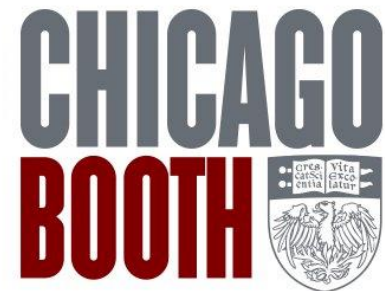


A close-up, macro shot of champagne bubbles rising in a glass. The bubbles are numerous, small, and golden, creating a dense, sparkling effect. The glass is partially visible on the left side of the frame.

Chicago Booth goes to Champagne 2020!

2nd Edition



Dear Chicago Booth alumni and friends,

The Chicago Booth Alumni Club of France and La Maison Penet of Champagne invite you to the second edition of the « Chicago Booth goes to Champagne » experience, on **27-28 June**.

The program includes visits to several Champagne houses, lunch and dinner, all in Reims or its neighborhood.

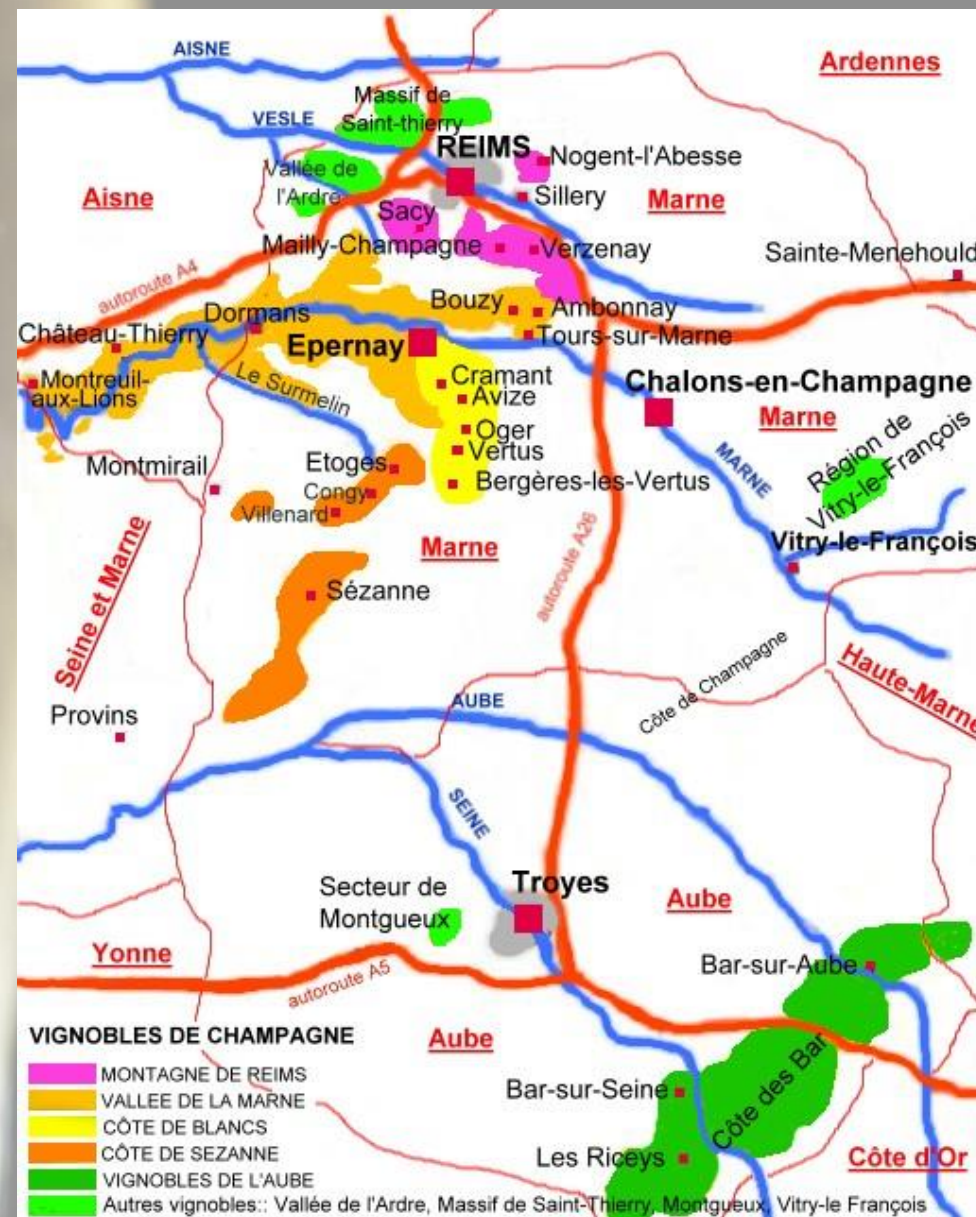
We hope to see you there to celebrate the Booth spirit with Champagne bubbles.
Tchin! Tchin!

