

Damery 1928,
Haton, one of the first «Récoltant
Manipulant» in Champagne.

Today,
among the Top 10 independent
families still running their own
eponymous House.



In 10 mns reading, discover why so many wine distributors have welcomed
the Haton family in their portfolio!

...Nicolas HATON

1610-1672



FRANCOIS HATON 1670-1730



FRANCOIS HATON 1701-1782



CHARLES-FRANCOIS HATON 1732-1783



JEAN-FRANCOIS HATON 1760-1810



JEAN-FRANCOIS HATON 1786-1832



NICOLAS HATON 1815-1898



EUGENE HATON 1857-1911



OCTAVE HATON

1886-1962

Winegrower & Winemaker

since 1928



RENE HATON

1920-1993



JEAN-NOEL HATON



SEBASTIEN HATON

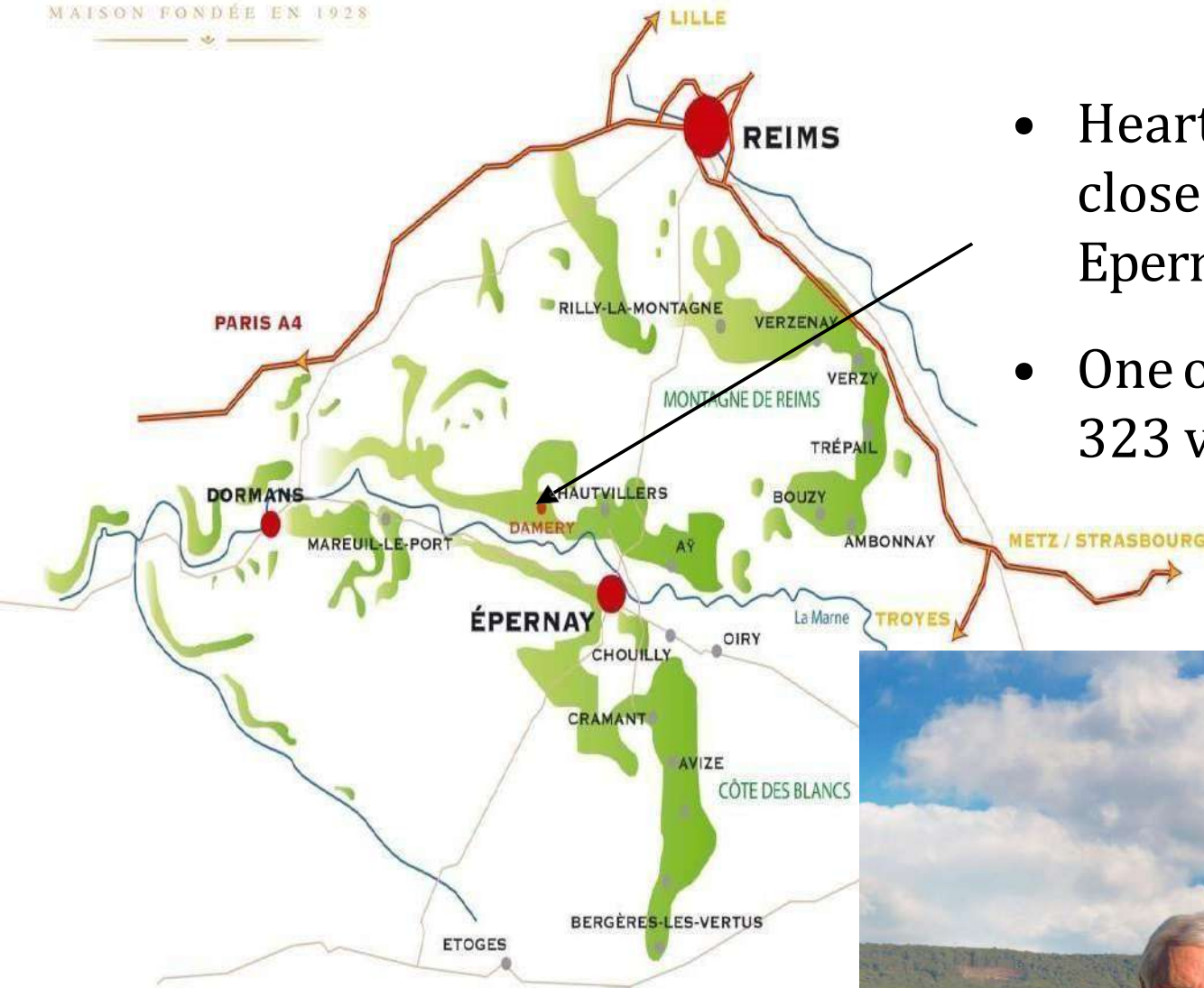


BAPTISTE & REMI

own vineyards,
own press house,
own facilities and winery,
own champagne style.



Octave Haton, one of the first "Récoltant-Manipulant" (R.M.) in Champagne



- Heart of the Champagne vineyards, close to Hautvillers, 6 kms from Epernay.
- One of the 10 largest villages among the 323 villages/"crus" of Champagne.

