

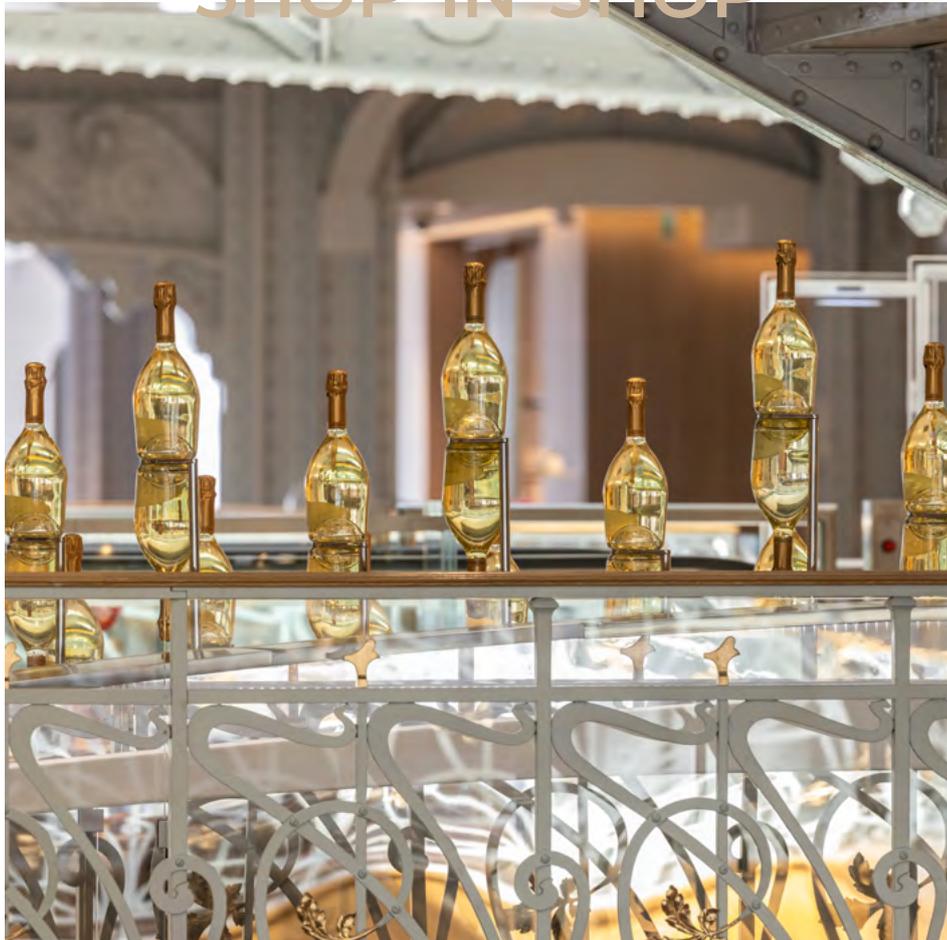


# Ruinart

LA PLUS ANCIENNE MAISON  
DE CHAMPAGNE

*Samaritaine*

MAISON RUINART  
**OPENS ITS FIRST  
SHOP-IN-SHOP**



**PRESS RELEASE**  
MAY 2021

For the first time in its history, Maison Ruinart has set up a dedicated sales space in the heart of Paris. Celebrating the savoir-faire of the first established house of Champagne, the luminous, artistic installation offers the iconic Ruinart Blancs de Blancs and Ruinart Rosé cuvées (half bottle, bottle and magnum) all year around, as well as exclusive services.

This surprising space nestles under the glass dome of the newly renovated Samaritaine department store, built in 1870 and listed as a historic monument since 1990. Placed on a long block of limestone rock, symbolising the Maison's Crayères – chalk-pits cellars used to mature wine – in Reims, the emblematic bottles float above a mirrored surface. Their reflections create a surprising landscape evoking the vineyards and rolling hills of the Champagne region where the Maison's signature grape variety, chardonnay, is grown. Through the savoir-faire of the wine making team, the Cellar Master unveils the aromatic freshness that characterises Ruinart champagnes.

*« Maison Ruinart is accompanying the long-awaited reopening of the Samaritaine with its first dedicated sales space. It was an obvious choice for Ruinart. We share the same enlightened vision of a world based on the deep connection between nature and culture. The Samaritaine is much more than a point of sale. »*

**FRÉDÉRIC DUFOUR**  
President, Maison Ruinart

Committed to an eco-responsible approach across all its activities, Ruinart developed a Second Skin case for its bottles – an elegant envelope made from 100% recyclable paper. It embodies a more conscious and minimalist art of gifting and can be personalised with gold stamped initials - details that make this gift to yourself or others truly unique. The Samaritaine is the only space where this service is available all year.

Visitors can also savour the Maison's vintages throughout their visit to the Samaritaine: Ruinart Champagnes feature on the menus of the restaurants and eating areas within the department store.



# Ruinart



**DOWNLOAD press material [HERE](#)**

Ruinart Blanc de Blancs in its second skin packaging, 75 cl, 74 € TTC  
Ruinart Rosé in its second skin packaging, 75 cl, 74 € TTC

Maison Ruinart at La Samaritaine  
4<sup>th</sup> floor  
9 rue de la Monnaie  
75001 Paris  
[www.samaritaine.com](http://www.samaritaine.com)

**PRESS CONTACT :**

Jean Baptiste Duquesne  
[jbdquesne@ruinart.com](mailto:jbdquesne@ruinart.com)  
+ 33 1 58 97 57 42

## ABOUT MAISON RUINART

Born in the Age of Enlightenment, a time of ideas, connection and culture, Maison Ruinart was founded in 1729 as the first House of Champagne. The Maison's winemakers are true masters of Chardonnay. Acting in harmony with nature, they cultivate and define the signature House style: elegantly simple, pleasant to drink cuvées of aromatic freshness, reflecting the grapes' balanced luminosity.

Ruinart champions a conscious, elegant art de vivre, creating meaningful moments around art and food that bring humanity together. True to its enlightened vision, the House has taken concrete to tackle climate change, adapting its practices while preserving the excellence of its wines. Always researching and innovating, Maison Ruinart continues to produce a range of signature cuvées that reveal the light of Chardonnay.