



TROPHÉE
GOSSET
CHAMPAGNE
2022

27th ANNUAL AWARD

ENSURING THE CONSERVATION
AND CONTINUITY OF OUR HERITAGE

INDEPENDENT, FAMILY-OWNED CHAMPAGNE HOUSE
THE OLDEST WINE HOUSE IN CHAMPAGNE: Aÿ 1584



JEAN-PIERRE COINTREAU

PRESIDENT OF MAISON GOSSET

Since 1995, the aim of the Trophée Gosset Award has been to shine a spotlight on individuals working towards the preservation and continuity of France's national heritage. Gastronomy is an iconic element of that heritage but it is also well known that France boasts many other valuable assets, both tangible and intangible.

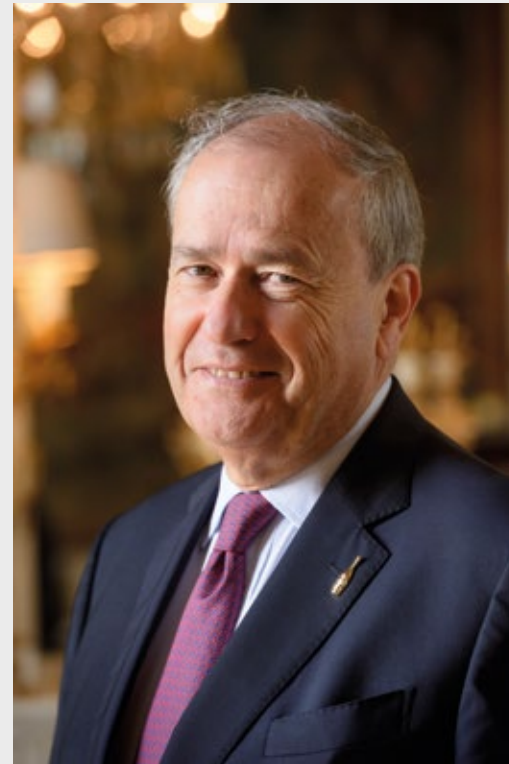
Indeed, France benefits from a wealth of tangible contributions to its heritage, as is demonstrated by our 2021 winner, Stéphane Bern. Maison Gosset has also chosen to showcase intangible heritage, with its patronage of contemporary art as part of the Vign'Art Festival, in which Gosset participated, once again, this year, with a work by Vincent Rahir titled **Nouveau Souffle** (A New Breath). This work of art intelligently and gracefully evokes the natural heritage represented by water resources, that link between the terroir of the Champagne region, its vineyards and our wines.

With the Trophée Gosset Award, Maison Gosset is proud to highlight the women and men who contribute, through their personal or collective efforts, to maintaining the integrity of our heritage.

Our 2022 winner, **Alain Baraton**, is a staunch defender of France's natural heritage, and of plants and trees in particular.

Since 2015, the Coteaux, Wine Houses and Cellars of the Champagne region have been listed as World Heritage sites. From this shared heritage has emerged the "Roi des Vins" (King of Wines), which is seeing ever-growing success. Our Brands represent an invaluable asset when it comes to the region's intangible cultural heritage, which helps to make it possible for our wines to be enjoyed across the five continents.

We are also mindful of our vital duty to instil among our fellow citizens and visitors, an understanding of the need for a proactive approach when it comes to our heritage. It was therefore natural that the Trophée Gosset Panel of Judges wished to pay tribute to the work of the "Coteaux, Maisons et Caves de Champagne" (Coteaux, Wine Houses and Cellars) organisation and that its President, **Pierre-Emmanuel Taittinger**, this year receives a Special Award from the Panel of Judges.



THE TROPHÉE GOSSET AWARD PRESERVING SKILLS AND CRAFTSMANSHIP, AND PASSING ON A LEGACY OF EXCELLENCE



Established more than 400 years ago, Gosset is the oldest Wine House in Champagne. Since 1584, the men and women of the Maison have cultivated an art of fine living that is quintessentially French, centred on gastronomy and culinary delights. The expertise and excellence embodied by Gosset is appreciated far beyond France, and our goal is to pass on, share and celebrate this expertise.

It is this philosophy that gave rise to the creation of the Trophée Gosset Award in 1995. Initially, the award highlighted the richness of French gastronomic culture and its many delicacies, based on a style of Champagne that is absolutely unique: that of Gosset. As time went on, it evolved to celebrate the defenders of our heritage in a broader sense, whether that heritage be tangible or intangible.

