



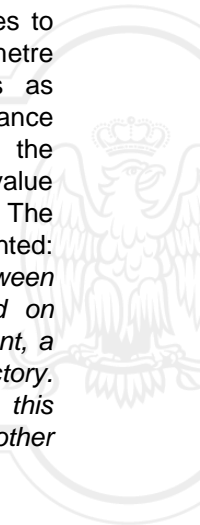
MAISON MUMM IS BROUGHT TO THE FORE BY THE NEW PACIFIC CHALLENGE MET BY ALAIN THÉBAULT ABOARD HIS SPECTACULAR HYDROPTERE



On 3 July, Alain Thébault braved the elements with his Hydroptere, leaving from California in a bid to reach Hawaii. A friend and partner of Mumm, the sailor “broke the wind barrier” by crossing the Pacific Ocean with one of the fastest sailing boats on a journey from Los Angeles to Honolulu.

A pioneer prevails

Alain Thébault has achieved this challenge by sailing from Los Angeles to Honolulu despite almost three-metre swells. While this success serves as confirmation of his talent, perseverance and persistence, it also illustrates the sailor’s search for excellence, a value which he shares with Maison Mumm. The House’s CEO César Giron commented: *“The longstanding friendship between Alain and the House was founded on shared values of passion, commitment, a pioneering spirit and the pursuit of victory. We are proud to support Alain on this daring quest to meet yet another impressive world challenge.”*





A daring new challenge!

Alain Thébault undertook this latest quest for precision alongside an impressive team made up of 5 crewmen, among them were Jacques Jay, Joe, Don and Will. In addition to pushing back the boundaries of technology, the skipper also demonstrated his ability to negotiate hazardous weather conditions, as well as the “sixth continent” – the collection of floating plastic waste dragged by the sea currents flowing between California and Hawaii and which stretches across almost 3.5 million km². Alain Thébault chose 23 June 2015 as his departure date after judging the conditions to be favourable to proving the exceptional abilities of his sailing boat, thereby paving the way for sailing in a seaway, which is incredibly complex. And he pulled it off! As partner of great sporting achievements, Mumm is proud to have supported Alain Thébault and is pleased to join his team in celebrating a feat that honours the values of innovation and self-betterment much prized by the House.

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 fourth worldwide. Mumm Cordon Rouge, recognisable by its red ribbon—a symbol of excellence—is the perfect embodiment of the spirit of the House: it stands out through the freshness and intensity of its style, which successive generations of cellar masters have successfully maintained and handed down.*

Find more information on Mumm website: www.ghmumm.com

** IWSR 2013*

ABOUT THE HYDROPTERE

The Hydroptere, the world's first “flying” boat, was first unveiled by Eric Tabarly in 1987. Designed by aeronautics experts and marine engineers to push back the boundaries of sailing technology, the Hydroptere resembles a classic trimaran principally made of carbon and titanium, but it is also fitted with a set of submerged wings. This means that upon reaching a certain speed, the sailing craft “takes off”, while its wings – the only parts to remain in contact with the water – keep its balance. Alain Thébault's sailing boat is one of the fastest, earning him the title of fastest sailor in the world in 2009 when he broke the 50-knot barrier with the vessel, touching a speed of almost 100 km/h.

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