Alberto Coloma '16 (EXP-21) & Alexandre Penet '09 (EXP-14)

THE CHAMPAGNE REGION

Five main wine-growing areas are part of the Champagne region:

- Montagne de Reims
- Marne valley
- Côte des blancs
- Côte de Sezanne
- Aube



PROGRAM OVERVIEW

Saturday, June 27

11:00 Visit of **La Maison Penet** in Verzy, followed by a lunch tasting

15:30 Guided tour of **Taittinger** in Reims, followed by a tasting

19:30 Dinner at « **Au Cul de Poule** », Maitre Restaurateur in Reims

Sunday, June 28

11:00 [Optional] Guided tour of **Champagne G.H. Mumm** in Reims, followed by a tasting

13:00 [Optional] Brunch

15:00 [Optional] Guided tour of the Reims Cathedral



LA MAISON PENET, Verzy

Welcome to a world where Terroir and extreme refinement marry to perfection!

La Maison Penet: not only a magnificent House but also the culmination of a **400-year-heritage** in Champagne. A place where wine connoisseurs and epicureans can experience the taste of rare Cuvées of exceptional character.

Authenticity, Terroir, exclusivity and exceptionally high quality standards are reflected in our range of **very low dosage Champagnes**: an approach which makes us so unique!

Located in one of the most renowned Grand Cru areas of the region – Verzy and Verzenay, the estate makes world-class, **Terroir-driven Champagnes** with a **distinctive style**, by implementing a thorough single-vineyard approach.

La Maison Penet has carved out a meaningful presence in the gastronomic arena in France and internationally, particularly through its top of the line range Penet-Chardonnnet Grand Cru, and collaborates closely with famous Chefs to offer epicureans unique tasting experiences. Some of our outstandingly complex Champagnes indeed pair perfectly with the **finest dishes!**

Price: included in basic package



LA MAISON PENET

CHAMPAGNE TAITTINGER, Reims

The **Taittinger** family has managed the Champagne House for nearly a century. Its aim has always been the pursuit of excellence. “Having our family name on a bottle places demands and responsibilities on every minute. The name on the bottle conveys both the skills and knowledge of the past and a commitment to the future”.

Enjoy a guided tour, presenting the art and the production that goes into making a bottle of champagne.

Go back in time, through the ruins of the Saint-Nicaise Abbey (dating back to the 13th century). Walk down 18 metres below ground level into the breath-taking Gallo-Roman chalk quarries, which are part of the ‘Coteaux, Maisons et Caves de Champagne’ (hillsides, Champagne houses and cellars in Champagne) included on UNESCO's list of Cultural Heritage.

Finally, enjoy a tasting of 2 Champagnes

Price: included in basic package

CHAMPAGNE G.H. MUMM, Reims

Visit the **Champagne GH Mumm** cellars for a chance to discover the unique world of an iconic champagne house.