At the outset, this prestigious award recognised the big names in the restaurant business and their wine lists, which featured wines from Champagne. It subsequently evolved, according to the interests and ideas of the Panel of Judges. It has showcased pairings of chefs and sommeliers, recognised significant and generous contributions to the culinary arts, and highlighted initiatives focusing on childhood, women's issues, people with disabilities and vulnerable people.

Today, the Trophée Gosset puts the spotlight on the defenders of our heritage, of which the wines of Champagne are seen as one of the most powerful symbols across the world. On the occasion of the 27th annual awards, the Panel of Judges is particularly proud to name Alain Baraton as the 50th winner. Known as the "Gardener of Versailles", he is a passionate champion of trees and defender of nature. It is also proud to present a Special Award to Pierre-Emmanuel Taittinger, who has been charged by UNESCO with a mission to protect the uniqueness of the heritage represented by the "Coteaux, Maisons et Caves de Champagne" (Coteaux, Wine Houses and Cellars of the Champagne region).

A MESSAGE FROM KARINE VALENTIN PRESIDENT OF THE WINNERS' CLUB

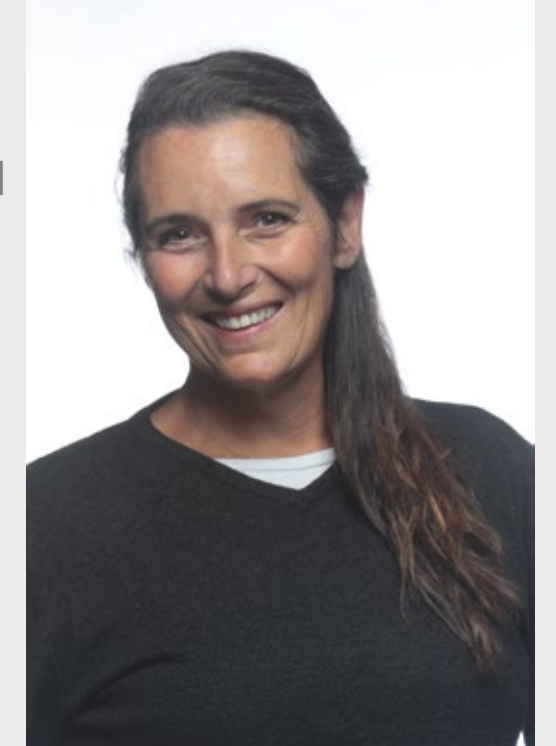
According to a Mexican proverb, to succeed in life, you must have a child, write a book and plant a tree...

I have always kept this quote in mind and in June, when it was time to come to a decision, I had not a moment's hesitation in selecting my winner. At that time, although France had not yet reached a crisis point on this issue, the Panel of Judges was virtually unanimous in wishing to recognise the cause supported by Alain Baraton, as proof of our attachment to trees, which can endure from one era to another, through wars and crises, if we take care of them. Head Gardener at the Parc de Versailles, Alain Baraton has dedicated his whole life to trees, and it is his dream that one day the most noteworthy among them will be classified as historic national monuments. The worthiness of the cause is irrefutable. These ancient and revered specimens are formed not of stone but of sap, and yet they are living witnesses of centuries gone by... They touch the realm of the heavens, and it is our duty to protect them. Without trees, biodiversity is but a hollow word. Although they cannot tell the story of history like a stone monument, they are nevertheless nature's symbol of it.

The Trophée Gosset, which has evolved through the years, now recognises efforts to preserve heritage in general, whether that be tangible or intangible, and I would also add living heritage to that list.

The 2022 Trophée Gosset marks a milestone in Gosset's commitment to the conservation of heritage in a general sense, while in no way departing from the fundamental principles that have contributed to the levels of excellence it has achieved, as it strives to make a difference and play its part in the world. Protecting trees is an important issue in the world today, and one that it is high time we concern ourselves with.

Giono reminds us in his book, *The Man Who Planted Trees*, that it is not too late. The quiet generosity of Elzéard Bouffier, who covered an entire deserted land with an enormous oak forest, by sowing thousands of seeds one by one, sets an example for us all.