- Soil is composed of a thin layer of top-soil and chalk below
- The best exposures, **south/south-west**, overlooking the Marne Valley



Haton generations have
built :
40 ha of vines directly
owned **or** managed
+
20 ha of direct grape
supplies

mainly in
7 villages, Damery, Boursault,
Cumières 1^{er} Cru Fleury la Rivière,
Vauciennes, Cuchery and Hautvillers
1^{er} Cru

+
The must supply through long
term contracts with related
close families in other
Champagne terroirs



- Own vineyards, sourcing of grapes and must : Jean Noel & Sébastien
- Winemaking : Sébastien
- Production : Jean Noel & Sébastien.
- Sales & Administration :
Rosine, Sébastien and Jean Noël
- Quality Control :
One full time manager & Sébastien

HVE3 : High Environmental Value 3

HACCP

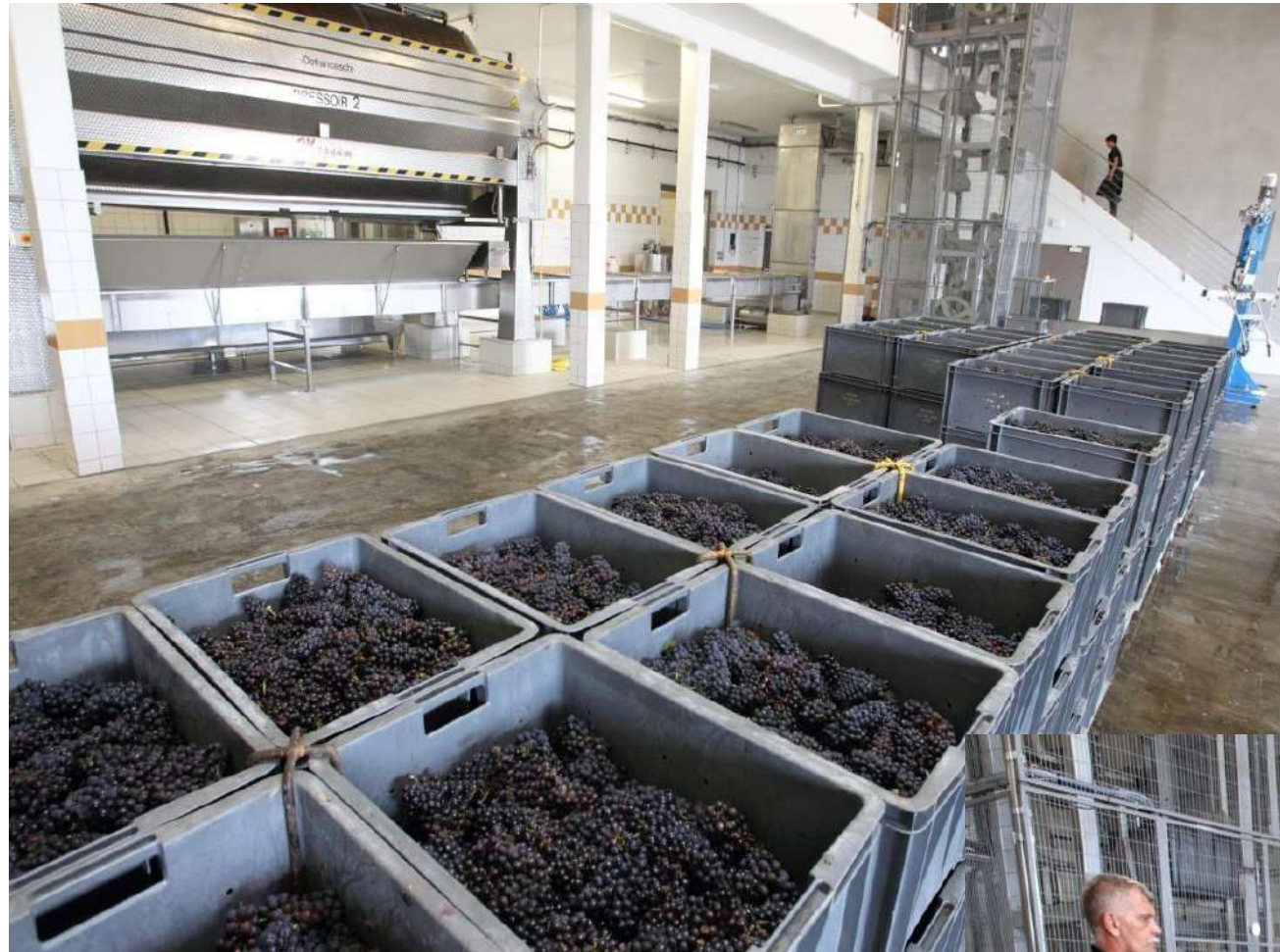


Ownership : 50% Jean Noel + 50 % his son
Sébastien

Employees : 25 full-time permanent.



*The 5th generation Rémi and Baptiste :
Ready ?*



First : Painstaking manual work in the vineyards

high-quality grapes gently pressed by
2 x 8 000 kg pneumatic presses...

...systematically separated according to varietal and plot origins;

Pneumatic pressing allows us to work with small volumes of grapes and to obtain '**coeurs de cuvées**', literally the 'heart of the first press'.





- Wines on their lees as long as possible to enrich the wine and to avoid oxidation
- No racking before the end of the malolactic fermentation
- «Soutirage» by gravity, to have clear wine and to avoid oxygen
- Only one light filtration, no centrifugation

- 10 tastings from harvest to bottling for each tank/barrel by Sébastien and Jean- Noël.



“Clear wines” :
Hautvillers
1er CRU,
"Sous les Clos"
family plot

- High stock of Reserve wines :
6 000 hl = 800 000 bottles!
- Grape-sugar for dosage



- Champagne Jean-Noël HATON : 950.000 bottles sold per year.
Among the Top 10 independent families still running their eponymous House (out of 5 000 producers in Champagne).
- 70% France – 30% Export :
U.S.A., U.K., Italy, Germany, Belgium, Japan,
Spain, China, Singapore, Brasil, Poland,
Switzerland, Sweden, Hong-Kong, Korea,
Lithuania, Czech Republic, Thaïland, Portugal....



