONFERENCE

"Dry white wines conquering the table: Which regions come out on top in 2024?"

Wine Services President and CEO Caroline Meesemaecker will reveal the regions that are emerging as top players in the U.S. and the U.K. and how terroirs are responding to rising demand. - Language: English

Today, 1:00p.m. - 2:00p.m.
Hall 7.2 / Room 5 – Let's Talk About Wine!



La paillotte
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HALL 7.2
P045



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