THE TROPHÉE GOSSET PANEL OF JUDGES

President of the Panel of Judges:
Jean-Pierre Cointreau

President of the Winners' Club:
Karine Valentin

Members of the Panel of Judges:

Philippe Bidalon

Georges Blanc

Aurélie Chaigneau

Jean-François Chaigneau

Béatrice Delamotte

Thierry Desseauve

Antoine Gerbelle

Gérard Muteaud

Ophélie Neiman

Sylvain Ouchikh

Thibault Reichell

Marie-Catherine de la Roche

Nicolas de Rouyn

ALAIN BARATON

WINNER OF THE 2022 TROPHÉE GOSSET AWARD

A STAUNCH DEFENDER OF NATURAL HERITAGE



Alain Baraton has nurtured his passion for trees for more than 40 years, and advocates for the idea of natural heritage. It all started with a seasonal job, which gradually led him to the position of overseeing the gardens at the Château de Versailles, at the National Estate of Trianon, and then at Marly-le-Roi. In his spare time, he tirelessly advocates on behalf of nature, on the radio, on TV and in his many books.

Born in 1957 in La Celle-Saint-Cloud, Alain Baraton first encountered the gardens at the Château de Versailles around the age of 10. In Trianon, he was amazed by the lush green spaces, which create a sweet haven of scent. After completing his studies at the Tremblay-sur-Mauldre Centre for Horticultural Teaching and Promotion, he became an Assistant Gardener at the Parc de Versailles in 1976.

A great admirer of this celebrated place and its ancient trees, he would go on to rise through the ranks. In 1982, he became the Head Gardener at the National Estate of Trianon and the Grand Parc de Versailles, and since 2009 he has also been in charge of the Domaine de Marly. So much is his passion a key part of his everyday life, he has not stopped there!

His name featured in the Who's Who list of 2014. He is also an Officer of the Order of Arts and Letters, Commander in the Order of Agricultural Merit, Knight of the National Order of Merit (of France), and Knight of the National Order of the Legion of Honour.

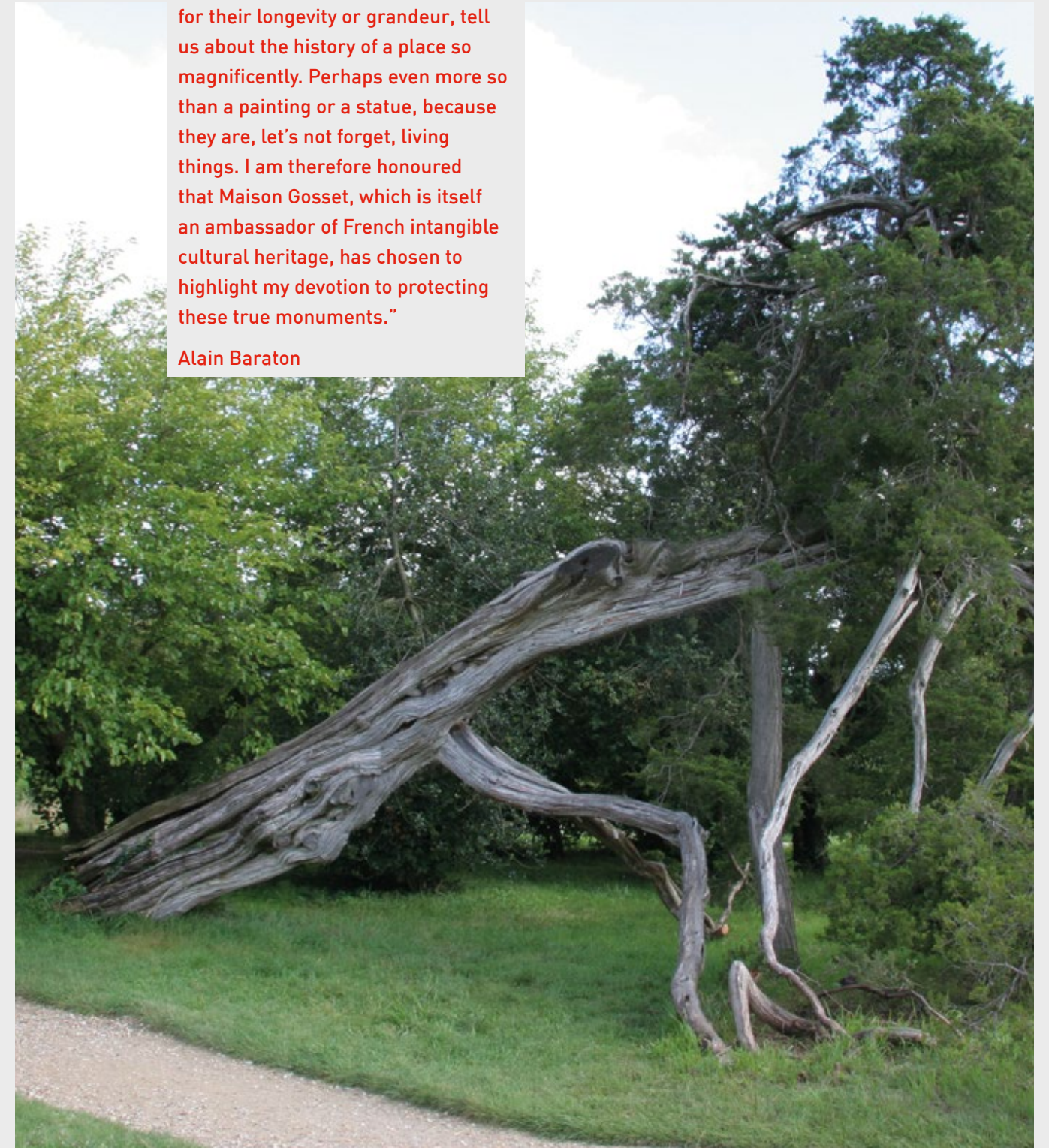
In addition, he loves to share his passion with the general public. While many visitors can come and admire his work at Versailles, listeners of France Inter can enjoy his radio programme on Saturday and Sunday mornings.