Fine Distribution :

- On-Trade : **One of the biggest brands in french HORECA** (restaurants, bars, hotels...) among Taittinger, Deutz, Billecart, Drappier...(excluding LVMH).
- Wine Shops and Department Stores.
- Private customers and companies

Wine Shops

- Repaire de Bacchus : 45 premium outlets Paris and its region
 - Cavavin : 150 outlets France and Belgium
- 500+ independent wine shops...

Hotels & Restaurants

- Westin Louvre, Intercontinental Opéra
 - Alajmo youngest Michelin 3* at 28 yo
 - Ambroisie 3*, Affinité, Coutanceau 3* (La Rochelle), Alliance 1*, Le Fer à Cheval (Megève)...
 - Casino Barrière le Croisette (Cannes)...
- 900+ hotels and restaurants worldwide

Internet & Others

- Vivino.com
- Enviedechampagne.com/en
- Salon du Patrimoine (Exhibition at Carrousel du Louvre), Montmartre Museum.
- Paris Printemps Haussmann (Department Store)
- French Republican Guard
- French National Assembly
- Airlines companies : ANA, Azul



ELEGANCE Range

Majority of black grapes. Ageing from 2 to 3 years minimum.



CLASSIC

Blend*: 60% Pinot Meunier - 40% Pinot Noir.

Ageing: at least 2 years.

Appearance: a golden yellow colour, its fine mousse forms an attractive constant stream of bubbles to offer a beautiful lustre.

Bouquet: the fragrant, fruity bouquet reveals aromas of fresh fruit (redcurrants and stone fruit). With aeration, notes of citrus fruit and orange zest emerge, punctuated by a touch of dried fruit and flowers.

Mouthfeel: the attack is fresh and supple, unveiling a superb structure. A well-balanced and pleasant finish.

This is an aperitif champagne of great character, a perfect wine to be shared on any occasion.

RESERVE

Blend*: 35% Pinot Meunier - 35% Pinot Noir - 30% Chardonnay.

Ageing: at least 3 years.

Appearance: a straw yellow colour with a beautiful sparkle. Fine, abundant bubbles.

Bouquet: the delicate fragrances of white peaches, citrus fruit and orange blossom develop, followed by notes of hazelnuts and sweet spices.

Mouthfeel: full-bodied and generous in the mouth with a superb retro-olfaction of fresh fruit. A complex cuvee offering a finish with great persistence.

With its well-balanced blend of the three grape varieties, this shows the Jean-Noel HATON « **savoir-faire** » of our Champagne House; perfect for an aperitif and an elegant accompaniment to your refined meals.

ROSE

Blend*: 35% Pinot Meunier - 30% Chardonnay - 35% Pinot Noir, 10% of which is vinified as red wine.

Ageing: at least 3 years.

Appearance: a copper-flecked, raspberry-pink colour that sets off the creamy white mousse.

Bouquet: very fragrant, delightfully revealing aromas of fresh red fruit (redcurrants and strawberries). With aeration, stone fruit, sloes and orange zest emerge to finish on complex notes of pine resin and a slightly roasted flavour.

Mouthfeel: a gourmet and distinguished attack, a full-bodied, generous finish and superb length.

This is a unique champagne, ideal for a summery aperitif. It also exalts fruit-based desserts, especially strawberry tart.



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EXCELLENCE Range

Wines Blended with at least 50% of chardonnay. Ageing from 4 to 8 years.



HERITAGE

Blend*: 50% Chardonnay - 50% Pinot Noir.

Ageing: at least 4 years.

Appearance: a brilliant golden shade and a multitude of fine bubbles creating a fine halo of mousse.

Bouquet: complex and elegant, with great emphasis on stone fruits (white peaches) and citrus fruits (grapefruits and lemons) with a brioche finish and hints of almond, roast hazelnut and orange peel.

Mouthfeel: well-balanced and full-bodied revealing notes of quince jelly and candied apricots. The finish is fresh and long.

True representation of the Jean-Noel HATON Champagne House; To be savoured with fellow wine-lovers.



BLANC DE BLANCS

Blend: 100% Chardonnay.

Ageing: at least 4-6 years.

Appearance: a pale golden colour with a wide, continual string of fine bubbles.

Bouquet: floral and refined, revealing aromas of rose and acacia blossom. With aeration, citrus fruits (mandarin-orange), cinnamon, a few notes of dried flowers, roasted coffee and a hint of toast illustrate the wine's perfect maturity.

Mouthfeel: the attack is fresh and creamy with a pleasing floral, honeyed retro-olfaction. A gentle and elegant finish.

The complexity and elegance of a great Chardonnay. Delicate, perfect for an aperitif or with seafood.



NOBLE VINTAGE

Blend*: 60% Chardonnay - 40% Pinot Noir.

Ageing: at least 5-8 years.

Appearance: a golden yellow colour with a perfect sheen, the delicate bubbles' superb effervescence forming a creamy, persistent stream. **Bouquet**: agreeable, open and fragrant, it reveals the sweet, fruity aromas of peach, apricot and plum jam. With aeration, notes of dried fruits, figs, almonds and candied fruits emerge, giving way at the finish to spices and a roasted touch.

Mouthfeel: intense, fruity and structured, it reveals a finish of great persistence.

Unique champagne made from a single harvest, the skilful combination of black and white grapes making it a great wine.



