



Press release – January 28th 2019

MAISON MUMM X USAIN BOLT PRESENT MUMM OLYMPE ROSÉ: A CHARACTERFUL CHAMPAGNE FOR ULTIMATE CELEBRATIONS

Maison Mumm is unveiling a new cuvée created in collaboration with Usain Bolt, the Maison's C.E.O. (Chief Entertainment Officer) since 2016. Mumm Olympe Rosé demonstrates once again the daring spirit of the House when it comes to exploring new territories in the domain of champagne with the addition of a liqueur de dosage aged in cognac barrels. It also fully reflects the personality of Bolt: His preference for sweet champagne, his willingness to take on new challenges and his passion for celebration. This champagne embodies continuity: it forms part of the history and the know-how of the House, as well as being the expression of a strong relationship between Bolt and the House, based on shared values.

The House and its C.E.O. Usain Bolt have worked together to create Mumm Olympe Rosé, a champagne reserved for the most vibrant celebrations in the world. The House has offered Bolt the chance to create a champagne that personifies him.





An audacious champagne.

By design: Created by the renowned English designer Ross Lovegrove for Mumm Grand Cordon, this bottle is a true technical feat. It shakes up the codes of the champagne world: its slender neck lends to the aromatic development of the wine, and its harmonious lines are accentuated by the iconic red cord set directly in the glass.

By elaboration: After two years of aging Mumm Olympe Rosé in the cellars, a wine aged in cognac barrels is added – a method that proves Maison Mumm’s ability to defy convention and innovate. These qualities have been part of its DNA since the House’s creation.

A characterful champagne. Mumm Olympe Rosé is characterized by the intensity of Pinot Noir, the signature grape variety of Maison Mumm. The Pinot Noir is selected from some of the most prestigious crus in Champagne, and their intensity dominates the fruity aromas of Pinot Meunier and the delicate nature of Chardonnay. Notes of vanilla and caramel are also present. This blend produces a wine with a stand-out personality. Lively and fresh, it is ideal for celebrations. The subtle gourmet notes are also particularly appreciated by Bolt.

An iconic champagne. With Bolt’s support, Mumm Olympe Rosé is on its way to becoming iconic. The name of the fastest man on the planet is inscribed in gold letters on the glass. On the neck collar, the initials O.R., denoting the name of the cuvée, also refer to the French word for gold. It is a way of evoking Bolt’s successes and the ecstatic moments on which he celebrates his victories. With this new champagne, Maison Mumm invites the most daring pioneers of the night to try an original tasting experience called #OlympeMix: a surprising cocktail merging Mumm Olympe Rosé and Martell Blue Swift, Martell VSOP finished in bourbon casks, with sweet notes of vanilla. The two were made to meet.

“I’m very proud to have been part of creating Mumm Olympe Rosé. It’s a sweet champagne that defies convention and breaks new ground - two things that Maison Mumm and myself have in common. I’ve always been associated with celebrations and this one is on its way to become iconic!” Said Bolt.

Mumm Olympe Rosé can intensify any of life’s moments or celebrations



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ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, the world's n°2 in wines and spirits . With its distinguished heritage dating back to 1827, Mumm is the leading international champagne House in France and third worldwide*. Mumm Grand Cordon pays tribute to the iconic red sash – indented in the glass as part of a whole series of innovations. The revolutionary bottle is the perfect embodiment of the spirit of the House associated with audacious challenges and ground-breaking endeavors. * IWSR 2017

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