

PARIS, 23 APRIL 2016

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 E PRIX BY UNVEILING MUMM GRAND CORDON, ITS REVOLUTIONARY NEW CHAMPAGNE BOTTLE, DESTINED TO BECOME THE ULTIMATE ICON OF CELEBRATION.



DRIVING THE FUTURE

Hailed as the future of motorsport, Formula E is the world's first all-electric racing series, which aims to serve as a framework for R&D around the electric vehicle, and promote clean energy and sustainability. With a cumulative audience of nearly 10.8 billion people worldwide, Formula E offers an exciting and accessible experience to a whole new generation of motorsport enthusiasts. Races are held on city-centre circuits in prestigious locations, integrate other forms of entertainment, and provide unique opportunities for audience participation. In keeping with this cutting-edge vision, Mumm Grand Cordon is a truly avant-garde design destined to become the ultimate icon of victory for Formula E races of the future.

HITTING THE STREETS

City-centre locations don't come more prestigious than the one chosen for the Paris Formula ePrix: Les Invalides, one of the French capital's most iconic landmarks. However, the world's top Formula E drivers will have no time for sightseeing as they do battle on a challenging circuit which epitomizes the spirit of daring shared by Formula E and Maison Mumm.

PUSHING THE LIMITS

True to its motto "Dare. Win. Celebrate", Maison Mumm has always been associated with audacious challenges and ground-breaking endeavours – right back to 1904, when it supported the explorer Jean-Baptiste Charcot during the first French Antarctic expedition. Its partnership with Formula E is the latest in a series of high-profile sporting sponsorships which include, in horse racing, the Melbourne Cup and the Kentucky Derby and, in sailing, the Jules Verne Trophy and the Admiral's Cup.

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. 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.

SEEING RED

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. Indeed, 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 of the Légion d'Honneur, France's highest civilian award. 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.

REINVENTING AN ICON

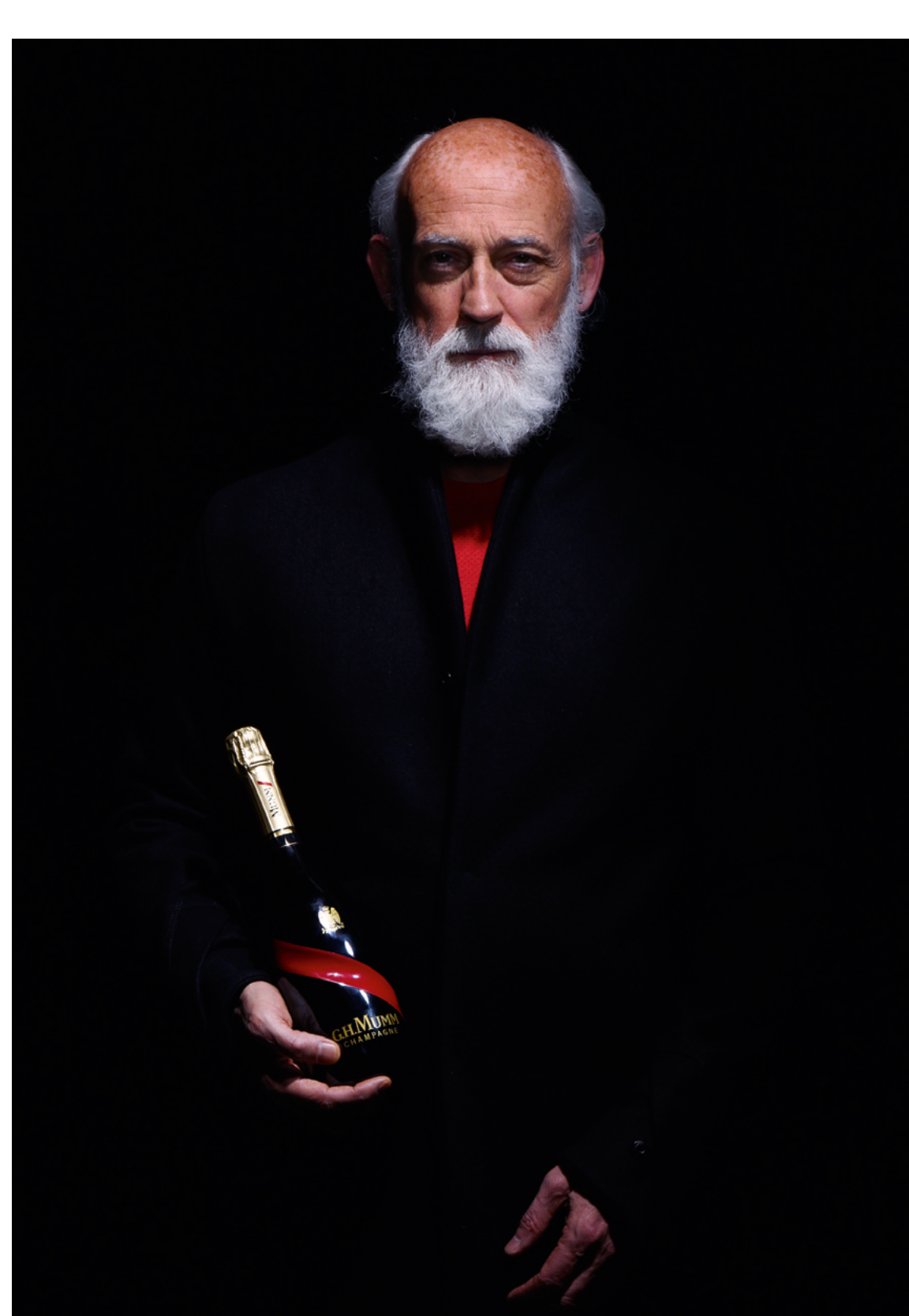
The bottle of Mumm Grand Cordon was created by multi-award-winning designer Ross Lovegrove, with whom Maison Mumm previously collaborated on a limited-edition sabre. A graduate of the Royal College of Art in London, Ross Lovegrove rose to international prominence with designs for Sony and Apple, and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

