

## HARVEST 2024

# MAISON G.H. MUMM WELCOMES A PROMISING VINTAGE WITH BEAUTIFUL BALANCE

*At Maison Mumm, the 2024 harvest began on September 7<sup>th</sup>, with the estate's signature Pinot Noir. The harvest of every village and every grape variety has its own particular set of start and end dates, and this year's progression moved from the Pinot Noir of the Aube to the Marne to the Chardonnay of the Cote de Blancs, concluding on September 28<sup>th</sup>.*

In order to determine the ideal harvest dates, there are certain analytic parameters to consider: the richness in sugar and total acidity of the grapes of each parcel. By tasting the berries of each parcel every day as they approach peak ripeness, the winemakers determine precisely when the grapes aromas' transition from vegetal to fruity, a telling sign of maturity.

Led by Cellar Master Yann Munier, in his first harvest at Maison Mumm, the teams were able to pinpoint the ideal start date for the harvest, navigating the meteorological conditions with expertise.

*"Through our careful organisation, the harvest went quite smoothly, with grapes of a very high quality. We did not even have to do much sorting."* - Yann Munier, Cellar Master



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## THE YEAR

2024 was a very rainy year, with many challenges for winegrowers to overcome. Thankfully, however, from mid-August, the weather was rather favourable, allowing the grapes to achieve a harmonious maturity and enabling a pleasant and serene harvest. Lower quantities made way for exceptional quality, and a certain concentration of flavours and aromas.

Indeed, the grapes were of a lovely quality, especially the estate's Pinot Noir from the Marne, with an intriguing aromatic richness, and an excellent balance between sugar and acidity.

The Chardonnay of the Cote de Blancs required a bit more time to reach maturity, finally yielding a pleasant, delicate fruitiness with notes of citrus and fresh acidity. These first impressions hint at beautiful wines to come, and perhaps even some vintage cuvées, making it a very exciting first harvest for Yann Munier in his role as Cellar Master at Maison Mumm.

Committed to preserving our environment and restoring biodiversity, Maison Mumm is engaged in a range of sustainable practices across its supply chain, from the vineyard to packaging and transport. In the vineyards, the estate is implementing regenerative viticulture through vitiforestry and different types of plant cover to nourish the soil and overall ecosystem. This year's harvest demonstrates that grapes grown under regenerative viticulture are at the highest level of the Maison Mumm signature.

*"We have a lovely aromatic richness this year, with good maturity and freshness, and the potential to create beautiful vintage champagnes."* - Yann Munier, Cellar Master



## ABOUT MAISON G.H. MUMM

A visionary entrepreneur, Georges Hermann Mumm personifies the motto of the champagne House that bears his name: *Nec plus ultra* - an ethos symbolized by its emblematic Cordon Rouge. Driven by a quest for excellence since 1827, Maison Mumm constantly explores and innovates, moving forward with an uplifting energy for the benefit of its wines. The House excels in selecting and blending the best terroirs in Champagne to express the wealth of qualities in Pinot Noir. Maison Mumm's signature grape for the best part of 200 years defines the singular personality of its wines: fresh intensity, generous fruit and an elegant structure, achieved after resting between two and five years in the House's cellars in Reims.

### MEDIA CONTACTS

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