PURE ZERO DOSAGE

Blend*: 60% Chardonnay - 40% Pinot Noir.

Ageing: at least 5-8 years.

Appearance: a golden yellow colour with a perfect sheen, the delicate bubbles' superb effervescence forming a creamy stream.

Bouquet: open and fragrant, it reveals the sweet, fruity aromas of peach, apricot and plum jam. With aeration, notes of dried fruits, figs, almonds and candied fruits emerge, giving way at the finish to spices and a roasted touch.

Mouthfeel: intense, fruity and structured, it reveals a finish of great persistence.

A «pure» champagne without any dosage added : no « make-up » for Champagne lovers, fresh and straight.

EXTRA Range

Wines matured in oak barrels, 5 to 15%.

Ageing from 6 to 8 years minimum, Plot selection. For connoisseurs.

EXTRA INTENSE GRAND CRU

Blend*: 50% Chardonnay - 50% Pinot Noir. Bouzy, Ambonnay, Avize, Mesnil-sur-Oger. 5 to 7% vinified in oak.

Appearance : The effervescence forms a delicate and persistent chain of fine bubbles. Golden yellow with a beautiful brilliance.

Bouquet: the nose is elegant and fine, with notes of fresh fruit (redcurrant, peach and apricot) and citrus fruit (grapefruit and orange). Complexity is added by spices and a touch of dried flowers.

Mouthfeel: fresh and generous. Lively and elegant finish, hinting at a subtle dosage showing the wine's natural balance.

Combines intensity and elegance, to be served as an aperitif or to accompany to fish in sauce, or white meat.

EXTRA ROSE GRAND CRU

Blend*: 50% Chardonnay – 50% Pinot Noir – (including 5% Pinot Noir made into red wine).

Bouzy, Ambonnay, Avize, Menil-sur-Oger. 5 to 7% vinified in oak.

Appearance: beautiful, slightly rose-tinted mousse on pouring. The continual effervescence creates a fine chain of bubbles. A salmon pink colour infused with light and the gentlest coppery hints.

Bouquet: a powerful and elegant nose with fragrances of old rose, red fruit (raspberry and redcurrant) and citrus fruits (mandarin).

Mouthfeel: precise, with a fine Pinot Noir-grained texture balanced by a silky freshness.

This subtle and gourmet champagne is wonderful as an aperitif or to accompany a dessert of red fruit or raspberry macaroons.

EXTRA BLANC DE BLANCS GRAND CRU

Blend: 100% Chardonnay (Avize, Mesnil-sur-Oger). 5 to 7% vinified in oak.

Appearance: a beautiful golden robe with emerald flecks and a superb sheen enhanced by very fine bubbles forming a delicate ruff of white mousse.

Bouquet: the nose is of great power and subtlety, alternating between fine and delicate aromas (acacia, lime blossom), citrus notes (lemon) and resinous aromas. The finesse reveals itself in a hint of pepper and menthol.

Mouthfeel: a subtle combination of structure, length and vivacity with the flintiness of a very great Chardonnay.

A champagne for special occasions, marvellous for bringing out the flavours of noble fish such as turbot, or poultry with morels.

EXTRA VINTAGE

Blend*: 60% Chardonnay - 40% Pinot Noir. 15% vinified in oak.

Appearance: a fine effervescence that releases delicate aromas. A stunning yellow robe and an extremely refined texture.

Bouquet: a complex nose of ripe fruit (quince, bergamot), crystallised fruit and spices (ginger and cinnamon).

Mouthfeel: a silky mouthfeel and a sensation of plenitude. A smooth and subtle taste elevated by a remarkable impression of freshness achieved by meticulous dosage. A finish of superb length.

Perfect as an aperitif or to accompany elegant dishes such as lobster navarin with baby vegetables, John Dory carpaccio or spring chicken with crayfish.

IWC 2020 (blind tastings), **2 Gold Medals 95 points+ :**

Among the **top 8 champagne Houses**

Among the **top 8 champagnes non vintage**

Blanc De Blancs Extra Grand Cru, NV



TASTING NOTES
Honey and praline nose with a vivid palate which blends mandarin flavours with rich honey. Subtle bursucity character, intensive acidity and a long finish. - Panel Chair: Natasha Hughes MW | Co-Chair: Helen McGinn

IWC 95 POINTS

| | |
|-----------------|---------------------------------|
| PRODUCED BY | Jean-Noël Haton |
| COUNTRY | Champagne, France |
| GRAPE | Chardonnay |
| ALCOHOL LEVEL | 12.5% |
| WINE STYLE | Sparkling |
| WINE COLOUR | White |
| IWC POINTS | 95 |
| FIND A STOCKIST | Find a Stockist |

Noble Vintage, 2012



TASTING NOTES
Expressive nose of apple tart and caramel broadening on palate. Good backbone of acidity. Bold and rich. - Panel Chair: Simon Woods | Co-Chair: Jamie Goode

IWC 95 POINTS

| | |
|-----------------|---------------------------------|
| PRODUCED BY | Jean-Noël Haton |
| COUNTRY | Champagne, France |
| GRAPE | Chardonnay, Pinot Noir |
| ALCOHOL LEVEL | 12.5% |
| WINE STYLE | Sparkling |
| WINE COLOUR | White |
| IWC POINTS | 95 |
| FIND A STOCKIST | Find a Stockist |

Champagne Jean-Noël HATON :

- one of the best rated champagnes below 35€ RRSP
- House average score : above 4/5



