



Champagne Ayala

The “Sleeping Beauty of Champagne” Awakens

The story of Champagne Ayala is told in four acts. Founded in 1860 by Edmond de Ayala, the brand quickly became one of the most popular among the British aristocracy. This rapid success is attributed primarily to low level of dosage, which produces a wine of refinement and elegance. This Ayala-style of Champagne continues through to the present day.

This era of success ended during the Winegrowers’ Revolt of 1911, when rioters destroyed the property and could have ended the history of Ayala. The Ayala family showed remarkable foresight and was insured against riots and vandalism. By 1913, Ayala had been rebuilt in a stunning Art Deco design.

The period from 1913 until the start of World War Two was a glorious one for Champagne Ayala. The wines were darlings of the bohemian cafés and clubs of Paris and London and production increased to over one million bottles per year.

Champagne Ayala was also official supplier to the royal courts of England and Spain. The grandeur of that period is also exemplified by the rich iconography that the House inspired: the numerous advertising posters and artistic drawings from the era are the best testimonies of that splendor.

After the war, Champagne Ayala became a period of quiet decline that would last sixty years and wouldn’t end until it was purchased by Champagne Bollinger in 2005.

Under new ownership and with the immensely talented Caroline Latrive as winemaker, Champagne Ayala has reestablished itself as a leader in elegant, low-dosage, Champagne. Latrive, one of only 3 female cellar masters in Champagne, has blazed a path in pushing for some of the smallest lot-by-lot vinifications in Champagne, always in search of refining the detail and complexity of her Champagne.

