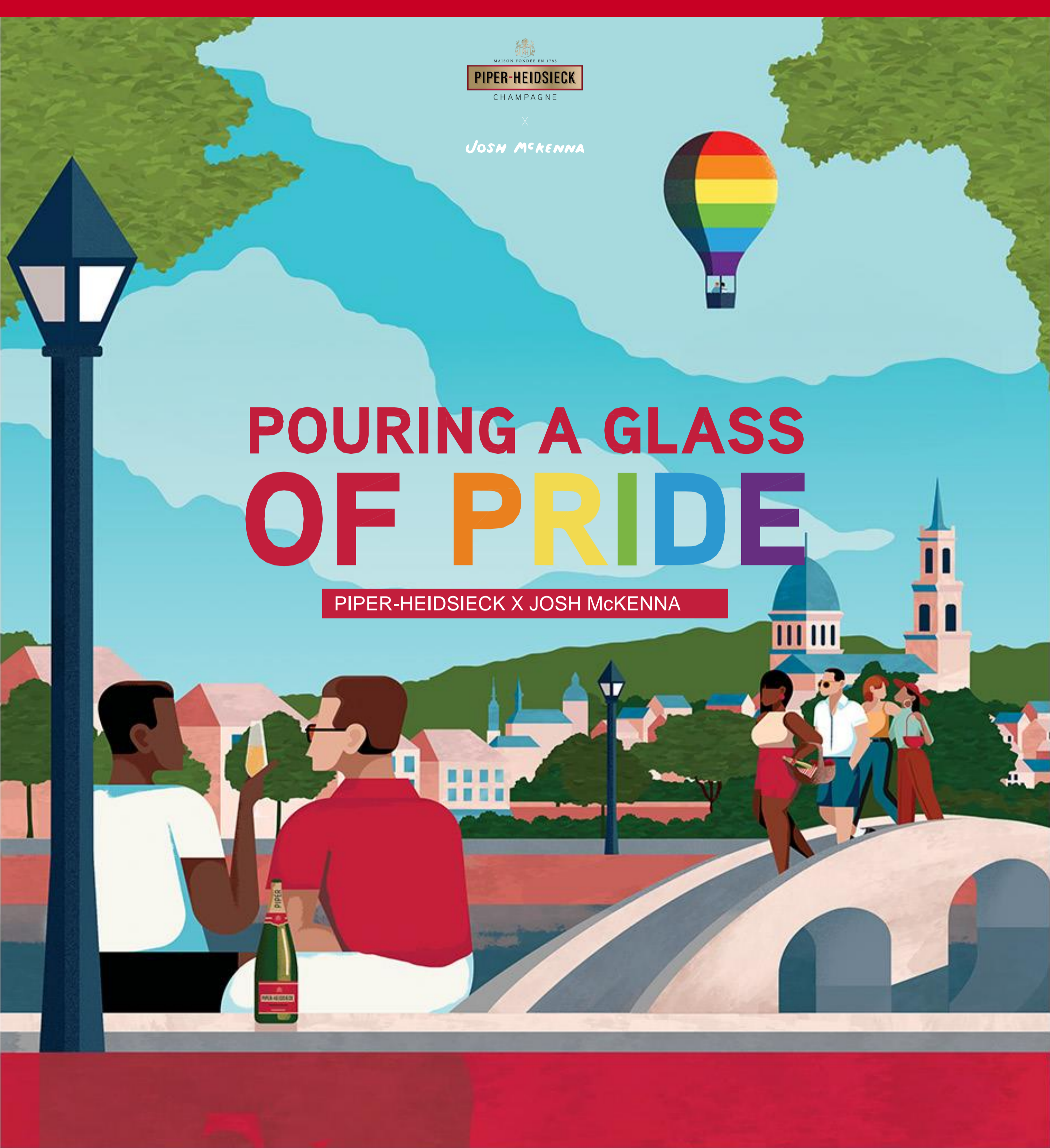


MAISON FONDÉE EN 1785
PIPER-HEIDSIECK
CHAMPAGNE

×
JOSH MCKENNA

POURING A GLASS OF PRIDE

PIPER-HEIDSIECK X JOSH MCKENNA



UNCORK THE BUBBLY DELIGHT OF THE PERFECT PRIDE PAIRING

Piper-Heidsieck has unveiled a limited-edition collaboration with British artist Josh McKenna to celebrate Pride Month.

