



# LA ROUTE ALPINE

Autumn 2019

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Alpine is all about passion. A brand founded in 1955, which came back in 2017 with the new Alpine A110, and received an incredibly warm welcome.

Today, Alpine is also the experience you are living with your Alpine A110.

Our exclusive programme « La Route Alpine » was designed to continue the journey at your side.

This autumn 2019, our first destination is Reims: Our Partner Louis Roederer Champagne opens the doors of its private property. The second trip takes you to Les Voiles de St-Tropez to experience an incredible atmosphere on the French Riviera.

We look forward to seeing you at our events to drive on the most beautiful roads together and to share unforgettable moments.

Yours,

Régis Fricotté - Sales Director, Alpine





# ALPINE - LOUIS ROEDERER

19<sup>th</sup> - 20<sup>th</sup> September 2019

# LOUIS ROEDERER

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Prestigious partner of Alpine since 2018, the Louis Roederer Champagne House, founded in Reims in 1776, is one of the last great independent and family-run Champagne Houses.

In 1845, Louis Roederer acquired 15 hectares in the Grand Cru vineyards of Verzenay. The idea - which was quite unusual at a time when grapes had little value - was to become a wine grower in order to master the entire process of creating his vintage wines. Ever since, every Louis Roederer vintage originates exclusively from our own vines, which is rare indeed in the Champagne region.

The grapes from each plot are meticulously gathered by hand and are collected in the buckets and pressed on the site of the harvest.

The Alpine-Roederer Tour created by Alpine offers a proper journey into the heart of the Champagne tradition and Louis Roederer's secrets. The Cristal Roederer embodies at its best the House's quest for perfection. Included in the programme: visit of the wine cellars, wine tasting and exclusive Champagne dinner at the Family Hotel Particulier.





# DAY 1

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- 01:30PM: Meet and greet at Café-Restaurant L'ILE, Issy-les-Moulineaux (meeting point)
- 02:00PM: Departure in convoy
- 04:00PM: Arrival at Reims. Guided tour of Louis Roederer's vineyard.
- 05:00PM: Exclusive tour of the Family's wine cellars (closed to the public)
- 07:30PM : Check-in at the Hotel and Shuttle Transfer
- 08:00PM: Apéritif at the Hôtel particulier of the Roederer Family
- 08:30PM: « Cristal dinner » (1 Michelin star)
- Coffee served in the private apartments of the Roederer Family



*Overnight stay at Hôtel de la Paix*

The programme might be subject to changes



## DAY 2

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- 08:30AM - 10:00AM: Breakfast at l'Hôtel de la Paix\*\*\*\*
- 10:00AM: Departure from the Hotel, route Reims-Gueux
- 10:45AM - 11:30AM: Visit to the historical Circuit of Gueux
- 11:30AM - 12:15PM: Route Gueux-Reuil
- 12:15AM - 01:30PM: Country-style pic-nic in Reuil
- 01:30PM - 03:30PM: Route Reuil-Boulogne



The programme might be subject to changes



# ACCOMODATION

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## Hôtel LA PAIX Reims\*\*\*\*

The Best Western Premier Hotel de la Paix 4-star is located in the heart of Reims, the Champagne capital, in an exceptional setting. Just a stone's throw away from the cathedral, this hotel with its resolutely contemporary style combines modernity and cultural heritage.

The hotel has comfortable, soundproof and air-conditioned rooms, and a relaxation centre: Indoor swimming pool, steam room and fitness equipment.

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# FOOD EXPERIENCE

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## DAY 1 - Cristal Dinner DOMAINE ROEDERER

Cocktail at Hôtel Particulier Louis Roederer,  
followed by gastronomie « Cristal »  
Champagne dinner (1 Michelin star)

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## DAY 2 – Country-style Pic-nic

Pic-nic baskets, freshly prepared by a local  
caterer, for open air lunch along the Marne River.





EXCLUSIVE VISIT TO THE WINE CELLARS OF LOUIS ROEDERER



WINE TASTING



VINEYARD DISCOVERY



CRISTAL DINNER



# ACTIVITIES SUMMARY

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GUEUX CIRCUIT



COUNTRY-STYLE PIC NIC





**PRICE (incl. VAT)\***

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1 900€ / car (for 2 participants)  
or 950€ / participant



*\* Provided the minimum capacity of participants is reached*

Alpine-Louis Roederer  
Information and Booking

Contact :

+33 (0)7 72 110 110

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