



ARMAND DE BRIGNAC
CHAMPAGNE

BRAND EDUCATION



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ARMAND DE BRIGNAC
CHAMPAGNE

ABOUT US





WELCOME TO ACE OF SPADES

1. Our boutique Champagne house delivers artisanal quality, crafted with meticulous attention to detail—from sourcing **Grand Cru and Premier Cru vineyards** to using only the highest-quality first and freshest portion of the cuvée press, and finishing each bottle with French pewter labels applied by hand.
2. All Armand de Brignac Champagnes are crafted as an assemblage of **three distinct vintages**, uniting the unique character of each harvest while preserving a powerful lineage from blend to blend. We have also begun introducing rare, vintage-specific cuvées—such as our 2015 Blanc de Noirs, limited to just 1,258 individually numbered bottles.
3. Though our winemaking expertise and heritage date back to 1763, Armand de Brignac (Ace of Spades) was **re-imagined by JAY-Z** in 2006 to establish a new benchmark in luxury Champagne—one worthy of celebrating the achievements of a new generation.



FUN FACTS

- The only Prestige Champagne that offers a Demi-Sec
- The champagne Maison with the largest offering of Large Formats (from magnums to 30L)

Cattier Family archives — middle child is current 13th Generation winegrower, Jean-Jacques Cattier.





BRAND PLATFORM

FOUNDING ACT

Born from a quest to create the new reference in luxury champagne worthy of celebrating the successes of the new generation, Shawn “JAY-Z” Carter gave life to Maison Armand de Brignac in 2006.

BRAND BELIEF & PURPOSE

To honor successes that are earned and shared.

BRAND BELIEF

Those who toil for their dream, earn the right to the ultimate celebration.





BRAND EXPERIENCE & POSITIONING

We are building a lifestyle brand with purpose — a luxury Champagne that transcends traditional moments of celebration.

Our reason for being is to honor our consumers' journeys as they pursue and achieve great things. We celebrate their drive, their entrepreneurial spirit, and the triumphs that define their path to greatness.

Our flagship Brut Gold stands as an iconic symbol of achievement—a trophy for those who have earned the right to celebrate through hard work, ambition, and excellence.

We don't just participate in culture's defining moments; we help create them, pushing the boundaries of what is possible.

Our brand values, purpose, and portfolio naturally connect across multiple pillars of culture—from sports and music to fashion, gastronomy, and beyond.

Our Ultra Prestige range and limited-edition rarities speak to the true Champagne collector: individuals who appreciate exceptional wines and artisanal craftsmanship in everything they choose to enjoy.

Armand de Brignac is inclusive across a spectrum of occasions—from opening the night with a glass of Brut Gold, to savoring rare Pinot Noirs in fine dining, to elevating high-energy celebrations in nightlife.

Nicknamed "Ace of Spades," it represents spectacular craftsmanship, creating emblematic Champagnes that honor life's most triumphant moments.



ARMAND DE BRIGNAC
CHAMPAGNE

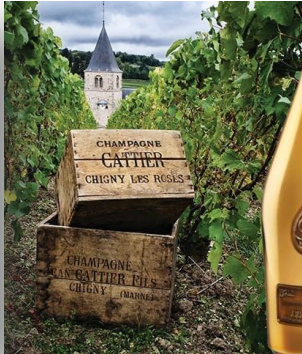
OUR HISTORY

OUR HISTORY BEGINS IN 1763

1763 1918 2006 2008 2009 2014 2015 2021 2024



The building blocks of Armand de Brignac begin with the Cattier Family-planting their first vines in Montagne de Reims in 1763.



Maison Cattier created a new, small champagne release, named Armand de Brignac, with a taste profile and offering designed to capture the opportunity of the future.



Armand de Brignac Brut Gold was personally selected to feature in the release of JAY-Z's 'Show Me What YouGot' music video.

Shawn 'JAY-Z' Carter reimagines & gives life to Maison Armand de Brignac.



