



HOUSE OF TOWNEND

Ayala Brut Majeur NV Champagne

Usual Price	£33.49
Discount Price (inc. VAT)	£28.99
Code	AYAL001

One of the original twenty-six Grandes Marques Champagne Houses, Champagne Ayala dates back to 1860, pioneering the introduction of a drier style of wine during the second half of the 19th century and is now owned by Bollinger, who have helped bring this Champagne House back to great things. Brut Majeur is a wonderfully dry and elegant Chardonnay dominant Champagne which punches well above its price point.

Tasting Notes:

“Impressive fruit presence on the nose and palate here. This delivers nectarines and peaches in abundance with bright strawberries building into the fleshy, tangy finish. Fruit-focused, refreshing style.” James Suckling, jamesuckling.com 92 points





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Specification	
ABV	12.5%
Size	75cl
Drinking Window	Drink now
Country	France
Region	Champagne
Area	Aÿ
Type	Champagne
Grape Mix	55% Chardonnay, 30% Pinot Noir, 15% Meunier
Genres	Practising Organic, Sparkling, Vegan, Vegetarian
Vintage	NV
Style	Brut
Body	Refined, elegant and refreshing
Producer	Ayala
Producer Overview	Champagne Ayala was founded by Edmond de AYALA in 1860, in the village of Aÿ. It is one of the oldest Champagne Houses and has always been recognised for the quality of its wines, being one of the founding members of the Syndicat des Grandes Marques de la Champagne in the late 1800s. Furthermore it became very popular in the early 1900s in Great Britain due to its drier style, which was preferred in British society and then was awarded a Royal Warrant by King Edward VII in 1908. Champagne AYALA was bought by the Bollinger family in 2005, since which the House has seen a resurgence in popularity due to a complete restoration of the winemaking facilities.
Closure Type	Cork
Food Matches	The ultimate Champagne aperitif
Press Comments	Decanter, August 2025, Affordable Champagne Panel Tasting, 90 points: "Although the 2021-based Brut Majeur is perhaps a notch below the excellent 2020, it still shines with its precise, pristine Chardonnay-dominant style. Full of crunchy apples and pears, backed up with a little bread crust richness but no overt creaminess or weight, it's a perfectly poised aperitif style and offers good value."