



Your Guide to Farmer Fizz

Grower Champagne, or “Farmer Fizz”, is sparkling wine produced in the Champagne region of France on vineyard estates where the grapes are grown. To put it simply, this bubbly is from a farmer rather than a factory. Large scale Champagne producers can use grapes sourced from up to 80 different vineyards. Not so with grower Champagnes. These artisan winemakers are more terroir-focused, brewing grapes sourced from their own vineyard or one closely situated to their village.

Here are just a few reasons to drink Farmer Fizz now, at the height of the season.

- Because it’s real wine, grown and made by a family, just like yours – by a “him,” not an “it.”
- Because you are supporting small production and rejecting corporate marketing.
- Because its price is honestly based on production cost, not massive PR budgets.
- Because each wine is a unique representation of the distinctive flavors of that grapes climate, soil and winemaking.