Jean-Noel Haton Extra Brut Champagne

🇫🇷 Champagne · France

Note moyenne

4,2  103 note

Prix moyen

€ 34,10

Disponible sur Vivino Checkout à partir de €33,20



Jean-Noel Haton Blanc De Blancs Brut

🇫🇷 Champagne · France

Note moyenne

4,1  847 note

Prix moyen

€ 29,95

Disponible sur Vivino Checkout à partir de €28,95



Jean-Noel Haton Pure Extra Brut Champagne

🇫🇷 Champagne · France

Average rating

4,1  21 ratings

Average price

€ 26,50

This wine is available from online merchants

[View shops](#)



Jean-Noel Haton Noble Vintage Brut

🇫🇷 Champagne · France

Note moyenne

4,1  285 note

Prix moyen

—



Jean-Noel Haton Extra Blanc De Blancs Brut Champagne

🇫🇷 Champagne · France

Average rating

4,0  113 ratings

Average price

€ 33,90

Available with Vivino Checkout starting at €33,90

[Add to cart](#)



Jean-Noel Haton Classic Brut Champagne

🇫🇷 Champagne · France

Note moyenne

3,9  1206 note

Prix moyen

€ 22,23

Disponible sur Vivino Checkout à partir de €22



Jean-Noel Haton Extra Brut Rosé Champagne

🇫🇷 Champagne · France

Average rating

4,0  327 ratings

Average price

€ 34,00

This wine is available from online merchants

[View shops](#)



Jean-Noel Haton Héritage Brut Champagne

🇫🇷 Champagne · France

Average rating

3,9  195 ratings

Average price

€ 26,00

This wine is available from online merchants

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Tom Stevenson

Champagne Global Report 2009

+ Founder & Chair of The Champagne
 & Sparkling Wine World
 Championships CSWWC

+

Author of the famous

Christies' Champagne & Sparkling
 Wines World Encyclopedia with Essi
 Avellan MW



| 36 | WINE REPORT 2009 | GLOBAL REPORTS |
|---|------------------|---|
| GREATEST WINE PRODUCERS <ol style="list-style-type: none"> 1 Krug 2 Pol Roger 3 Louis Roederer 4 Billecart-Salmon 5 Bollinger 6 Deutz 7 Jacquesson 8 Gosset 9 Pierre Gimonnet 10 Vilmart | | <ol style="list-style-type: none"> 7 Lanson 8 Louis Roederer 9 Drappier 10 Heidsieck & Co Monopole |
| FASTEST-IMPROVING PRODUCERS <ol style="list-style-type: none"> 1 Lanson 2 Taittinger 3 Heidsieck & Co Monopole 4 Piper Heidsieck 5 De Saint Gall 6 J Dumangin 7 Moët & Chandon 8 Mumm 9 Jacquart 10 Ayala | | GREATEST-QUALITY WINES <ol style="list-style-type: none"> 1 Cuvée R Lalou 1998 Mumm (€120) 2 Les Folies de la Marquetterie NV Taittinger (€41) 3 Belle Epoque Rosé 2002 Perrier Jouët (€200) 4 Dom Pérignon 2000 Moët & Chandon (€95) 5 Noble Cuvée Brut 1998 Lanson (€86.87) 6 Vintage Brut 2002 Veuve Clicquot (€40) 7 Brut Millésime 2000 Piper-Heidsieck (€39) 8 Clos des Goisses 1998 Philipponnat (€86) 9 Blanc de Blancs Fleuron 2002 Pierre Gimonnet (€26) 10 Brut Réserve Dégorgement 2007 Mis en Cave en 2004 NV Charles Heidsieck (€30) |
| NEW UP-AND-COMING PRODUCERS <ol style="list-style-type: none"> 1 Jean-Noël Haton 2 Louis Barthelemy 3 Serge Mathieu 4 Henri Mandois 5 Fluteau 6 Bruno Paillard 7 Chanoine's Tsarine range 8 Henri Giraud 9 Audoin de Dampierre 10 Chapuy | | BEST BARGAINS <ol style="list-style-type: none"> 1 Grand Cellier Brut NV Vilmart (€22) 2 Brut NV Palmer (€16.50) 3 Brut 2000 J Dumangin (€22) 4 Brut 2000 Jacquart (€22) 5 Blanc de Blancs Brut 2002 Palmer (€24.90) 6 Grand Sèndrée 2000 Drappier (€30) 7 Brut Réserve Dégorgement 2007 Mis en Cave en 2004 NV Charles Heidsieck (€30) 8 Blanc de Blancs Brut 2002 Chapuy (€21.90) 9 Cuvée Prestige NV Dumenil (€19.10) 10 Silver Top 2002 Heidsieck & Co Monopole (€29.55) |
| BEST-VALUE PRODUCERS <ol style="list-style-type: none"> 1 Palmer 2 Piper-Heidsieck 3 Charles Heidsieck 4 Serge Mathieu 5 Henri Mandois 6 Jacquart | | |

Jean-Noël HATON, the perfect Champagne blend = Quality control of a Wine Grower + Consistency of a larger House

- Family structure, 100% Independent
- Own vineyards + stable grape & must supply
- Winegrower experience since XVIIth Century
- Winemaking consistency since 1928:
 - high stocks of "Reserve wines"
 - large supplies of Crus across Champagn
- A fine distribution in HORECA & wine shops



