



Press release – 31 August 2016

MUMM GRAND CORDON ARRIVES AT HULA HULA BEACH CLUB IN THE MOST DARING WAY MARKING THE FIRST CHAMPAGNE DRONE DELIVERY

MAISON MUMM JUST INAUGURATED A BOLD NEW WAY OF ENJOYING MUMM GRAND CORDON CHAMPAGNE. FOR THE FIRST TIME EVER, THE ICONIC NEW BOTTLE WAS DELIVERED TO CUSTOMERS DIRECTLY BY DRONE.

On August 30th & 31st, Mumm Grand Cordon was showcased at Croatia's renowned Hula Hula Beach Club in a unforgettable interactive experience. For each order, the revolutionary new bottle was flown in over the sea by drone, and delivered to customers with an exciting musical accompaniment pushing the celebration to the next level, encapsulating Mumm's commitment to daring and innovation.

From Pacha and Yemanja in Ibiza to Tropicano, Cava Paradiso, Astra, Voide and Super Paradise in Mykonos, from Laganini and Hula Hula in Hvar to Billionaire in Porto Cervo, Mumm Grand Cordon is keeping the celebration going for fun-seekers across the planet.





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