Portfolio grew with Brut Rose & Blanc de Blancs.



Commemorative Green Bottle launched to celebrate the 75th Masters Tournament, designed to match the green jacket awarded to each year's Masters winner.



Shawn 'JAY-Z' Carter becomes sole owner of Armand de Brignac Champagne.



Blanc de Noirs Assemblage No. 1 was launched to offer an Ultra Prestige cuvée.

Demi Sec launched to be the only Prestige Demi-Sec in luxury champagne.



A unique partnership with Moët Hennessy to scale Armand de Brignac globally.



First vintage-specific release – the Blanc de Noirs 2025 Vintage – only 1,258 bottles produced, only in Magnum.



ARMAND DE BRIGNAC
CHAMPAGNE

OUR PORTFOLIO





AN INNOVATIVE RANGE OF EXCLUSIVELY
PRESTIGE & ULTRA-PRESTIGE CUVÉES.



Blanc de
Blancs



Blanc de
Noirs No. 4



Blanc de
Noirs No. 5



Blanc de Noirs
Vintage 2015
Magnum



Brut Rosé



Demi Sec



Brut Green

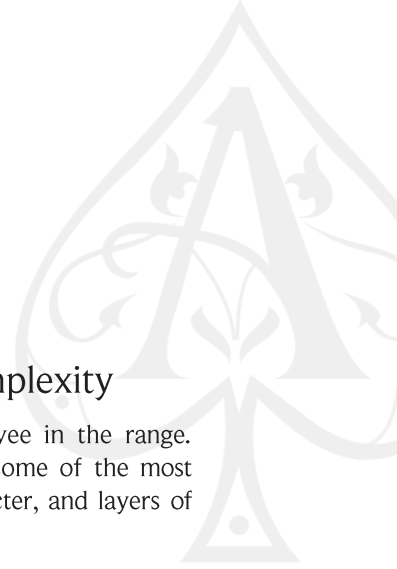


OUR POWER SKU
#1 Priority is Brut Gold



Brut Gold

The Flagship



A Bright and Expressive Trio of Vintages with Layers of Complexity

The first release from Armand de Brignac, the Brut Gold remains the most iconic cuvee in the range. Rich with the old-world traditions of champagne blending, it is a trio of vintages from some of the most lauded terroirs in the region, resulting in a prestige cuvee that vibrant fresh fruit character, and layers of complexity.

Assemblage

50% Pinot Noir 40% Chardonnay 10% Pinot Meunier

Multi-Vintage

50% current vintage and 50% two reserve wines (25% split between two older vintages)

Dosage 9g/L ABV 12.5%

Cru

We mainly select grapes from Grand and Premier Cru Villages. Beyond these renowned areas, we occasionally venture out to undesignated areas to uncover the finest fruit available each year, ensuring unparalleled quality in every sip.

Aging Potential

7 - 10 years for all sizes and up to 12 years for magnums and jeroboams.

Available In

750ml, 1.5L, 3L, 4.5L, 6L, 9L, 12L, 15L and the 30L Midas
(750ml - 3L available in velvet bag and gift box. 4.5L - 30L available in gift box only)

Tasting Notes

Freshly baked biscuits on the nose with a rich mouth-feel and notes of crystalized citrus. The palate is full of orange blossom, peach, touch of lemon, vanilla and honey. Lingering finish with refined acidity.

Brut Rosé

Pinot Noir from Old Vines

A Prestige Rosé with Layers of Vibrant Red Fruit

The Armand de Brignac Rose is a bright and lively cuvee with layers of complexity. Crafted by adding 18% of still red wine to the final blend, the Pinot Noir is harvested from old vines that produce fruit with great flavor intensity. This provides a deeper texture to the champagne and red fruit nuances, making it a perfect wine to enjoy from the start to the end of the night.

