

## New Artistic Collaboration between Maison Veuve Ambal and the Beaux-Arts School of Beaune

As the leading producer of Crémant de Bourgogne, **Veuve Ambal** continues to demonstrate its commitment to innovation and promoting local talent. Each year, the Burgundy-based Maison reinvents the packaging of its iconic **Grande Cuvée Brut** with an original, limited-edition design. In 2025, Veuve Ambal renews its commitment to showcasing local expertise through an innovative artistic project with the **Beaux-Arts School of Beaune**.



### — A Limited Edition Signed by the Students of the Beaux-Arts School of Beaune

As part of its partnership with the Beaux-Arts School of Beaune, Veuve Ambal invited students from the preparatory class to create a new design for the packaging of its flagship cuvée.

The objective? To combine bold graphic creativity with respect for the brand's identity, while expressing the strong bond between the Maison and its terroir.

Located in the heart of Burgundy, in Beaune, Veuve Ambal aimed to bring an artistic and local dimension to this limited edition.

Fifteen students took up the challenge. Their creations were presented on Thursday, April 24, to a jury made up of professionals from the historic Maison and faculty members.

The quality of the proposals both surprised and impressed the jury: initially, three winners were to be selected, but ultimately, four students were rewarded.

### — Student Designs Soon to Feature on the Bottles of the “Grande Cuvée Brut”

Starting next fall, the designs imagined by the students of the Beaux-Arts School of Beaune will adorn the bottles of **Veuve Ambal's “Grande Cuvée Brut”**.

The winning designs will be distributed across different sales channels, offering valuable visibility to these young talents.

- **1st Prize:** The winning design will be featured on bottles destined for large retailers and export markets.
- **2nd Prize:** The design will embellish bottles intended for select international markets.
- **3rd and 4th Prizes:** The creations will be used on bottles sold directly in Veuve Ambal's boutique in Beaune.

### The Crémant de Bourgogne AOC, “Grande Cuvée Brut”

Crafted from a blend predominantly composed of Pinot Noir and Chardonnay, this Crémant de Bourgogne Brut is enhanced by a touch of Aligoté and Gamay.

The bottles are aged on lees for a minimum of 18 months, allowing extended maturation that results in exceptionally fine bubbles and a silky, refined texture.

**Veuve Ambal**

Le Pré Neuf, 21200 Montagny-lès-Beaune  
03 80 25 90 81 - [www.veuveambal.com](http://www.veuveambal.com)