



C H A M P A G N E
BOIZEL
MAISON FONDÉE EN 1834

COMMUNIQUÉ

14th January 2019

Florent Roques-Boizel, new Chairman and CEO of Champagne Boizel



Florent Roques-Boizel has been appointed Chairman and CEO of Champagne Boizel by the Board of Directors of the company on 1st January 2019.

He is the successor of **Evelyne Roques-Boizel** who had confirmed her intention to exercise her rights to retirement.

Graduated in economics (University of Reims) and holding a master's degree in Management (Grenoble EM), Florent Roques-Boizel started his career working for a wine importer in New Zealand for two years. He then joined the House M. Chapoutier with export functions for three years.

In 2010, he joined **Champagne Boizel** for which he first of all held export positions. In 2017, he was appointed Managing Director and then Administrator of Lanson-BCC in 2018.

What about Champagne Boizel

The House Boizel was founded in 1834. For over 180 years, the Boizel family have devoted themselves with passion to ensuring the highest standards and crafting outstanding vintages, renowned for their elegance, finesse and balance. Exported from the 19th Century to the UK and Europe, Boizel Champagnes are now renowned worldwide. In France, Boizel is the mail-order specialist (BtoC) thanks to its strong customer relations focus and its innovative marketing approach.

Champagne Boizel latest news

Boizel is moving forward with its major program to renovate and showcase its buildings on Avenue de Champagne in Épernay (classed as a Unesco World Heritage). The opening of "L'Atelier 1834", a dedicated contemporary new space for tasting its wines, and the promotion of its traditional cellars are supporting the development of its reputation.