Assemblage

55% Pinot Noir 25% Chardonnay 20% Pinot Meunier

Multi-Vintage

50% current vintage and 50% two reserve wines (25% split between two older vintages)

Dosage 8.5g/L **ABV** 12.5%

Cru

We mainly select grapes from Grand and Premier Cru Villages. Beyond these renowned areas, we occasionally venture out to undesignated areas to uncover the finest fruit available each year, ensuring unparalleled quality in every sip.

Aging Potential

7 - 10 years for all sizes and up to 12 years for magnums and jeroboams.

Available In

750ml, 1.5L, 3L, 4.5L, 6L, 9L, 12L, 15L and the 30L Midas
(750ml - 3L available in velvet bag and gift box. 4.5L - 30L available in gift box only)

Tasting Notes

Bouquet of bright red fruits with a hint of smokiness and a rich, complex finish



Golfer's Limited Edition

To Celebrate the Greatest Achievements on The Green

The Armand de Brignac Golfer's Limited Edition is a brut cuvee with an elegant, vibrant style, that provides the perfect toast at the end of a successful day of golfing.

Proudly wearing its green jacket, the bottle is delivered inside of a lacquered wooden case with French pewter labeling - a hallmark of Armand de Brignac champagnes.

Assemblage

50% Pinot Noir 40% Chardonnay 10% Pinot Meunier

Multi-Vintage

50% current vintage and 50% two reserve wines (25% split between two older vintages)

Dosage 9g/L **ABV** 12.5%

Cru

We mainly select grapes from Grand and Premier Cru Villages. Beyond these renowned areas, we occasionally venture out to undesignated areas to uncover the finest fruit available each year, ensuring unparalleled quality in every sip.

Aging Potential

7 - 10 years.

Available In

750ml (available in velvet bag and gift box)

Tasting Notes

Stone fruits and berries combine with notes of baked pastries, orange blossom and hints of citrus. The palate is bountiful with exotic fruits, vanilla and a touch of lemon.

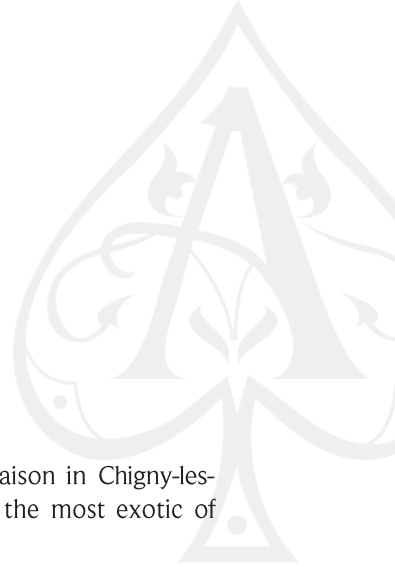
The mouth-feel is soft and creamy, with a hint of toastiness, from the unique Armand de Brignac dosage, which is aged for one year in French oak barrels.





Demi Sec

The Only Prestige Demi-Sec
Cuvée in the World



A Delicate Balance Between Fruit and Sweetness

The Armand de Brignac Demi Sec was once a curiosity shared only with visitors to the Maison in Chigny-les-Roses, France. The Demi Sec was created to provide a sweeter elaboration that pairs with the most exotic of foods.

Assemblage

50% Pinot Noir 40% Chardonnay 10% Pinot Meunier

Multi-Vintage

50% current vintage and 50% two reserve wines (25% split between two older vintages)

Dosage 33g/L **ABV** 12.5%

Cru

We mainly select grapes from Grand and Premier Cru Villages. Beyond these renowned areas, we occasionally venture out to undesignated areas to uncover the finest fruit available each year, ensuring unparalleled quality in every sip.

Aging Potential

7 - 10 years.

Available In

750ml (available in velvet bag and gift box)

Tasting Notes

On the nose, hints of buttered brioche, English candy compote fruits. The palate is full of flavors of chocolate, wild blueberries and crystallized citrus fruits. A long finish with substantial acidity complete the wine.

