

Maison Lanson joins De Monnik Dranken's Portfolio

Press release – March 2025

Champagne Lanson is proud to announce a new strategic partnership with De Monnik Dranken, a key player in the distribution of Wines and Spirits in the Netherlands. This agreement, which will be effective on March 3rd, 2025, marks a new stage in Lanson's development on the Dutch market.



Building on a family heritage and over two and a half centuries of experience, Champagne Lanson is committed to creating exceptionally high-quality wines. The unique and authentic style of our Champagnes rests on 4 immutable pillars: a meticulous selection of Crus; a vinification according to the traditional Champagne principle with predominantly non-malolactic fermentation; a rare collection of reserve wines, and a longer ageing in cellars. Hervé Dantan, Lanson Cellar Master, carefully crafts elegant wines, characterised by an inimitable freshness, fruitiness and vitality.

For over a century, De Monnik Dranken has established itself as a trusted partner for the Dutch on-trade and off-trade, thanks to its expertise and commitment to exceptional products. The strategic choice on a long-term sales partnership with De Monnik Dranken is in line with Maison Lanson's desire to consolidate its international presence by partnering with distributors who share its values of excellence.

François Van Aal, President of Maison Lanson comments:

"We are delighted to begin this collaboration with De Monnik Dranken, a company that embodies recognized expertise and an authentic passion for Wines and Spirits. We are convinced that this partnership will mark a turning point in the influence of Lanson in the Netherlands and will enable champagne lovers to access to our champagnes."

Luuk Olde Monnikhof, Managing Director and Co-owner of De Monnik Dranken is looking forward to this new collaboration:

"We are proud to announce our partnership with Champagne Lanson. These premium champagnes with their unique and high quality are a fantastic addition to our portfolio. Both our companies share a commitment to quality and a passion for excellence. We look forward to creating something unique together, and our shared values will contribute to a fruitful and long-lasting relationship. We are very pleased to welcome Lanson on March 10 at the Monnik Wine Experience and would like to invite everyone to discover these beautiful champagnes."

This new partnership will give Dutch consumers access to Lanson's emblematic range, from the signature cuvée Le Black Création to the iconic Le Rosé Création, as well as Rare & Exceptional cuvées such as Le Green Bio-Organic and Le Blanc de Blancs.

About Maison Lanson:

Founded in 1760, Lanson is one of the oldest Champagne Houses. Drawing on a family heritage and unique expertise, respect for nature, care for others and creativity have guided the women and men of the House for over 260 years. Driven by an open mind and a constant quest for progress, Hervé Dantan, Lanson Cellar Master, enhances this expertise and he carefully crafts elegant wines characterised by vitality, fruitiness and an inimitable freshness. Lanson creations are unveiled in full transparency. They reflect this freshness of our minds and the loyal links we nurture with our loved ones. The Lanson Cross, carefully marked on each bottle, is timeless emblematic of this philosophy.

More information : www.lanson.com

About De Monnik Dranken:

De Monnik Dranken (DMD) is a 100% family owned business that was founded in 1918. Currently run by the 4th generation, DMD has become a leading organization in the field of drinks. DMD received the designation "Royal" in December 2018 from the King's commissioner in the province of Overijssel and was awarded as Spirits Distributor of the Year 2020 by The Spirits Business Awards. The activities of DMD can be divided in three different core activities. The company is an esteemed beverage wholesaler, importer and brand builder for the Dutch market. Throughout the years the company grew into employing over 130 people and build up a quality portfolio of wines and spirits from over 35 different countries. The partnerships are carefully established and are mainly build on the pillars of craftsmanship, pure stories, commercial strength, added value and a strong cultural fit that is in line with the family company principals.

More information : <https://monnik-dranken.nl/>