

The Art of Simplicity since 1885

Maison Langlois, based in Saumur, is reinventing itself, refocusing on its exceptional sparkling wines and adopting a new identity that is both simple and refined.

Since it was founded on the banks of the Loire River in 1885, Maison Langlois has been driven by a spirit of independence and an uncompromising pursuit of quality. In July 2022, the House embarked on an in-depth review about its identity and its wine vision. Building upon this introspective work, Langlois is evolving and refocusing on its fine sparkling wines from the Loire region, under the appellation "Crémants de Loire." Starting with the 2023 vintage, the wines from Sancerre produced by the House will be represented by Domaine Hubert Brochard, which is also part of the Bollinger Group.



Chenin, the beating heart of the Langlois style

This positioning reveals the ambitious new direction set by Langlois, which is once again asserting its expertise in the production of exceptional sparkling wines by going beyond the specifications of the Crémant de Loire appellation. Meticulous application of the traditional method elevates the expression of the Chenin grape, with an effervescence of infinite delicacy. As a pure Loire Valley grape variety, Chenin is the enduring cornerstone of Langlois' expertise and identity.

The Maison, which has a 62-hectare estate, is committed to selecting its grapes from four terroirs renowned for their quality (Coteaux Saint-Léger on limestone, Côtes de Saumur on silica-limestone, Puy Notre-Dame and Montreuil Bellay on clay-limestone), separating the *cuvée* (the first and best juice) from the *taille* (the later, coarser juice) during pressing, and giving each terroir its own separate and customised vinification so that each type of juice receives the care it deserves. Finally, it incorporates reserve wines from one or two previous vintages and ages its wines on lees for a minimum of 18 months for the Crémant Rosé and 24 months for the Crémant Blanc.

A commitment to nature

Langlois has a long-standing commitment to the environment, being a pioneer in sustainable agriculture. True to its philosophy of excellence, Langlois continually strives for improvement. After being one of the first to obtain the Terra Vitis label in 2000, the House achieved Organic Agriculture certification in 2020 for half of its vineyards (30 hectares out of 62 hectares), with the rest undergoing conversion since 2022. The House plans to produce all its Crémants de Loire with certified organic grapes by the 2025 vintage. Mindful of its responsibility at local level, the Maison puts the same energy into supporting its partner winegrowers during their conversion, whether it's through sharing experiences, providing financial assistance, or ensuring transparency in purchase prices.



A new brand identity

To underline this renewed focus on its unique know-how, Langlois unveils its new identity in November 2023: a refined design with precise and elegant finishing touches. The Maison now goes by the name LANGLOIS. The link to Jeanne Chateau, the co-founder of Langlois-Chateau, is preserved in the Vendée heart and the initials “LC” in the centre of the coat of arms. In this way, the Maison emphasises a desire to elevate and appreciate simple moments. This art of simplicity, so dear to Langlois, blends with the lifestyle it proudly embraces.

The logo's evolution

The company logo has been redesigned to give it a more modern feel. The serif typography gives way to a simpler script with stylized angles that are in line with contemporary design. The coat of arms has been redesigned, simplified and made easier to decipher.



The Crémants Langlois Collection



The Crémants are adopting a new identity and new labelling. The House introduces the new designations for its Brut cuvées: Réserve, Rosé, Vintage 2018; and its iconic Cadence Extra Brut 2017 cuvée, set to be released in February 2024.

The bottles sport a fresh look while retaining the historic signature elements of Maison Langlois. The coat of arms continues to feature prominently at the base of the foil. The colours used are inspired by the natural hues of the banks of the Loire. The labels have a light, airy look with textured papers and an uncluttered design. The back label reveals more details of the cuvée's assemblage and characteristics.

Eco-designed packaging

The eco-designed packaging includes a non-chemically treated brown kraft cardboard box. This box is recyclable and contains a percentage of recycled cardboard. Printing uses natural inks, and debossing is used to preserve the raw material and facilitate recycling.

The Crémants are available from wine merchants or on the website of the Maison.

To see our Reveal film

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