Blanc de Blancs

100% Chardonnay

An Elegant Chardonnay with Depth and Finesse

Armand de Brignac Blanc de Blancs reveals the unique terroir of Champagne. The 100% Chardonnay cuvee is crafted from fruit sourced from both the traditional Chardonnay territory, the Cote des Blancs, and almost half of the blend from Chardonnay sourced from Montagne de Reims. The resulting Blanc de Blancs has a powerful acidity and lightness, elegantly balanced with suppleness and roundness.

Assemblage

100% Chardonnay

Multi-Vintage

50% current vintage and 50% two reserve wines (25% split between two older vintages)

Dosage 8g/L ABV 12.5%

Cru

We mainly select grapes from Grand and Premier Cru Villages. Beyond these renowned areas, we occasionally venture out to undesignated areas to uncover the finest fruit available each year, ensuring unparalleled quality in every sip.

Aging Potential

10 - 15 years for all sizes.

Available In

750ml, 1.5L, and 3L (750ml available in velvet bag and gift box. 1.5L and 3L available in gift box only)

Tasting Notes

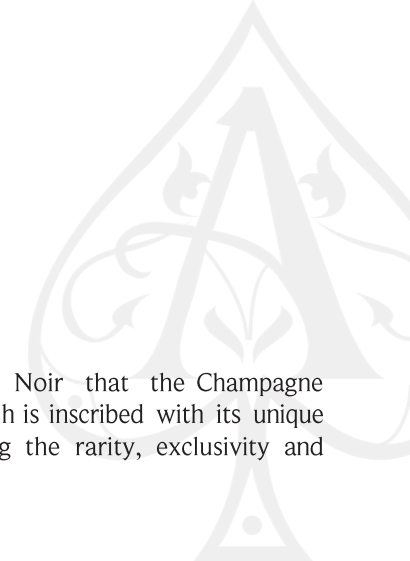
A sophisticated nose that, at first, expresses hints of green apple, coconut and freshly cut lilies. Hints of minerality and an elegant, crisp finish.





Blanc de Noirs

Assemblage No. 4



A Unique and Powerful Expression of Pinot Noir

Blanc de Noirs Assemblage No. 4 is crafted to be the quintessential expression of Pinot Noir that the Champagne region can offer. Just 7,328 bottles of Armand de Brignac Blanc de Noirs A4 exist, and each is inscribed with its unique number (1 to 7,328) in addition to its disgorgement date, April 20, 2023, showcasing the rarity, exclusivity and collectability of this ultra-prestige cuvee.

Cru

Armand de Brignac Champagne Blanc de Noirs Assemblage No. 4 is crafted with fruit sourced from some of the best Premier and Grand Cru Pinot Noir producing villages, including Chigny-les-Roses (PC), Verzenay (GC), Rilly la Montagne (PC), Verzy (GC), Ludes (PC), Mailly Champagne (GC) and Ville sur Arce in Aube region.

Singular Style

Born from a quest to create the new reference in luxury champagne worthy of celebrating the successes of the new generation, Armand de Brignac is writing the modern history of prestige champagne. Blanc de Noirs Assemblage No. 4 is an iconic prize, the ultimate trophy within a luxury lifestyle.

Format

750mL packaged in luxurious black laquered Gift Box with velvet lining interior.

Grape Variety

100% Pinot Noir

Dosage 8g/L AVB 12.5%

Crus

Grand & Premier Cru

Lees Ageing

Over 7 years

Ageing Potential

Up to 20 years

A Trio of Vintages

2013 - 10% | 2014 - 15% | 2015 - 75%

Rarity & Prestige

Only 7,232 bottles exist globally, each individually inscribed with its unique number.

SRP \$1,200 USD

Tasting Notes

Intense and mineral on the nose, with hints of blackberry, fig and plum.

Lingering notes of licorice, honey and nutmeg create a complex wine with elegant freshness and extraordinary length.