The artwork on the gift box captures scenes of friendship and connection by the river, reflecting the spirit of sharing Champagne.

This collaboration follows the success of last year's partnership with illustrator David Doran, McKenna's creation was inspired by the moments that bring people closer, aligning with the goals of Pride itself.

Celebrated in June, Pride Month commemorates the LGBTQ+ community's aspiration for equal rights and inclusivity, values shared by Piper-Heidsieck as a B Corp certified company. This limited-edition keepsake can be displayed with pride. It is the essential gift for empowering friends, family, and lovebirds alike.



Piper-Heidsieck x Josh McKenna
Pride Day Limited Edition Tin Box

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Since our inception, diversity and inclusion have been central to the Piper-Heidsieck DNA, ensuring this limited-edition Pride Month collaboration is the perfect pairing for our Champagne.

We're thrilled to welcome Josh McKenna to the Piper-Heidsieck family, with his artwork encapsulating the essence of Pride celebrations. While Piper-Heidsieck is at the heart of any party, we value the fun and conviviality shared between friends, just as much as we do a big celebration.

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- Benoit Collard, Chief Executive Officer, Piper-Heidsieck

PIPER-HEIDSIECK TOASTS TO A MEANINGFUL MOMENT WITH JOSH McKENNA

The collaboration between Piper-Heidsieck and British artist Josh McKenna is subtle in its delivery but bold in its storytelling. It reflects the rich history of the House, along with its modern commitment to social and environmental impact.

Like Piper-Heidsieck, Josh's influence extends beyond his roots and takes center stage on a global platform.



It's really important that big brands, like Piper-Heidsieck, continue to show up for the LGBTQIA community with respect, diverse representation and by allowing our voices to be heard.



- Josh McKenna, Artist



THE COLORFUL STORY OF JOSH McKENNA

A prominent figure in the illustration world, Josh's advocacy for the queer community began when he created a viral icon for Instagram in 2017. With a modern, tongue-in-cheek and bold style, Josh's work can be seen in magazines, on billboards, the back of buses, and even a Mardi Gras float.

His work spans multiple mediums: packaging, murals, hand-embroidered clothing, storefronts, and now encasing Piper-Heidsieck's signature Cuvée Brut. He has collaborated with brands like Coca-Cola, Kiehl's, and McDonald's to name a few.



LEADING WITH LOVE: PIPER-HEIDSIECK PARTNERS WITH PFLAG NATIONAL

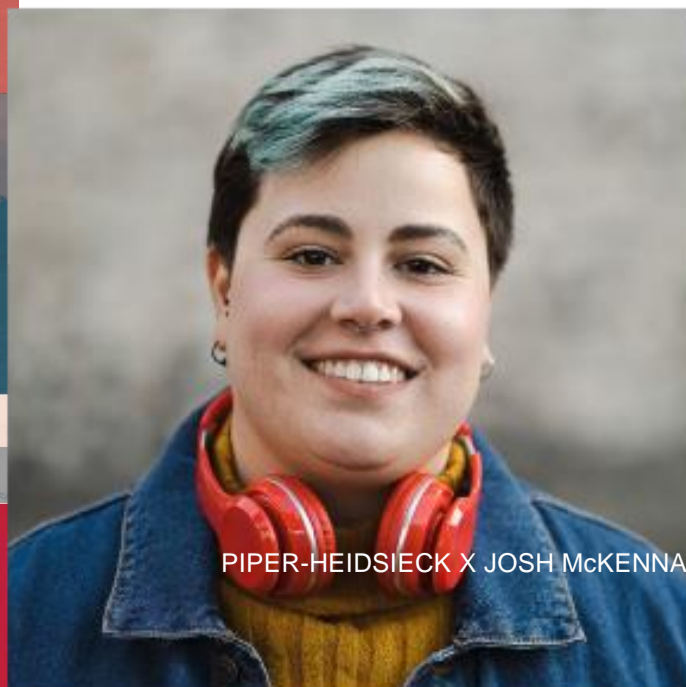
Piper-Heidsieck is deepening its support for the LGBTQ+ community by partnering with PFLAG National, an organization dedicated to supporting, educating, and advocating for LGBTQ+ people and those who love them.

PFLAG's tagline "Leading with Love" aligns with Piper-Heidsieck's values, promoting courage and striving for an inclusive world where every LGBTQ+ person is safe, celebrated, empowered, and loved.

