



## PRESS KIT



*The pure expression of  
exceptional terroir Champagnes!*





# WEA - FRANCE

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2025 - 2026

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### ABOUT WEA-FRANCE

WEA-France selects and exports exceptional Champagnes, often confidential cuvées, crafted far from the beaten path, for markets that refuse the ordinary.

Each Champagne is chosen for the precision of its expression, the depth of its terroir, and the singularity of its character. Nothing is standardised, nothing is conceded to compromise.

A clear ambition: to champion Champagnes capable of leaving a lasting impression, on the palate, at the table, in the memory.



## OUR VISION

In an appellation dominated by the power of the grandes Maisons, WEA-France has chosen a different path: one of singularity, authenticity, and quiet excellence.

We champion a contemporary and demanding reading of Champagne, where each cuvée tells a story worth passing on. Our portfolio covers the four great Champagne terroirs:

- Montagne de Reims
- Vallée de la Marne
- Côte des Bar
- Côte des Blancs

We also offer an extensive range of Premiers Crus and Grands Crus, representing over 60 producers selected for the integrity of their approach.

Alongside these exceptional cuvées, WEA-France is developing an accessible label designed for a broader audience — without ever sacrificing the quality and authenticity that define our identity.

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## MARKETS & CLIENTS

WEA-France operates across three strategic geographic zones:

- Asia - with a strong presence in Japan, China, Taiwan, South Korea, Thailand and India
- The Americas - with an established presence and renewed ambitions in the North American market
- Europe - serving the most selective operators on the continent

Our partners are exclusively professionals of discernment:

- Premium importers and distributors
- Independent fine wine merchants
- Gastronomic restaurants
- Luxury hospitality



## XAVIER - FOUNDER OF WEA-FRANCE

Forty years in the world of wine and spirits, working in international export for a major American group. It is this experience, broad, demanding, forged across every market, that Xavier chose to place at the service of a personal conviction: that the finest Champagnes are not always the most celebrated.

In 2018, he founded WEA-France with a simple and radical idea: to reveal exceptional Champagnes, shaped by men and women rooted in their terroir, faithful to ancestral know-how, crafting their cuvées like artists, from three founding elements: the earth, the sky, and the vine.

Faced with an appellation dominated by the media power of the grandes Maisons, Xavier saw what others missed: a space of singularity, discreet yet vast, where Champagnes of often superior quality were waiting to be discovered. Championed, defended, transmitted.

Since then, WEA-France has made its mark on international markets, not by imposing a catalogue, but by building lasting relationships, nourished by listening and precision. His greatest source of pride? Standing the test of time. Finding new clients, understanding their singular expectations, and always meeting them with precision.

*Principled, open-minded, perceptive - Xavier does not sell Champagne. He reveals what deserved to be revealed.*



## PRESS CONTACT

### **Xavier**

Founder - WEA-France

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# Profile sheet



Established  
2018



+60 Maisons of Champagne



Sustainable viticulture  
Organic



Exportation  
+ de 35 pays

On trade  
55%

Off trade  
40%

Corporate  
5%



Key terroirs

Montagne de Reims  
Vallée de la Marne  
Côte des Bar  
Côte des Blancs



Awards/Critics

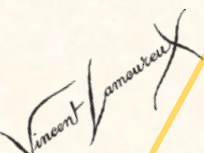
Many awards: Wine Enthusiast,  
Decanter, Guide Hachette,...



Grapes:

Chardonnay  
Pinot noir  
Pinot Meunier  
Arbane  
Pinot Meslier  
Pinot Gris  
Pinot blanc

# AUTHENTIC CHAMPAGNES



# Wines Export Agency



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**WINES EXPORT AGENCY IN THE WORLD:**  
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