Blanc de Noirs

Vintage 2015

Pinnacle of craftsmanship and luxury excellence.

Our first Vintage

Rested in our cellars for over 7 years until disgorgement on February 8, 2024. Each bottle is inscribed with its unique number (1 to 1,258) and disgorgement date, showcasing the rarity, exclusivity, and collectability of this ultra-prestige cuvee.

2015 Harvest

in the Champagne region experienced a wet spring followed by a warm, dry summer. The quality of the fruit sourced for the Vintage blend held strong despite the sharp duality of the weather conditions. Red grapes were notably healthy from lush crops, resulting in some of the finest Pinot Noir and Pinot Meunier, prompting comparisons to the exceptional 1976 vintage in Champagne in Aube region.

The Cuvée

The Pinot Noir was sourced from grand cru villages including Mailly and Verzenay, which lends intense structure and elegant, spicy notes. A small portion from Ludes and Chigny les Roses enhances the delicate red fruit character. Carefully selected Pinot Meunier from Montagne de Reims brings intensity and structure while preserving the perfumed and fragrant characteristics of the wine. Vinification of Pinot Noir occurred separately in small stainless-steel tanks.

Format

Exclusively in 1.5L Magnums packaged in luxurious black laquered Gift Box with velvet lining interior.

Grape Variety

70% Pinot Noir | 30% Pinot Meunier

Dosage 6g/L

Liqueur de dosage: 100% Pinot Noir from 2022 vintage, aged 1 year in new, French Oak.

Crus

Grand & Premier Cru from Montagne de Reims

Ageing Potential

Up to 50 years

Lees Ageing

Over 7 years

AVB 12.5%

SRP \$3,400 USD

Tasting Notes

Intensely Complex | Rich Exotic Spices | Elegantly Bright & Tart
Subtle notes of strawberries, blackcurrants, refined licorice, and a hint of clove.



La Collection

Highly profitable offering to delight Prestige Champagne Collectors

Featuring one 750ml bottle of each of the six cuvées in the Armand de Brignac range, each bottle in La Collection is presented side-by-side in a custom wooden lacquered case.

Limited Edition Offering | only 820 units created, with each set individually numbered to reinforce its rarity.

La Collection is designed for private client and the prestige retail channel to sell to their clients as a luxury gift offering.

The six-bottle wooden case arrives enclosed in a protective zip-up pouch, also with handles for easy carry, and is packed in an outer shipper to be sold as a unit of one.

DIMENSIONS

- Box: 26 x 14 x 5.5 inches
- Packout: (1) La Collection box set equals 4.5L and is packed one per case

PRICING \$6,500 SRP

Each La Collection box includes one of the rare 7,328 bottles of Armand de Brignac Blanc de Noirs Assemblage No.4





ARMAND DE BRIGNAC
CHAMPAGNE

OUR LIQUID



LIQUID GOLD

A unique wine philosophy



LIMITED PRODUCTION HIGHEST POSSIBLE QUALITY

By keeping our production intentionally small, we're able to focus on every detail and craft the best Champagne we can—Champagne that's enjoyable from the very first sip."



EVERY BOTTLE A TRIO OF VINTAGES

Blending three vintages creates something greater than any single one, combining the bright freshness of newer wines with the depth of our reserve wines.

Our winemakers craft each assemblage to capture the character of these vintages while preserving their finest qualities.

We select only the very best grapes, honoring their individuality at every step. The result is a harmonious blend of flavors and layers of complexity—a signature of Armand de Brignac.



TAKING ONLY THE FIRST PORTION

The cuvée press captures the very first, most gentle expression of the fruit.

Our winemakers use only this initial portion—the tête de cuvée—ensuring the purest fruit flavors and the highest natural acidity.

This careful attention to detail allows them to create assemblages of exceptional balance, character, and aging potential.



