

Champagne PIAFF named 'Official Champagne' of The Open

Thursday 23 May, 2019

PIAFF, based at its Chateau just outside Épernay, will showcase its premier Champagne at golf's original championship, as part of an exclusive partnership with The R&A.

The 148th Open will take place from 14 to 21 July at Royal Portrush, marking a historic return of the Championship to Northern Ireland for the first time in 68 years.

The invitation from The R&A to serve as Champagne partner offers Champagne PIAFF a unique opportunity to combine five generations of winemaking passion with a game that is, in itself, synonymous with tradition.

"Champagne, like golf, represents a triumph over terroir," says Ashley Head, chairman of Champagne PIAFF. "Both respect the vagaries of nature, weather, and terrain to produce iconic excellence in our own way. We are delighted to join The Open family."

"We are delighted to welcome PIAFF as The Open's Champagne Partner and we look forward to sharing their fascinating story and offering the very best experience to fans who attend The Open." – Neil Armit, R&A Chief Commercial Officer.

Champagne PIAFF was hailed at New York Champagne Week as 'the Champagne House of the digital age', a nod to its smart use of technology in building alternative distribution and customer engagement channels. With a loyal following in the British market, and its status as The Open's Champagne partner, Champagne PIAFF embraces the synergy the collaborative opportunity presents.

Guests to The 148th Open at Royal Portrush are warmly invited to visit the Champagne PIAFF pavilion to experience some of the finest Champagne on offer as well as the brand's philosophy of pour l'amour de la vie (for the love of living).

For more information, visit www.champagnepiaff.com.

Issued on behalf of The R&A and Champagne PIAFF. [ENDS]

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For press enquiries or to set up an interview, please email: press@champagnepiaff.com

For images & artwork, please visit: <https://champagnepiaff.com/mediacenter>

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