

MAISON MUMM WINS BEST IN SHOW AND TWO GOLD MEDALS AT THE INTERNATIONAL WINE CHALLENGE 2024

JULY 2024

Maison Mumm is proud to announce resounding success at the International Wine Challenge 2024 (IWC), having won two gold medals as well as the coveted title of best in show for Mumm RSRV Cuvée 4.5 which was awarded the Vintage Classic Blend Champagne Trophy.

As well as winning the Vintage Classic Blend Champagne Trophy, Mumm RSRV Cuvée 4.5 won a gold medal, receiving 96 points from the judges. A second champagne from Maison Mumm, RSRV Blanc de Noirs 2014, also collected a gold medal with 95 points awarded by the judges.

As explained by the IWC medal system, trophy winners are considered "best in show" wines which represent "the pinnacle of excellence", crafted by talented winemakers. Gold medals are awarded to wines that have "achieved extraordinary quality". These special results awarded by expert judges attest to the excellent craftsmanship and savoir-faire unique to Maison Mumm.

The IWC is a highly important blind-tasting competition on both the local UK market, as well as the international stage. Medals awarded by the IWC are markers of guaranteed quality to consumers and trade professionals alike. The goal of the judging process is to assure complete fairness throughout evaluation, allowing all wines to be tasted without bias. The competition is structured to ensure that only truly excellent wines are awarded results which reflect their quality.

Judges commented that Mumm RSRV Cuvée 4.5 is a "structured, well-balanced Pinot Noir based wine with classic Chardonnay acidity", ultimately deciding that it was the best of its kind in the competition. Gold medal winning RSRV Blanc de Noirs 2014 was "expressive", "seductive" and well balanced in its "creamy palate with a delicate yet lively acidity".

RSRV Cuvée 4.5 is a unique blend of five Mumm terroirs classified as Grand Cru. Pinot Noir gives this wine structure and power, as well as fresh, generous aromas. The Chardonnay lends elegance, liveliness and fruity notes, particularly tangy citrus fruit.

RSRV Blanc de Noirs 2014 is made from Pinot Noir grapes grown in Verzenay, a Grand Cru located north of the Montagne de Reims. The characteristics and minerality of this terroir produce a bold, racy Pinot Noir, giving this cuvée its elegance and complexity.

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 endeavours.



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