COMPLEX CUVÉES WITH UNIQUE DOSAGES

Each cuvée is finished with a carefully crafted dosage, made from the finest base wine of the harvest and aged for a year in new French oak.

This thoughtful touch adds gentle layers of complexity, bringing subtle notes of baked pastry, vanilla, and a delicate toastiness to the finished wine.



ARMAND DE BRIGNAC
CHAMPAGNE

OUR PACKAGING



HAND FINISHED

No two bottles are the same.

Each bottle of Armand de Brignac is metallized and finished with the hand-application of French pewter labels, then carefully polished to perfection. All bottles come with the most elaborate protective packaging to avoid scratches and ensure an impeccable experience.

It takes a full hour to polish and hand-label just 20 bottles (vs. several thousand with automated paper labeling).

The metal coating on the bottles protects the liquid from the damaging impacts of light strike.





LARGE FORMAT

Armand de Brignac is the global champagne leader in large formats and the only prestige cuvée with formats going up to the extremely rare 30L for both Gold and Rosé.

Large formats embody the brand DNA by bringing the ultimate celebration of success.

Their very high visibility delivers enhanced presence in accounts, social media & with the Press.





PROTECTIVE PACKAGING & PERSONALIZATION

All bottles come with the most elaborate protective packaging to avoid scratches and ensure an impeccable experience.



VELVET BAG



GIFT BOX



NAMEPLATE ENGRAVING



ARMAND DE BRIGNAC
CHAMPAGNE

COMMERCIAL GUIDELINES





PRICING GUIDELINES



BRUT GOLD

Index: 100
US RSP: \$300
ON Range: \$600 - \$1200



BRUT GREEN

Index: 120
US RSP: \$360
ON Range: \$650 - \$1100



BRUT ROSÉ

Index: 150
US RSP: \$450
ON Range: \$750 - \$1500



DEMI-SEC

Index: 120
US RSP: \$360
ON Range: \$650 - \$1100



BLANC de BLANCS

Index: 225
US RSP: \$675
ON Range: \$900 - \$1100



BLANC de NOIRS A4

Index: 400
US RSP: \$1200
ON Range: \$1400 - \$1600



BLANC de NOIRS 2015 Magnum

Index: 1133
US RSP: \$3400
ON Range: \$6800+

COMMERCIAL GUIDELINES

1 SKU PRIORITY



Lead With Gold Brut

Follow with Rosé, then all other cuvées
Prioritize 750's & Magnums

2 CHANNEL MIX



Target 50/50 On Off

Good balance for higher brand velocity

3 PRICE STRATEGY



Parity or Slightly Below

Competitive brands include Dom
Perignon, PJ Belle Époque & Roeder's
Cristal

4 CUSTOMER MIX



Quality Accounts

ON: Vibe Dining, Supper Clubs,
Rooftops, Night Clubs, Gentleman's
Clubs, Fine Dining Restaurants

OFF: Regional & National Chains,



ARMAND DE BRIGNAC
CHAMPAGNE

A row of seven champagne bottles and several glasses are arranged on a bar counter. The bottles are dark and reflective, with some showing labels. The glasses are partially filled with a light-colored liquid. In the background, a large, illuminated spade logo is visible, casting a warm glow. The overall scene is dimly lit, with the primary light source being the illuminated logo and the ambient light from the bar.

POINT OF SALE

ON PREMISE POINT OF SALE ASSETS

LUMINOUS MAGNUM GLORIFIER



DUMMY BOTTLES



LUMINOUS CASE OF ACE



SINGLE BOTTLE ICE BUCKET



LUMINOUS ACE PRESENTER



BRANDED PREMIUM TULIP
GLASSWARE



GIANT BOWL



THREE BOTTLE ICE BUCKET



OFF PREMISE VISUAL MERCHANDISING



SINGLE WALL BAY



SHELF GLORIFIER



COUNTER GLORIFIER



PREMIUM ACE PROP



LOCK BOX



ARMAND DE BRIGNAC
CHAMPAGNE

BRAND BUILDING
OUR WAY

HOW WE CONNECT WITH CONSUMERS

1. RECRUIT VIA EVENTS



- Curate one-of-a-kind experiences via tentpole events
- Create a deeper brand connection via owned events
- Elevate the brand via partner events