➔ Best choice and value among the Independent Family Houses*

* 100% family owned and managed, eponymous House



*French Retail Prices,
RRSP, VAT included.*

Elegance range :

from €25

Excellence range :

from €30

Extra range :

from €35

Champagnes on sale at all good wine merchants
in France and abroad

Champagne Jean-Noël Haton

5, rue Mermoz - 51480 Damery

+33 3 26 58 40 45

olivier.cril@champagne-haton.com

www.champagne-haton.com

APPENDICES & PICTURES

- International Awards and Scores
 - Art Patronage
 - The Haton Team
- The Techniques from vineyards to cellars



Classic

Guia Penin 90 pts, IWSC 2017 Silver

Réserve

WS 91pts
 IWSC 2018 Gold
 IWC 2020 Silver 91 pts
 DWWA 2021 Silver 90 pts



Rosé

Drinks Business 2022 Global Wine Master Gold Medal
 IWC 2020 Silver 92 pts
 DWWA 2021 Silver 92 pts



Héritage

Guia Penin 91pts
 WE 91 pts
 IWSC 2016 Gold
 IWSC Silver 91pts
 IWC 2021 silver 90 pts



Pure Zéro Dosage

IWC 2021 Silver 90pts

Noble Vintage

Drinks Business Champagne Masters 2022 Gold Medal
 WE 93pts
 IWC 2022 Gold 95pts, IWC 2020 Gold 95+
 IWSC 2017 Gold



Blanc de Blancs

IWSC 2015 Gold Outstanding
 Gault et Millau 16.5/20 Remarquable
 WE 92 pts
 IWSC 2019 90 pts Silver



Extra Intense Grand Cru

IWSC 2019 93 pts Silver
 DWWA 2021 Silver 91 pts
 Gault et Millau 16.5/20 Remarquable
 Guide Hachette 1 star
 WE 92 pts



Extra Rosé Grand Cru

IWSC 2016 Gold
 Guia Penin 93pts
 Gault et Millau 16.5/20 Remarquable
 Guide Hachette 2 stars



Extra Blanc de Blancs Grand Cru

Drinks Business Chardonnay Master 2022 : Gold
 IWC 2020 : Gold, 95+pts Top 8 champagne nv
 Guia Penin 93pts
 WE 91pts
 Gault et Millau 16.5/20 Remarquable
 Guide Hachette 3 stars
 DWWA 2021 Silver 91 pts



Extra Vintage

Gault et Millau : 17/20 Exceptionnel
 IWSC 2013 Gold Outstanding

Selection of International Medals, Scores and Awards

IWSC : International Wine and Spirit Competition

IWC : International Wine Competition

DWWA : Decanter World Wine Awards

WE : Wine Enthusiast

WS : Wine Spectator

ART PATRONAGE
Support for artistic professions

Since 2013, the Jean-Noël Haton Champagne House has supported the 'Fondation Ateliers d'Art de France' to promote the artistic professions of France. Just like artists, whose every gesture has a purpose in the creation and construction of an object, the Haton winemakers are craftsmen of their vines and their wines. The quest for excellence combines the same values in both cases: people and technique, know-how, mastery of equipment, gestures, and creation. The 'Fondation Ateliers d'Art de France' aims to save, promote and develop the professions of creation, tradition, maintenance and conservation of heritage, notably by attributing awards and scholarships, providing subsidies, organising seminars and professional trade fairs, and offering publishing services. Created in 2011 by the Ateliers d'Art de France, (the professional organisation of art professions), is currently the only foundation managed by professionals and devoted to all artistic professions. It is determinedly modern, encourages innovation, risk-taking, and the audacity to stretch the boundaries of the traditional vision of artistic professions.

www.fondationateliersdart.org



Jean-Noël Haton

Avec 20 ha en propriété, essentiellement sur Damery, et un approvisionnement sur 80 autres, la maison Jean-Noël Haton pourrait élaborer 1 million de bouteilles : elle se contente de 900 000 cols. Fondée en 1928, elle est aujourd'hui entre les mains de Sébastien et Sandra, qui privilégient la clientèle des particuliers. Cependant depuis trois ans, la maison propose une deuxième gamme à destination des cavistes et de la restauration, « Extra ». Elevage en cuve,

fermentation malolactique : sur ces deux points, pas de changement. L'étiquette en revanche est plus sobre, rectangulaire, le brut plus typé chardonnay, le rosé plus pâle. Et le blanc de blancs est présenté dans une bouteille fumée, « qui protège mieux le vin ». Les Japonais l'affectionnent déjà : après quelques ventes ponctuelles, le premier container vient de partir pour le pays du soleil levant, garni pour l'essentiel d'Extra, les champagnes « classiques » étant plutôt voués désormais à la vente à la coupe. L'export représente aujourd'hui 35% des ventes.

avec l'Angleterre en première ligne. Le rosé de la gamme « Extra » s'est déjà distingué, obtenant une médaille d'or aux Effervescents du Monde 2007 : c'est un bon présage. La clientèle privée, elle, est plus sensible aux distinctions du guide Hachette. Sébastien se souvient encore du « coup de cœur » et des trois étoiles décernées à l'une de leurs bouteilles en 1997 : « Ce fut une véritable folie ! ». Ce genre de folie qu'on aimerait pourtant voir perdurer...
 5, rue Jean-Mermoz
 51490 Damery - Tél : 03 26 58 40 45



Ecrin de Craie
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Anniversaire
 800 ans
 à eux quatre

