

NEW YORK, JUNE 14, 2016

THE MOST DARING CHAMPAGNE DELIVERY: MUMM GRAND CORDON ARRIVES IN THE US

MAISON MUMM IS PROUD TO ANNOUNCE THE OFFICIAL LAUNCH IN THE US OF MUMM GRAND CORDON, ITS REVOLUTIONARY NEW CHAMPAGNE BOTTLE. TRUE TO ITS MOTTO – “DARE. WIN. CELEBRATE” – THE PIONEERING CHAMPAGNE HOUSE IS STAGING ITS MOST DARING CHAMPAGNE DELIVERY EVER, WITH THE NEW BOTTLE ARRIVING IN MANHATTAN IN SPECTACULAR STYLE...

BREATHTAKING

Mumm Grand Cordon will be delivered to the US at the end of a breathtaking sequence that segues from digital movie to real life. For the high-speed, all-action movie, which epitomizes the House values of passion and daring, Maison Mumm partnered with acting star Kellan Lutz, who attracted international attention in The Twilight Saga. He is joined by Maison Mumm Cellar Master Didier Mariotti on a mission to deliver the Mumm Grand Cordon bottle from the cellars in Reims to the launch party in New York in a limited time and in the most daring way possible. And so a thrilling race against the clock begins...

REVOLUTIONARY

Mumm Grand Cordon is the most innovative design in the 189-year history of Maison Mumm. The bottle's revolutionary shape, in particular its long, slender neck, necessitated a whole series of innovations to the traditional champagne production process. Uniquely in premium champagne, the bottle has no front label – instead, the G.H. Mumm signature and eagle emblem are screened in gold directly on the glass.

AVANT-GARDE

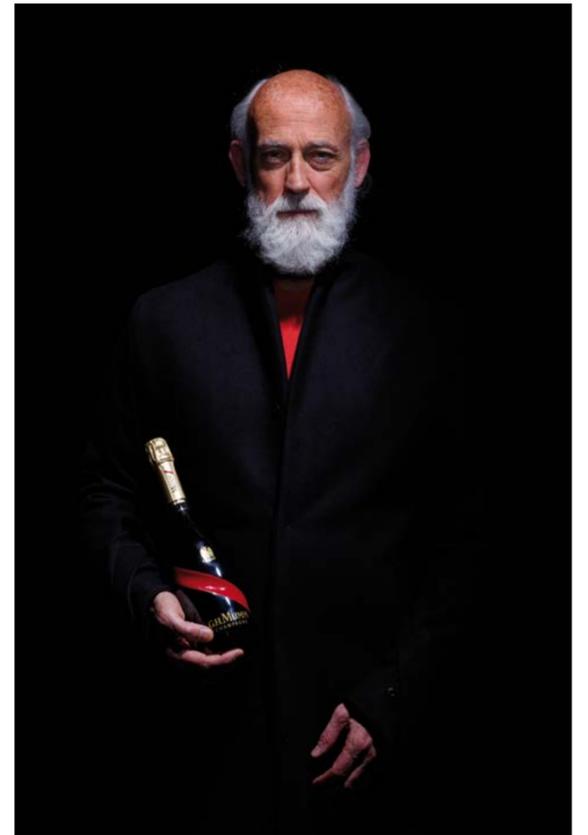
The bottle of Mumm Grand Cordon was created by multi-award-winning British designer Ross Lovegrove, with whom Maison Mumm previously collaborated on a limited-edition saber. A graduate of the Royal College of Art in London, Ross Lovegrove rose to international prominence with avant-garde designs for Sony and Apple, and his work is exhibited in major museums throughout the world. Of Mumm Grand Cordon, he says: “Mumm wanted to break the champagne codes. To me, design should always push barriers and challenge tradition, and as a Welsh guy I wanted to shake up an icon of French luxury.”

CUTTING-EDGE

The film uses cutting-edge techniques – in particular first-person POV – to create an immersive experience that engrosses the audience in the action from the beginning. Viewers become a “third character” within the movie, actually feeling what it is like to be Didier Mariotti as he makes a daredevil skydive – a world first for a champagne cellar master! – to land next to the New-York skyline, or as he and Kellan Lutz race through the streets of Manhattan on a motorcycle. All the emotions and sensations of this daring adventure are captured with exceptional intensity.



Didier MARIOTTI / cellar master



Ross LOVEGROVE / designer

ICONIC

The most eye-catching feature of the Mumm Grand Cordon bottle is its reinterpretation of the iconic Cordon Rouge red sash, celebrating its 140th anniversary this year. This emblem of excellence dates back to 1876, when Mumm founder Georges Hermann Mumm had the idea of decorating selected champagnes with the red ribbon of the Légion d'Honneur, France's highest civilian award. On Mumm Grand Cordon, the red sash is transformed into a genuine red ribbon, which – in a feat of technology – is actually indented in the glass.

INTENSE

The most emblematic expression of the Maison Mumm style, the legendary Mumm Cordon Rouge cuvée is described by Cellar Master Didier Mariotti as “a wine with an ideal balance of freshness and intensity”. It is characterized by the power and structure of Pinot Noir complemented by the subtlety and elegance of Chardonnay. The unique shape of the Mumm Grand Cordon bottle accompanies the development of the aromas of this outstanding champagne.

PIONEERING

With the launch of its daring new bottle, Maison Mumm is setting out to reclaim its US leadership position of the 1980s. The House was a pioneer of champagne in North America, with its first shipment dating back to 1830, just three years after it was founded. In 1881, the Cordon Rouge label – with its diagonal red sash – was registered in New York, while in 1900, the House launched its famous advertising slogan “Mumm's the word”. So successful was it, that by 1913, Mumm was selling an impressive one million bottles of champagne in the US.

ILLUSTRIOUS

Mumm has always been at home in the most illustrious circles. In 1860, Abraham Lincoln enjoyed Mumm Dry Verzenay at political rallies on his way to being elected 16th President of the United States. A long-time favorite of Hollywood, Mumm Cordon Rouge has guest-starred in numerous movies.

AUDACIOUS

Throughout its history, Maison Mumm has been associated with audacious challenges and ground-breaking endeavors – right back to 1904, when it supported the explorer Jean-Baptiste Charcot during the first French Antarctic expedition. More recently, it has committed to a series of exciting, high-profile sporting partnerships – notably the FIA Formula E Championship in motorsport, the Melbourne Cup and the Kentucky Derby in horseracing, and sailing's Jules Verne Trophy.

MUMM ON SOCIAL NETWORKS:

Website: mumm.com

Facebook: [facebook.com/champagne.mumm](https://www.facebook.com/champagne.mumm)

For more information please visit: digitalpressroom.mumm.com

FOR MEDIA ENQUIRIES:

PERNOD RICARD USA

Krista Drew

krista.drew@pernod-ricard.com

MAISON MUMM

Antoine Flament

antoine.flament@pernod-ricard.com

Raphaëla Allouche

raphaëla.allouche@pernod-ricard.com

PLEASE DRINK RESPONSIBLY



#MUMM #DAREWINCELEBRATE



PLEASE DRINK RESPONSIBLY