

# FARMER FIZZ

(AKA Grower Champagne)

## What IS Grower Champagne?

Simply put, Grower Champagne describes a small vineyard owner in the Champagne region of France who makes wine from family-owned grapes and then crafts that wine into the finished bottle of bubbly. Officially known as a Récoltant-Manipulant (ray-coal-TONT mah-nip-you-LONT), or “RM”. An RM may only purchase up to 5% of his grapes from other growers, although many purchase none at all. This is in stark contrast to the négociant-manipulant (NM) which often buy most or all grapes from hundreds of different sources and which pay by weight rather than by quality. Most Récoltants produce between 2,000 and 20,000 cases of Champagne annually; the average Négociant produces hundreds of thousands of cases. Known affectionately as “Farmer Fizz,” Grower Champagnes are hand-crafted, artisan wines offering an exciting, personality-filled alternative to boring corporate Champagne. In the U.S. in 2007, Grower Champagne sales accounted for approximately 3% of all Champagnes sold, up from 0.62% in 1997!

## Why Drink Grower Champagne?

- 1) You should drink it if you've forgotten that CHAMPAGNE IS WINE. As with many wines, the best-crafted are often those that benefit from more hands on care. SMALLER PRODUCTION is often synonymous with BETTER quality.
- 2) You should drink Grower Champagne if you'd rather buy Champagne from a farmer and winemaker, a wine expressive of vineyards and the Grower's connection to these vineyards.
- 3) You should drink Grower Champagne because its price is HONESTLY based on what it costs to produce, not manipulated to account for massive PR and advertising budgets.
- 4) You should drink Grower Champagne if the individually DISTINCTIVE FLAVORS and CHARACTER of terroir-driven wines matter more than drinking a BRAND name.
- 5) You should drink Grower Champagne because it's honest REAL wine grown and crafted from the vineyard to the bottle by a FAMILY just like yours. The name on the label is the maker, not a mega conglomerate in the luxury goods business.
- 6) Lastly, you should drink Grower Champagne because they TASTE TERRIFIC!!