

PARIS, 23 APRIL
MAISON MUMM CELEBRATES FORMULA E WITH
MUMM GRAND CORDON

MAISON MUMM, THE OFFICIAL CHAMPAGNE PARTNER OF THE FIA FORMULA E CHAMPIONSHIP, IS MARKING THE PARIS EPRIX BY UNVEILING MUMM GRAND CORDON, ITS REVOLUTIONARY NEW CHAMPAGNE BOTTLE, DESTINED TO BECOME THE ULTIMATE ICON OF CELEBRATION.

OWNING THE DAY

Maison Mumm celebrated its partnership with Formula E, the world's first all-electric racing series, showing its beliefs in excellence and daring avant-garde initiatives reflecting the House's passion for innovation. Mumm welcomed 200 guests to live this unique moment. To wind up the Parisian Eprix, Maison Mumm celebrated the achievement of Lucas Di Grassi by owning the podium and this moment of victory.



BREAKING THE RULES

Mumm Grand Cordon, awarded to the winner of the Paris Formula ePrix, is 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. Another striking feature of the design is its shape, which necessitated a whole series of innovations to the traditional champagne production process.

Perhaps the most eye-catching feature 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.

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.



OWNING THE NIGHT

Maison Mumm officially unveiled its revolutionary bottle Mumm Grand Cordon at a glittering party at YOYO, one of the trendiest clubs in Paris with more than 600 guests. Among them, we could count Formula-E drivers Lucas Di Grassi, Sam Bird, VIP as well as celebrities such as Lapo Elkann, Romain Grosjean, French actors Jean-Paul Rouve, Audrey Fleurot. Last night was an example of the House's on-going commitment to high-energy moments with the exclusive participation of DJ Sam Karlson and the cutting-edge kinetic installation revealing the new cuvee.

COMING SOON...

Following its Paris preview, Mumm Grand Cordon will be progressively rolled out to Maison Mumm's international markets, with an emphasis on trendy nightlife destinations. Spot it soon in Ibiza (Spain), Porto Cervo (Italy), Hvar (Croatia) and Mykonos (Greece).





ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, world's n°2 in Spirits & Wines. With its distinguished heritage dating back to 1827, Mumm is the leading international champagne House in France and third 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.

* IWSR 2014

Site Web: mumm.com

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