



## Drinking 101\*\* Emperor Champagne New Rare Collections

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Drinking

Emperor Champagne has announced the launch of their new exclusive Rare Collection. This luxury collection has launched in response to the increased demand for more premium champagnes.

The Rare Collection features champagnes such as the Bollinger R.D. 2004 Magnum (1.5L) with Gift Box (\$345), Louis Roederer Cristal Rosé 2009 (\$745), to the lavish Bollinger Special Cuvée Nebuchadnezzar (1.5L) with Gift Box, which retails for an impressive \$4595.

Whilst COVID-19 has seen a decrease in sales for many industries, Emperor has been one of the lucky businesses that has seen a broader range of customers shopping online whilst in isolation. Emperor Champagne has seen an increase in sales of 235% from April 2019.

People are still having birthdays, sharing anniversaries, welcoming babies into the world or wanting to cheer their friends and colleagues up in isolation, which hasn't slowed down champagne sales. In fact, Emperor Champagne have sold many bottles of Champagne at the \$1000 price point and have had to list a new range of back vintage champagnes just to keep up with demand from premium buyers.

Emperor Champagne CEO and Founder Kyla Kirkpatrick commented: "It's been interesting to receive feedback from a lot of our new customers who tell us this is the first time they have bought alcohol online. The beautiful thing about having multiple channels for our customers to communicate with us is that they do! We have a phone number, live chat that feeds directly into our core team and an email form where customers can share their experiences or ask questions."

"Our customers are spending more money on premium products because they aren't spending money on premise like they normally do", she added

For more info and to order head to: https://emperorchampagne.com.au/collections/rare-collections