



Press release – 15 June 2016

## **MAISON MUMM REVEALS ITS REVOLUTIONARY NEW BOTTLE, MUMM GRAND CORDON, IN THE MOST DARING WAY.**

**LEADING INTERNATIONAL CHAMPAGNE HOUSE MAISON MUMM, UNVEILS  
THE MOST INNOVATIVE BOTTLE DESIGN VIA “DARING DELIVERY” FILM AND  
EXPERIENCE FEATURING ACTOR KELLAN LUTZ**

**New York, New York – June 15, 2016** - Maison Mumm officially unveiled its revolutionary new bottle design for the Mumm Grand Cordon at a celebration last night at Lightbox in New York City. Designed by famed British designer Ross Lovegrove, the new bottle forgoes any labels and instead indents Mumm’s iconic red sash and emblem into the body of the bottle, resulting in an avant garde and forward thinking silhouette that also completely changed the champagne aging process. As one of the most pioneering champagne houses in France, Mumm presented the new bottle design to American audiences in one of the most non-traditional ways possible.

Guests were invited to the celebration party but unfortunately they were told that the new Mumm champagne bottle had yet to arrive on-site. As the festivities proceeded without champagne, the walls of the venue lit up to show Kellan Lutz in New York City speaking with Mumm cellar master Didier Mariotti in Reims, France about the delivery issue.



From there the lines between cinema and real life began to blur as Kellan Lutz and Didier Mariotti raced against time to deliver the new bottle from France to the US via private jet, motorcycle, speed boat and sports car along with adrenaline filled scenes of skydiving and parkour. In the final segment, as Kellan sped on a motorcycle with the new bottle to the Lightbox venue where the party was happening, the film ending coincided with Kellan's real-life entrance into the celebration party via the motorcycle in what has become the most "Daring Delivery" of a champagne bottle to the US.

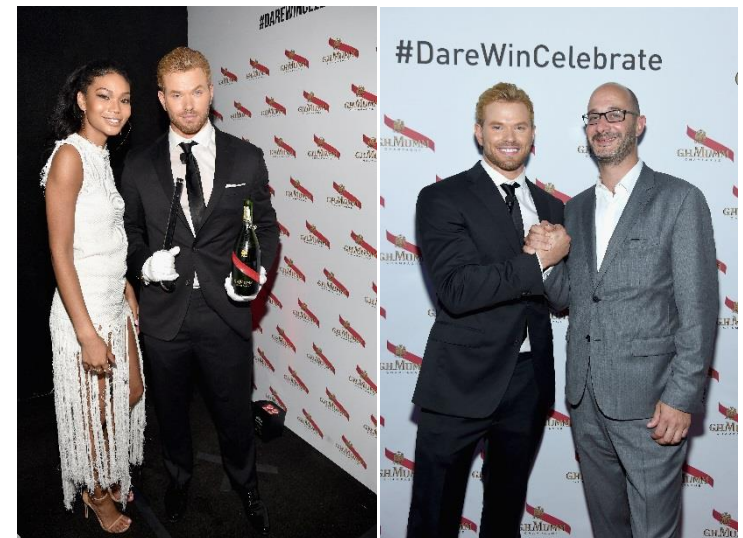
To celebrate this spectacular delivery moment, the House gathered more than 120 VIP guests, including supermodel Chanel Iman, DJ/model Alexandra Richards, DJ Chelsea Leyland, and various other New York athletes and celebrities.

"We at Maison Mumm pride ourselves in exploring non-traditional ways to celebrate with our consumers and fans. The new Mumm Cordon Grand bottle design, as well as the Daring Delivery project and celebration, are testaments to the forward-thinking, modern heritage that the House has continually created for their consumers to experience Mumm champagne in evocative and daring ways," said César Giron, CEO and Chairman, Maison Mumm.

To relive the Daring Delivery adventure: <https://youtu.be/IKG2TQ5i2L/>



Alexandra Richards, Kellan Lutz, Sydney Esiason, Matt Martin



Chanel Iman and Kellan Lutz

Kellan Lutz and Didier Martiotti



## ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, world 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\*.

\*IWSR 2014

Website: [mumm.com](http://mumm.com)

Facebook: [facebook.com/champagne.mumm](https://facebook.com/champagne.mumm)

Please visit the Maison Mumm Press Room: [digitalpressroom.mumm.com](http://digitalpressroom.mumm.com)

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