Tendance
 La fine fleur
 du rosé

Chino
 Un vin
 très é

La revue du
Champagne

Bulles
 de Stars

Sophie Marceau
 marraine de la
 cuvée By & For
 de Perrier-Jouët

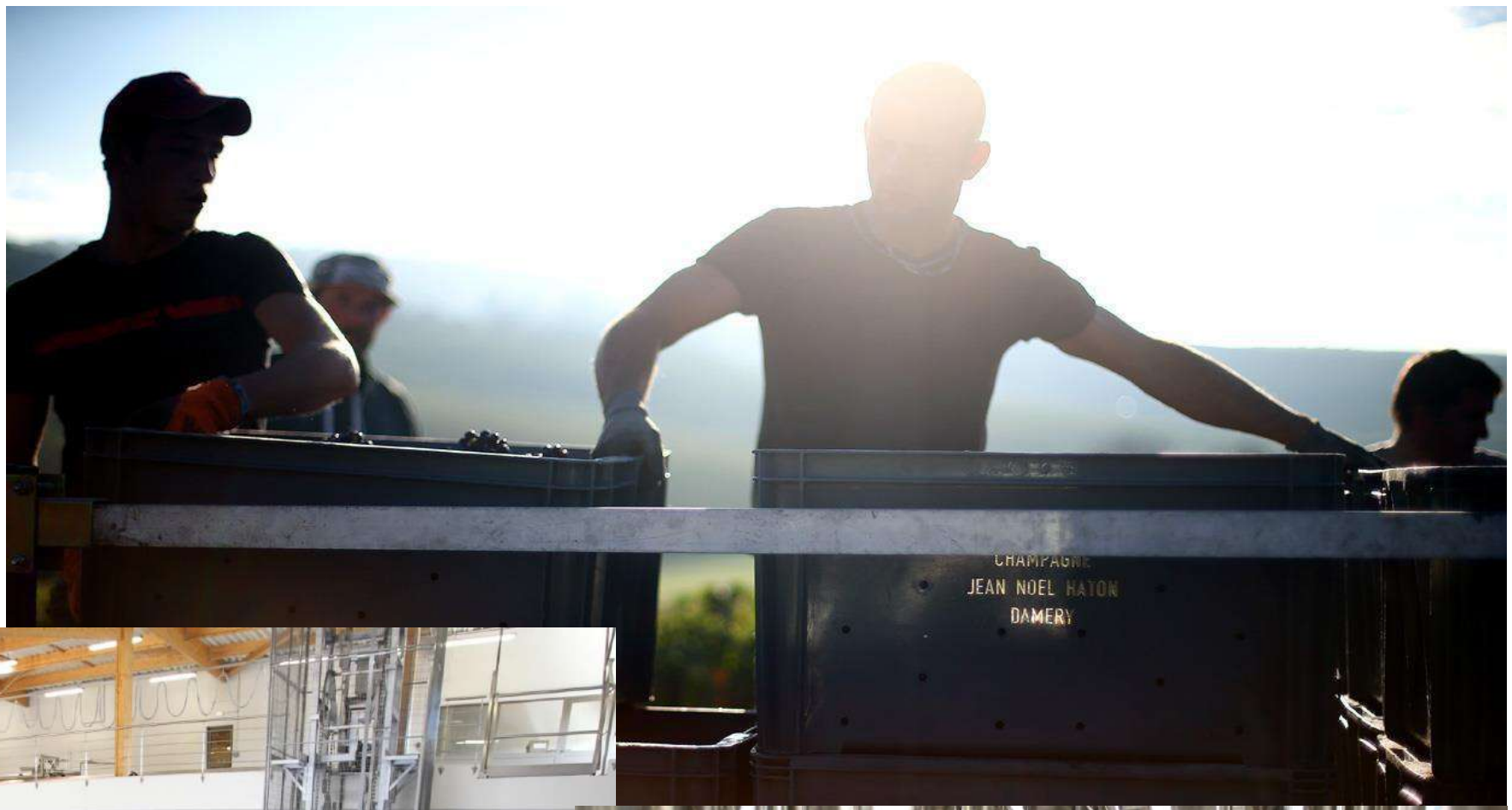
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N°37 - SEMESTRIEL - 5,35 €

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ISSN 1151 - 3454

CHAMPAGNE
Jean-Noël
HATON
MAISON FONDÉE EN 1928



THE PEOPLE

People of honour and commitment

Jean-Noël Haton :

The **eponymous brand reflects the image and values of the man himself**. Jean-Noël Haton is a man of his word. His firm handshake reflects his strength of character. The gaze of his bright blue eyes is unwavering. This strength is offset by a gentle, slightly round face which hints at a deep sensitivity. Jean-Noël Haton loves life. He is a man of few words but his silence speaks volumes. He learnt very early on that he could count only on himself. Above all, Jean-Noël Haton, despite his slightly detached and serious air, is a very likeable character. His knowledge of vines and wine is infinite. It is his passion and he passes it on with great pleasure. Listening to him is a captivating experience. Once you get him talking on the subject there is no stopping him. His inherent cautiousness means that he preciously holds onto his love for vines and wine, and his passion for his profession. But his heart, his generous spontaneity, and his humanity have imbued him with the desire to pass on his experience. Hence, he has become a guide who gives his time and knowledge. The relationships he creates with his winegrowing friends and suppliers of the precious raw material are living proof of his ability to create extraordinary human bonds. Ask around the vineyards if everyone knows Jean-Noël Haton... of course they do! He is a winegrower of the calibre of great builders and founders and a visionary of modern winemaking who respects the environment. His promise to the local town hall concerning the installation of hydroelectric equipment in his vineyard also shows his respect for others and his willingness to put the interests of the collective good after his own. Jean-Noël Haton is a self-taught 'winegrower-businessman' who has built his life, and his company, on solid bases: hard work, conscientiousness, high standards and excellence. These values can only be built up through time and experience.