He has also penned many press articles, not to mention his evocatively-titled books, such as *The Tree Lover's Dictionary*, *My Journey through France's Woods and Forests* and *I plant, therefore I am*.

A tree lover, he has dedicated his life to trees, and advocates for the idea of natural heritage. Sycamore, oak, juniper, pine and so many other species of trees... he knows all there is to know about them all. However, he believes that even magnificent specimens of trees are now in danger, threatened by natural phenomena and human activity. Some of these trees are thousands of years old, and are often the only remaining witnesses to a bygone era. As such, they deserve every consideration, and he argues that they should be incorporated into France's national heritage, and attributed the same status as monuments.

“Trees, which are so admired by those who understand them, whether for their longevity or grandeur, tell us about the history of a place so magnificently. Perhaps even more so than a painting or a statue, because they are, let's not forget, living things. I am therefore honoured that Maison Gosset, which is itself an ambassador of French intangible cultural heritage, has chosen to highlight my devotion to protecting these true monuments.”

Alain Baraton





PIERRE-EMMANUEL TAITTINGER

SPECIAL AWARD FROM THE PANEL OF JUDGES THE PROTECTION AND PROMOTION OF A GLOBAL HERITAGE

“Champagne is the drink of diplomacy. It is the drink that celebrates bringing people back together, success, the return of peace... That is the intangible dimension of Champagne, which we are always keen to highlight. This special award from the Panel of Judges means the world to me and further reinforces my commitment to carrying out my mission for UNESCO.”

Pierre-Emmanuel Taittinger

Since 2016, Pierre-Emmanuel Taittinger has been President of the “Mission Coteaux, Maisons et Caves de Champagne” (Coteaux, Houses and Cellars of Champagne Mission), whose sites were made UNESCO World Heritage in 2015. This association came into being with the aim of shedding light on the richness of the terroir of Champagne, whose “exceptional universal value” was recognised as a result of an extensive assessment process. Every effort is therefore being made to help people discover, or rediscover, this cultural heritage site and to pass down its many treasures to future generations.

Champagne has become part of the common heritage of all mankind, thanks to the efforts of famous local figures, starting with Pierre Cheval, who passed away in 2016. After being elected that same year to succeed him, Pierre-Emmanuel Taittinger was re-elected in 2020, to enable him to continue this outstanding work. His purpose? To galvanise all the stakeholders involved to work towards preserving this area, which includes more than 300 towns and villages, as well as historic vineyards and several iconic landmarks.

A worthy representative of the region, Pierre-Emmanuel Taittinger also exemplifies the spirit of the eponymous house of Champagne, where he served as President until 2020. With his keen appreciation of the expertise of the past, as well as his forward-looking approach, that same year he also took on another significant site, alongside Reims businessman Philippe Varin: the Simon-Marq stained glass workshop in Reims, which was founded in 1640. Safeguarding, protecting and showcasing... Those are the watchwords and guiding principles of this man, who is committed to conserving and celebrating our heritage.





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