

## PRESS RELEASE

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### **François Van Aal, new President of Champagne Lanson**

**François Van Aal has been appointed President of Champagne Lanson.**

François Van Aal is the successor of **Philippe Baijot** who had confirmed, a few months ago, his intention to exercise his rights to retirement.

After studies at Northeastern University of Boston, U.S.A., and then at Dauphine University in Paris, François Van Aal started his career in advertising at J. Walter Thomson and then at Tag-Heuer.

In 1994 he joined Rémy-Cointreau, a French family-owned group specialized in Champagnes & Spirits, for which he has been working for 23 years holding successive positions in Marketing, Sales and Profit Center Management, in the U.S. for seven years and then in Europe, Middle-East and Africa region.



Founded in 1760 in Reims, the House of Champagne Lanson is reputed for its great wines predominantly elaborated with Pinot Noir, the most emblematic one being “Lanson Black Label”. Lanson exports three quarters of its production to 80 countries worldwide, holding particularly strong positions in the United Kingdom where the House has held a Royal Warrant continuously since 1900, awarded by Queen Victoria.

#### **Champagne Lanson latest news**

In May 2018, Lanson launched with success its first biological Champagne, “Lanson Green Label”, that is produced using organic grapes grown exclusively on an estate vineyard located in Verneuil in the heart of the Marne Valley.