

FOR IMMEDIATE RELEASE

### FRASER ANNOUNCES PARTNERSHIP WITH MAISON PERRIER-JOUËT

November 2021, Monaco

Continuing its focus on increasing the rewards of their yachting experience by offering more partner benefits to Owners and charterers, Fraser is delighted to announce a new global partnership with Maison Perrier-Jouët. The partnership was officially signed in early November 2021 at the Maison Belle Epoque, Epernay, by Fraser CEO Raphael Sauleau and Head of Prestige Ecosystem at Maison Perrier-Jouët Alexander Staartjes.

Key partnership activities will include, on Fraser's side, promotion of Maison Perrier-Jouët via multiple online channels and in printed material, presence of Maison Perrier-Jouët at key Fraser events and various events organised by The Crew Network, and promotion by Fraser of Maison Perrier-Jouët and its products at global yacht shows, at other luxury events and in the Fraser offices. From Maison Perrier-Jouët's side, key Fraser VIP clients will be offered access to rare, unique and exclusive releases and experiences such as invitations to the private Maison Belle Epoque in Epernay and to Champagne Perrier-Jouët's other events, as well as direct relationships with the global team of Private Client Managers for Maison Perrier-Jouët.

One of France's most historic and distinctive champagne houses, Maison Perrier-Jouët is renowned for its elegant floral champagnes, produced only in small volumes. Even today, only a few discerning palates are fully aware of its true prestige, quality and complexity. Perrier-Jouët champagne is admired as much for its unique, exclusive blends and tastes as it is for its distinctive Art Nouveau bottles, each emblazoned with its distinctive floral emblem. From the iconic Belle Époque Brut to the collection's jewel, Blanc de Blancs, the destiny of Maison Perrier-Jouët has always been shaped by audacious choices, starting with the founders' decision to make the Chardonnay grape the signature of the House. This pioneered the intricate, floral style for which its famous champagne is recognised throughout the world, reflecting the timeless elegance of this refined, prestigious brand, which has been part of the Pernod Ricard group since 2005.

**Raphael Sauleau commented:** "We choose our partners and what they are able to offer very carefully. Our clients trust those we work with to deliver to the same high standards as we do, and we are thrilled to be able to bring them the superior and unique offering for which Maison Perrier-Jouët is renowned."

**Alexander Staartjes commented:** "Maison Perrier-Jouët is delighted to welcome Fraser as a partner. We share with Fraser many values, from a passion for exceptional experiences to a love of nature and the environment. We look forward to working together to enhance the experiences of both Fraser and Maison Perrier-Jouët clients."



### **About Maison Perrier-Jouët's commitment to nature:**

Building on the precious legacy of its founders, Maison Perrier-Jouët is implementing an ambitious programme of nature-led initiatives. Its objective is to promote sustainable viticulture and to reduce its environmental impact at every stage of the champagne-making process, from the vineyard to the finished product with, for example, recyclable packaging as the Perrier-Jouët Ecobox and a virtuous value chain.

These initiatives represent Maison Perrier-Jouët's contribution to the future of the planet. A necessity, an emergency, a responsibility.

### **About Maison Perrier-Jouët**

Maison Perrier-Jouët was founded in 1811 from a couple's shared love of nature and passion for art. From the start, they chose the Chardonnay grape variety as the signature of the House, defining the intricate floral style which sets Perrier-Jouët champagnes apart. Today, art and nature remain an endless source of inspiration, guiding our every action and creation: the way we tend our vines, craft our wines, and share our vision of the world – a vision of a life more rich in meaning, driven not by the urge to own, but the desire to thrive; a life lived with joy and purpose, in symbiosis with nature. Maison Perrier-Jouët: Fill Your World with Wonder.

[WWW.PERRIER-JOUET.COM](http://WWW.PERRIER-JOUET.COM)

### **ABOUT FRASER**

Fraser brokers buy and sell more yachts for clients than any other provider in the industry today. Celebrating over 70 years' of consistently delivering results, Fraser is the longest serving, full-service brokerage house in the world. With over 160 specialists operating from 16 offices around the world working with over 1,000 clients of over 40 different nationalities, the company offers experienced client support and guidance in all key sectors including Sales, New Build Management, Yacht Management, Charter Management, Retail Charter, Yacht Marketing and quality Crew Placement.

[WWW.FRASERYACHTS.COM](http://WWW.FRASERYACHTS.COM)

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