

Paris, October 09th 2026

**The MICHELIN Guide will unveil its first MICHELIN grapes selection
for Champagne on February 4, 2027**

Alcohol abuse is dangerous for your health. Please drink responsibly.

After Burgundy and Bordeaux, two of the most iconic cradles of French wine, the MICHELIN Guide continues the rollout of the MICHELIN grapes across the great wine-producing regions that shape the country's viticultural identity. On February 4, 2027, it will unveil its first selection dedicated to Champagne. This new milestone confirms the MICHELIN Guide's ambition to highlight the richness and diversity of France's wine regions.

With a unique heritage renowned far beyond France's borders, Champagne stands out as a leading destination, where the excellence of its wines and the expertise of the women and men behind them embody the region's distinctive identity and pursuit of excellence.

"Champagne holds a truly unique place in the wine world. Universally associated with celebration, it is increasingly recognized for what it fundamentally is: a great wine region, rich in a remarkable diversity of terroirs and expressions. Over recent decades, alongside the great historic Houses, winegrowers have played a key role in broadening our understanding of Champagne's diversity and the ability of its wines to accompany every stage of the dining experience. It seemed essential to us that the MICHELIN grapes should help reveal and celebrate the dynamism of Champagne." Said Gwendal Poullennec, International Director of the MICHELIN Guide

About MICHELIN grapes

Through MICHELIN grapes, its new distinction for wine estates, the MICHELIN Guide now highlights the finest wine producers around the world. This new benchmark of trust for wine lovers is awarded across three levels, from 1 to 3 grapes, complemented by a selection of Recommended estates. Estates are assessed independently by the MICHELIN Guide's specialized inspectors according to five universal criteria: quality of agronomy, technical mastery, identity, balance, and consistency.

- **3 grapes:** Exceptional producers. Whatever the vintage, wine lovers can turn to these estates with complete confidence.

- **2 grapes:** Producers of excellence distinguished by remarkable quality and consistency within their terroir.
- **1 grape:** High-quality producers crafting wines with character and style, particularly successful in the best vintages.
- **Recommended:** Trusted producers selected for their consistency and quality, whose well-crafted wines promise a rewarding experience.

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About Michelin:

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. Headquartered in Clermont-Ferrand, France, Michelin is present in 175 countries and employs 122,600 people. (www.michelin.com).

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