Sébastien Haton :

Over the past twenty years, the organisation has had to adapt to an ever growing business. Today Jean-Noël is in charge of the vineyard, supplies and relations with winegrowing partners, while Sébastien manages the cellar, overseeing the winemaking process, blending and other operations on the wines. However, decisions are always taken collectively. Sébastien Haton, who grew up in the vineyard, has followed in his father's footsteps: he has the same attitude, the same observant and careful gaze. He is a fighter, someone who puts everything into his work, a man who loves what he does and keeps an eye on everything with the detachment of those who know; those who trust those around them but have understood that nothing can ever be taken for granted. And this doesn't stop them from doubting or being straightforward... that is a way of keeping their feet on the ground.

The Haton Family :

Each year harvest time is an unforgettable moment of rich and inspiring exchanges and shared experiences. At the Haton's vineyard, the meals served to the harvesting team are home-cooked and everyone pulls together with Mrs Haton watching over everyone like a foster mother. The family's Polish friends from Krakow have been coming back every year for the past twenty years, loyal and intimately linked to this family who welcomed them when times were hard. So, when a new Polish employee arrived fifteen years ago with the dream of setting himself up in the region of Champagne, the family willingly gave him financial support, enabling him to buy a home. Furthermore, each year, the family gives a handicapped child or a child in difficulty the chance to experience a day of harvesting at the vineyard through its links with the charity association 'Les vendanges du Cœur' or 'The Harvests of the Heart'.

THE TECHNIQUE

It all starts with the vine



Jean-Noël has learnt much more from **the school of life** than from other schools. At the age of 14, he was already tending to the vines of the vineyard which his father had himself inherited from his elders. 4 generations have built the business into what it is today: 25 hectares of vines bordering 7 villages, Jean-Noël knows his vines like the back of his hand. He can be found in them every morning, noting every detail, weighing up every situation, nipping in the bud the slightest attack of mildew or grey mould disease. He is like a sentinel, always on guard and ready to protect his beloved crops. Today his ecological responsibility has led him to obtain the 'high environmental value' HEV 3 label. His priority is to find the right balance between respect for the soil, risk-taking, and environmental protection. Several measures have already been implemented: tests to combat Esca - a fungal disease affecting vine trunks- via a modern method using ultrasound, eliminating the use of insecticides on a third of the vineyards, using more earth-friendly preparations, significantly reducing chemical treatments thanks to a daily inspection of the health of the vines. A zero- herbicide approach is also being tested on several plots. Since 2012, the teams looking after the vines work the soil on a regular basis. We seek optimal maturity of the grapes to obtain a natural degree of alcohol of around 10.5%. A team of harvesters is attributed to harvesting only the red grape varieties used to make the Rosé Cuvées.

From 1978, Jean-Noël Haton decided to complete his own production by setting up a supply chain linking 85 hectares of vines owned by his trustworthy winegrowing friends. This ensures him a further yearly supply of the most mature and healthy grapes which, like his own, are an honour to the appellation... Jean-Noël Haton has gone from winegrower to merchant increasing his production from 200,000 bottles to 1 million bottles today. But, and this is the key, he has stayed the same... a hyperactive, curious, and passionate winegrower who oversees his company just as he did on day one.

Modern and efficient equipment



Sébastien Haton is seconded in the cellar by Fabien Robillard, in supervising the winemaking process. A new building was constructed in 2009 and equipped with two 8000kg pneumatic presses. The grapes are systematically separated according to varietal and plot origin, and pneumatic pressing allows us to work with small volumes of grapes to break up the must and obtain 'coeurs de cuvées', literally the 'heart of the first press'. No less than 120 thermo-regulated stainless steel tanks, with capacities ranging from 30 to 300hl, allow us to age the juices separately. In the cellar, sufficient space is attributed to the volume of the settling tanks (11,800 hl for 100 units). This allows us to take our time and to use cold and gravity for the racking process to obtain optimal separation of the must from the deposit, which is a further assurance of quality. Our equipment completes our unique know-how made of an infinite number of precise operations – seeking contact with the air when racking the must in order to prevent oxidation, using low temperatures to encourage the formation of sparkle to result in fine bubbles, and reducing the doses of sulphur. In the context of our HACCP and IFS, HVE3 certification, our Quality Manager, records all these operations and processes.

Of the art of the blending

In February or March, these still and stabilized wines, called 'vins clairs', i.e. 'clear wines', are assembled with precision and artistry. Jean-Noël and Sébastien Haton, create with their own palette of colours a huge choice of nuances and flavours to obtain precise and sharp wines. Creating a wine whose taste remains constant over time, termed as its 'style', from grapes grown in different terroirs - or winegrowing soils-, geological compositions, and geographical exposures, requires experience and unique know-how. The two non-vintage Cuvées Brut, "Classic" and "Réserve", present a style made up of a majority of red grape varietals from the Marne Valley : Damery, Hautvillers, Cumières, Fleury la Rivière, Vauciennes, Cuchery...give wines combining fruitiness, strength, consistence and vivacity, for the Jean-Noel Haton Champagne non vintage. Meanwhile, the Cuvée blancs de blancs reflects the search for a silky, suave and creamy style. It is obtained by blending grapes grown in the terroirs of Berru and Bassuet, where the subsoil is made up of chalk and gravel, renowned for producing powerful and unctuous chardonnays, and also partly from chardonnays from the Grands Crus de la Côte des Blancs (Cramant and Oger), for freshness and minerality.