OWNING THE DAY

During the day, Mumm will welcome more than 200 guests to its brand marquee, where an exciting program of entertainment awaits. Highlights include an hour-long show by La Folie Douce cabaret team, a champagne sabering workshop and a photo call.

OWNING THE NIGHT

Mumm Grand Cordon will be officially unveiled at a glittering party hosted by Maison Mumm at YOYO, one of Paris' most avant-garde locations, within the Palais de Tokyo modern and contemporary art complex. More than 600 VIP guests are expected to attend the event, which will feature a cutting-edge kinetic installation revealing the new bottle.



ROSS LOVEGROVE / DESIGNER



DIDIER MARIOTTI / CELLAR MASTER

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 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*. 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

ABOUT FORMULA E

Formula E is a ground-breaking FIA championship and the world's first fully-electric racing series. It represents a vision for the future of the motor industry, serving as a framework for research and development around the electric vehicle, accelerating general interest in these cars and promoting sustainability. The first season began in Beijing in September 2014 and completed in London in June 2015, racing in 10 major cities (11 races) around the world. The championship sees 10 teams, each with two drivers, going head-to-head to create a unique and exciting racing series designed to appeal to a new generation of motorsport fans. Season two gets underway in October in Beijing where the series becomes an 'open championship' allowing approved manufacturers to develop new powertrain solutions. Future seasons will see the regulations open up further allowing manufacturers to focus on improving battery technology. Find more information on www.fiaformulae.com



www.mumm.com

PRESS CONTACTS

MUMM ON SOCIAL NETWORKS:

Website: mumm.com
Facebook: [facebook.com/champagne.mumm](https://www.facebook.com/champagne.mumm)
For more information please visit: digitalpressroom.mumm.com

MEDIA ENQUIRIES:

MAISON MUMM
Antoine Flament
antoine.flament@pernod-ricard.com
Raphaëla Allouche
raphaëla.allouche@pernod-ricard.com



DRINK RESPONSIBLY