



CHAMPAGNE
TAITTINGER
Reims

CHRISTIE'S

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CHRISTIE'S AND TAITTINGER ANNOUNCE PARTNERSHIP



London - Christie's the world's leading art business and the distinguished family owned Champagne House Taittinger, are proud to announce their partnership which will see Taittinger Champagne served at Christie's key events worldwide.

Jussi Pyllkkänen, President of Christie's Europe, the Middle East, Russia and India, commented: *"Christie's is very pleased to be collaborating with Taittinger as our preferred Champagne partner for our prestigious international events. Taittinger's rich heritage and the care afforded to this exemplary Champagne's production complements the excellence for which we are renowned."*

Clovis Taittinger, Export Director, commented: *"Taittinger are delighted to be working with Christie's around the world. Both Christie's and Taittinger strive for quality in everything they do and we are proud that Christie's clients will be able to enjoy our family Champagne at the many prestigious events that they organise throughout the year and internationally."*

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About Taittinger

Taittinger is the only major Champagne House to remain owned and actively managed by the family named on the label. Taittinger is the second largest vineyard or domaine owner in the region giving them ultimate control of quality from vine to bottle. The Champagnes are Chardonnay dominant which gives the elegance, delicacy and finesse. Taittinger is widely distributed around the world in 140 countries. Hatch Mansfield is the sole UK agent for Taittinger Champagne.

About Christie's

Christie's, the world's leading art business, had global auction and private sales in the first half of 2013 that totaled £2.4 billion/ \$3.68 billion. In 2012, Christie's had global auction and private sales that totaled £3.92 billion/\$6.27 billion making it the highest annual total in Christie's history. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers over 450 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totaled £465.2 million (\$711.8 million) in the first half of 2013, an increase of 13% on the previous year, and for the third successive year represents the highest total for the period in both company and art market history.

Christie's has a global presence with 53 offices in 32 countries and 12 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, Shanghai, and Mumbai. More recently, Christie's has led the market with expanded initiatives in growth markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

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