



Press release – 4 July 2016

MUMM CHAMPAGNE UNVEILS REVOLUTIONARY NEW MUMM GRAND CORDON BOTTLE

**MAISON MUMM, UNVEILS ITS REVOLUTIONARY NEW CHAMPAGNE BOTTLE,
DESIGNED TO BECOME THE ULTIMATE ICON OF CELEBRATION**

**MUMM GRAND CORDON WAS CREATED BY MULTI-AWARD-WINNING BRITISH
DESIGNER ROSS LOVEGROVE**

Mumm champagne had released Mumm Grand Cordon, a new bottle with the most innovative design in the history of the pioneering Champagne House. Breaking with convention, the bottle has no front label – instead, the G.H. Mumm signature and eagle emblem are printed in gold directly on the glass.

One of the most eye-catching features of the Mumm Grand Cordon bottle is its reinterpretation of the famous Cordon Rouge red sash, which is celebrating its 140th anniversary this year. 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. 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 which marks France's highest civilian award.



Another striking feature of the design is its shape, which necessitated a whole series of innovations to the traditional champagne production process. The bottle's unusually long, slender neck accompanies the development of the aromas of Mumm's legendary Cordon Rouge cuvée, which is remarkable for its intense expression of Pinot Noir, complemented by the subtlety of Chardonnay and the fruitiness of Pinot Meunier.

Unveiled at London's Formula ePrix, the championship winner Sébastien Buemi and the winner of the London ePrix Race Nicolas Prost took to the podium to celebrate their win with an iconic spray moment with Mumm Grand Cordon.

Mumm's Senior Brand Manager, Hamish Millar said: "London's Formula E race was the perfect celebratory moment to unveil our new Grand Cordon bottle – Mumm is an icon of victory with a long history in celebrating firsts".

The bottle of Mumm Grand Cordon was created by multi-award-winning designer Ross Lovegrove, with whom Maison Mumm previously collaborated on a limited-edition sabre. A graduate of the Royal College of Art in London, Ross Lovegrove rose to international prominence with designs for Sony and Apple, and his work is exhibited in major museums throughout the world.

Of Mumm Grand Gordon, 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."





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Mumm Grand Cordon will be exclusively list at The Ritz London
www.theritzlondon.com

Mumm Grand Cordon is also available to purchase online at
www.sohowine.co.uk
RRP: £39.00

ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, world's co-leader in Spirits & Wines. With its distinguished heritage dating back to 1827, Mumm is the leading international champagne House in France and third worldwide*. * IWSR 2014

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