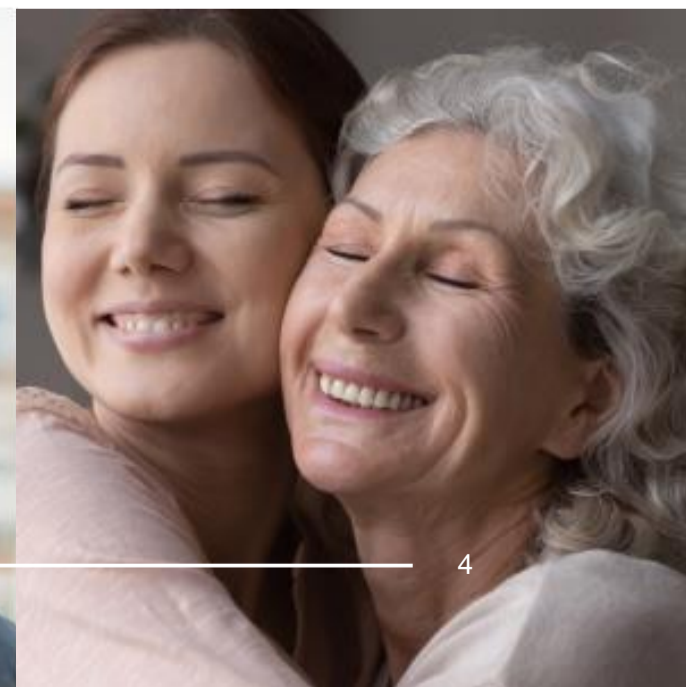
As a Bronze Partner of PFLAG National, Piper-Heidsieck reaffirms its commitment to diversity and inclusion as a B Corp Certified company.

ABOUT PFLAG

PFLAG is an organization of LGBTQ+ people, parents, families, and allies who work together to create an equitable and inclusive world. We are hundreds of thousands of people and hundreds of chapters from coast to coast who are leading with love to support families, educate allies, and advocate for just, equitable, and inclusive legislation and policies. Since its founding in 1973, PFLAG works every day to ensure LGBTQ+ people everywhere are safe, celebrated, empowered and loved.



PIPER-HEIDSIECK X JOSH McKENNA



PIPER-HEIDSIECK CUVÉE BRUT IS FRESH, ELEGANT & HARMONIOUS

With delicate notes of citrus fruits interspersed with aromas of toasted bread, almonds and mint, get cosy this Pride Day with our Piper-Heidsieck Cuvée

Blend

50% Pinot Noir
30% Meunier

Reserve Wines

More than 25%

Dosage

8g/L

ABOUT PIPER-HEIDSIECK

Founded in 1785, Piper-Heidsieck owes its success to its bold leadership and pioneering spirit with innovation always remaining at its core. As a B Corp Certified company, the House showcases its unwavering commitment towards an

As The Most Awarded Champagne House of the Century*, Piper-Heidsieck has fostered its reputation of wine excellence well beyond the borders of France to reach Champagne lovers in every corner of the globe. Since 2018, Piper-Heidsieck has been paired perfectly with one of the youngest Chief Winemakers, Émilien Boutillat, who is charged with safeguarding Piper-Heidsieck's unique philosophy and leading the House into a new sustainable chapter.

By holding a dual certification of VDC and HVE** in its vineyards since 2015 and being the first Champagne House to become IWCA*** silver member in 2023, Piper-Heidsieck continues to improve the quality and authenticity of its wines

In 2022, Piper-Heidsieck became B Corp Certified by joining a community of companies that are leading a global movement to create positive social and environmental impact. The certification reflects the House's pioneering ethos

Piper-Heidsieck advocates for the arts and film industry and supports not-for-profit organizations that speak to the House's core values, while also championing diverse and emerging talent within its employees and collaborators

Since its foundation, Piper-Heidsieck has been free from convention and aspires to innovate and convey self-expression. Today, it brings together Champagne drinkers from 100 countries worldwide, with one bottle popped every

* Piper-Heidsieck's Chief Winemakers received the prestigious title of "Sparkling Winemaker of the Year," awarded by the International Wine Challenge jury in 2004, 2007, 2008, 2009, 2010, 2011, 2012, 2013, and 2021

** VDC: Sustainable Viticulture in Champagne / HVE: High Environmental Value

*** IWCA: International Wineries for Climate Action



www.piper-heidsieck.com #BetterWithPiper