Explore every facet of champagne and how it is made as you learn about Maison Mumm's traditional know-how. Combined with a pioneering approach that has characterised the company since its creation in 1827, this expertise is constantly updated and enriched thanks to Mumm's exacting standards and focus on consistency and innovation

Explore GH Mumm while enjoying a sensorial Experience which will lead you from the cellars to a tasting of an unexpected "cuvée".

Price: TBC - Duration: 1H30



ACCOMMODATION

We recommend to stay in Reims, since most activities will take place nearby.

We have pre-booked three hotels in the same neighborhood of Reims but you are free to pick any other hotel of your choice:

- IBIS GARE 2*: ~ 99€+ per room per night

- LA PAIX BEST WESTERN PREMIER 4*: ~188€+ per room per night

- LE CONTINENTAL 4*: ~199€+ per room per night

Please contact the hotel directly and refer to « La Maison Penet » when booking.

HOW TO GET THERE

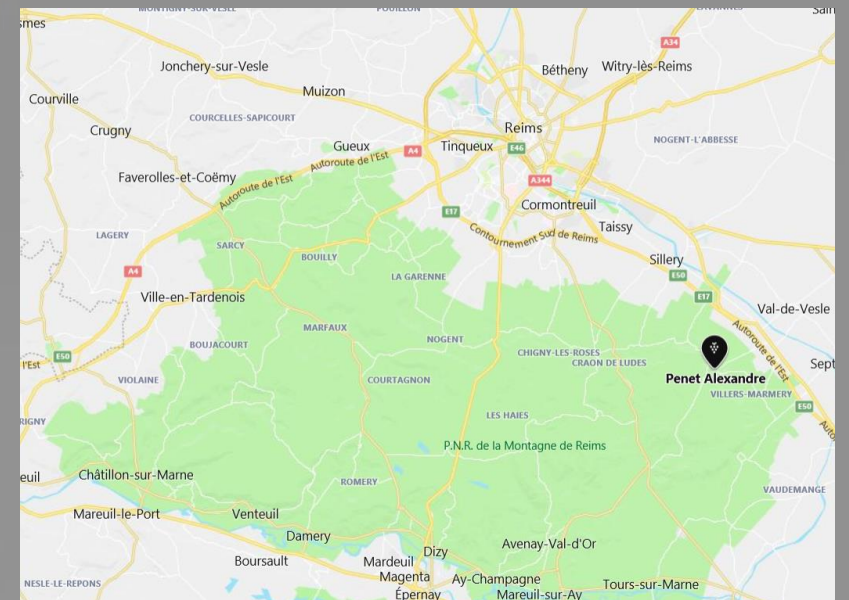
Reims from Paris:

- By car, via A4 – around 2h (depending on traffic conditions)
- By train from Paris Est to Champagne-Ardenne station – 40 minutes
 - You can book online at www.oui.sncf

La Maison Penet (Verzy):

- By car, less than 30 min from Reims

If you are not planning to come by car and need a ride please let us know when registering. We can book a shuttle service or share rides with other participants.



2019 EDITION



REGISTRATION

A basic package for Saturday activities is proposed together with some optional activities for Sunday.

Day	Package	Price	Booking
Saturday 27 June	BASIC PACKAGE, including visit and lunch at La Maison Penet, tour and tasting at Taittinger and dinner at « Au Cul de Poule ».	180€	Via registration form
Sunday 28 June	[Optional] Guided tour of G.H. Mumm and tasting	TBC	Contact the organizers
Sunday 28 June	[Optional] Brunch	TBC	Contact the organizers
Sunday 28 June	[Optional] Visit of Reims’ cathedral with English speaking guide	TBC	Contact the organizers

For accomodation options please refer to the Accomodation page
Registration form: [here](#)

REGISTRATION DEADLINE: June 12

YOUR CONTACTS

Alberto Coloma'16 (EXP-21): alberto.coloma@gmail.com

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We look forward to seeing
you in Champagne!