2. ENGAGE VIA DIGITAL



- Communicate with consumers primarily through digital
- Prioritize social as key driver, with focus on Instagram

3. CULTIVATE PARTNERSHIPS TO ELEVATE THE BRAND



- Maximize commercial return
- Elevate the brand
- Build desirability



HOW WE CONNECT WITH CONSUMERS

Build Prestige Image & Brand Desire through presence in influential Culture Moments



SPORTS

The Super Bowl



MUSIC

The Grammy's



FASHION

NY Fashion Week



GASTRONOMY

Chef Daniel Boulud



STRONG BRAND STRENGTH & DESIRABILITY

113 Desirability Index
vs. Prestige Champagne



AFFINITY

Is a brand
I really love!



WORTH

Is a brand worth
more or less than
it costs?



PRIDE

I am most proud to
serve it or offer it
as a gift.



PLEASURE

AdB is the most
pleasurable to drink
amongst Prestige
Champagne brands.





ARMAND DE BRIGNAC
CHAMPAGNE

OUR CONSUMER

OUR CONSUMER TARGET



PURCHASE BASED

BUY: Sparkling Wine, Champagne, Wine or Spirits

DRINK: Gin, Sparkling Wine, Champagne, Wine, Tequila, Vodka, Cognac / Brandy, or Whisky [Monthly]

HAVE AN AFFINITY FOR LUXURY BRANDS:

FASHION: Balenciaga, Bulgari, Givenchy, Gucci, Hermès, Louis Vuitton, Luxury Watch Brand (e.g. Breitling, Rolex, TAG), Prada, Tiffany, Valentino, Versace, YSL / Saint Laurent, Cartier, Chanel, Dior, Fendi

AUTOMOTIVE: Tesla, Audi, BMW, Mercedes-Benz, Porsche

TRAVEL: Cathay Pacific, Emirates, Etihad, Qatar, Singapore Airlines



PSYCHOGRAPHICS

WORK HARD

- Ambitious
- Growth minded
- Focused on their career, business or entrepreneurship

PLAY HARD

- Seek experiences that are transformational
- Passionate about cuisine, fashion, film, art, sport, travel, live events (music festivals)
- Dine out regularly

VALUE BRANDS THAT

- **ARE:** Authentic, bold, innovative, trendy / cool
- **OFFER:** Access to exclusive content or services (e.g. music, videos, etc.), high-quality products, a personal / one-on-one relationship



DEMOGRAPHICS

LDA-64

NOTE: Based on the selected purchase and psychographic attributes the target skews affluent and has the necessary purchasing power



ARMAND DE BRIGNAC
CHAMPAGNE

KEY TAKEAWAYS QUIZ



KEY TAKEAWAYS QUIZ

1. TRUE or FALSE: Armand de Brignac was launched in 2006 by Mr. JAY-Z Carter to celebrate Consumer Journeys.
2. How many single vintages are used to make Ace?
3. Which grapes are used to make Ace champagne?
4. What is the assemblage composition of Ace of Spades?
5. TRUE or FALSE: Does Armand de Brignac use Grand Cru & Premier Cru grapes to craft its champagne?
6. What is the right price SRP for Ace of Spades?
7. Does every bottle of Armand de Brignac come in a gift box?
8. The metalized finish on the Armand de Brignac bottles has an important functional purpose, what is it?
9. Which cuvée (SKU) is the #1 priority for this brand?
10. TRUE or FALSE: Armand de Brignac has achieved the highest possible environmental grading possible in France, called HVE Level 3.





ARMAND DE BRIGNAC
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CHEERS!