



# CHAMPAGNE VAUCELLE

Press kit - 2026

## Champagne VAUCELLE, the premium brand of Maison Thomas CHEURLIN

« Concerned with the heritage of the house across generations, my goal remains to create champagnes that reflect my image and philosophy with a simple motto : to craft authentic champagnes, close to nature and our terroirs.

That is why I wanted to create a brand where I could do this while preserving the family traditions, and that is exactly what you find with Champagne Vaucelle. » - Thomas CHEURLIN, February 2025

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Champagne VAUCELLE is made up of a range of six champagnes, suitable for all types of palates and moments of consumption, both classic champagnes and vintages each having their own personality (aging under wood, rare grape variety, longer aging on lees, vintage...).





# CHAMPAGNE VAUCELLE THE CREATION OF CHAMPAGNE VAUCELLE BRAND



## A Champagne House from 10 generations :

Our champagnes are made in the most faithful tradition of Maison Thomas CHEURLIN. Their elegance, their fine bubbles and the very careful vinification work are recognized. The main idea is always to produce authentic champagnes, highlighting the richness of the terroir of the Côte des Bar. Each bottle embodies nearly 350 years of history, passion and excellence. Our family house which finds its deep roots in the wine-growing history of the region, the Maison Thomas CHEURLIN is recognized in great institutions (French Embassy around the world, French ministry, and some others) for its refined cuvees and its commitment to preserving an exceptional wine heritage. Founded at the end of the XVIIth century, it represents several years of tradition and know-how passed down from generation to generation: the CHEURLIN family settled in Celles-sur-Ource, a village located in the Côte des Bar, and devoted herself to the cultivation of vines. At that time, winegrowers worked mainly for larger houses or to provide still wine. The CHEURLIN family has naturally evolved towards production of champagne after the Second World War. Today, our house remains an independent, managed by the descendants of the lineage. It stands out for its commitment to practices that respect the environment, promoting sustainable viticulture (H.V.E or V.D.C).

## The new brand Champagne VAUCELLE reflecting the spirit of the House

Our champagnes are produced mainly from traditional Champagne grape varieties: Pinot Noir, Chardonnay but also a part of Blanc Vrai (Pinot Blanc), one of the rare grape varieties. This year, we also decided to plant other grapes like Arbanne, Petit Meslier and Fromenteau in order to create champagne with a different style. They benefit from an exceptional terroir, where the soil “Jurassic Kimmeridgian” and the continental climate favor the optimal ripening of the grapes, giving the champagnes with incomparable complexity and finesse.

## The name « VAUCELLE » has been carefully chosen:

The name “Vaucelle” was not chosen at random. It was the reflection of a study so that the brand represents the heritage of the Cheurlin family, the personality of Thomas Cheurlin and the philosophy that we wish to implement.

Vaucelle means “Small Parcel” or “Vallon/Valley” in old Champagne language, because some cuvées are made with one specific plot of our vineyard!

Vau/Celle contains the word “Celle”, in reference to Celles-sur-Ource, the family’s village of origin. It is also the name of a Cistercian abbey, daughter of Clairvaux Abbey and sister of Mores Abbey in Celles-sur-Ource, having a link with the history of the Champagne vineyards and the Côte des Bar.





# CHAMPAGNE VAUCELLE

## A STORY, A PHILOSOPHY, A COURSE



From the Jurassic sea were born our soils, and from generations of men, their memory.

Thomas Cheurlin cultivates these lands as one nurtures a story, with respect, patience, and awareness. Each vine is a garden, each gesture a legacy passed on. Guided by nature as sailors by the compass rose, he follows his course, revealing the soul of his valleys and a true explorer, he invites us to discover new horizons and hidden secrets. Let us become adventurers with Champagne Vaucelle.

## A PLACE: PARADIS, THE ART OF GESTURE, THE PRECISION OF TIME.

Because a ship is nothing without its crew, around Thomas, women and men move forward in step. Their gestures, their glances, and sometimes their silences speak of the deep bond that unites them to the vine and the wine. The MAGIC continues in the silence of the Dames-Jeannes, at the heart of a place called PARADIS, where the “liqueurs de dosage” are created and laid to rest. Secrets of balance and patience, they give each vintage a precious singularity and the promise of a journey.





# CHAMPAGNE VAUCELLE

## THE RANGE



### Les Vallons

The starting point of the journey, “Les Vallons” evokes the origins of Vaucelle, nestled between the Ource, Seine, and Arce rivers. The balance of expertise passed down from generation to generation in valleys shaped by water!



### Rosé - Le Suchot

A vineyard dedicated to Rosé de Saignée, a sensory journey into the enigmatic world of macerated rosés.

A true signature that invites to explore new horizons.



### Terre Natale

A journey to the heart of our homeland, in southern Champagne, to discover Pinot Noir, the prince of grapes.

Time reveals itself through complex, toasty aromas, enhanced by ageing in oak casks.



### Terre Nacrée

One reflects its marine origins and the memory of a vanished sea. A sparkling Champagne, a crystalline Chardonnay with salty flavors, symbolizing a unique and luminous terroir.



### Terre de Nuances

The range includes rare and limited-edition vintages. This one pays tribute to “forgotten grape varieties” and gives us the feeling of taking a piece of history with us on our journey.



### Cuvée des Ambassadeurs

And if time were told to me... A keen traveler, Thomas Cheurlin takes us along on his journey in search of treasure, following the currents and trends. And what if he had finally found that famous treasure in a setting from another era? The Ambassadeurs cuvée was born.





# CHAMPAGNE VAUCELLE

## AT THE TABLE OF THE VALLEYS

A moment of communion, the culmination of a quest — and above all, the joy of sharing. Here, we welcome you into our world to tell the story of voyages, of women and men who have given life to the fruit deeply rooted in its terroir. Discover our treasures, gathered along the journeys of Thomas and his crew: fleeting cuvées, emotions, souls and sensations. For tasting must remain an adventure — an inner voyage where free-spirited travelers can listen to the tide of aromas and flavors.



*A wonderful journey we look forward to sharing, one that has already captivated a few great explorers*

## THE CREW, A FREE SPIRIT

Thomas holds the helm, following his inspiration as a sailor follows the winds. His quest: to explore new, uncharted lands in the universe of taste. And for this voyage, he has a crew. Winegrowers, craftsmen, women and men, companions of the cellar and of the horizon, each finds their place aboard the Vaucelle ship. But to travel and to create true personality, there must be a touch of magic... and a few secrets. Listening to the currents, the captain gives his team the freedom to explore, to experiment, to discover. All take part in this adventure, guided by the same quest: to reveal the light of these valleys and to breathe life into every cuvée.





# CHAMPAGNE VAUCELLE

**MORE THAN HERITAGE, AN INNER JOURNEY**

Champagne Vaucelle is a meeting between explorers and travelers. Since 1677, the Cheurlin family has navigated through time, enriched by experience and encounters.

A seasoned traveler and storyteller, Thomas Cheurlin invites you aboard his ship, together with his crew, to share his world and its secrets, precise blends, confidential liqueurs, and exceptional single-parcel cuvées. Thus was born Vaucelle, “little valley” in old Champenois, where tradition becomes exploration, and the vineyard, a true journey of initiation. A journey through flavors, encounters, and the treasures of time.



*A journey where flavors, encounters, and time reveal their finest treasures*

*« Guided by my terroir, I seek out its hidden treasures.  
Champagne Vaucelle is my compass, opening to the world »*

Thomas Cheurlin



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