



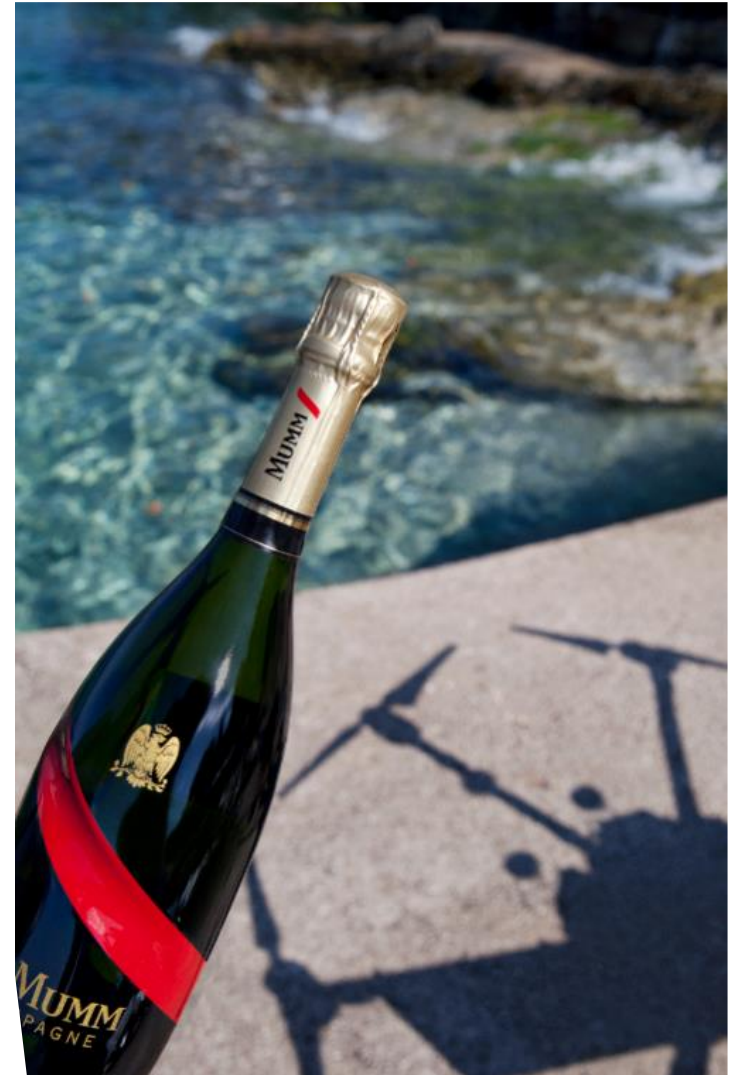
Press release – 26 August 2016

## **ON AUGUST 30 & 31, MAISON MUMM WILL UNVEIL SPECTACULAR BEACH DELIVERY FOR ITS MUMM GRAND CORDON**

**THIS SUMMER – AT CROATIA’S EXCLUSIVE HULA HULA BEACH CLUB – MAISON MUMM WILL INAUGURATE A BOLD NEW WAY OF ENJOYING MUMM GRAND CORDON CHAMPAGNE. FOR THE FIRST TIME EVER, CUSTOMERS WILL EXPERIENCE THE THRILL OF HAVING THE ICONIC NEW BOTTLE DELIVERED DIRECT TO THEIR TABLE BY DRONE.**

### **ONE-OF-A-KIND DRONE DELIVERY BRINGS MUMM GRAND CORDON TO CROATIA**

On August 30<sup>th</sup> & 31<sup>st</sup>, Croatia’s renowned Hula Hula Beach Club will showcase the cutting-edge lines of Mumm’s new Grand Cordon bottle in a one-of-a-kind festive event. For each order, the stylish new bottle will be flown in over the sea by drone, encapsulating Mumm’s commitment to daring and innovation. A smoking machine with red lights and Mumm branding will deliver its cargo of a single bottle to customers’ tables with an exciting musical accompaniment.



## **A REVOLUTIONARY TRIBUTE TO MUMM'S ICONIC RED SASH**

Perhaps the most eye-catching feature of the new Mumm Grand Cordon bottle is its reinterpretation of the famous Cordon Rouge red sash, which is celebrating its 140th anniversary this year. 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 the new bottle - created by award-winning British designer Ross Lovegrove - the red sash is transformed into a genuine red ribbon that is actually indented in the glass..

## **MUMM GRAND CORDON: ACCOMPANYING THIS SUMMER'S MOST INTENSE PARTY ACTION**

As temperatures rise this late August, Mumm Grand Cordon will be making the party happen at exclusive clubs worldwide. 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, its stylish new bottle will be the centerpiece for an exciting program of special events.

Unforgettable interactive experiences and high-energy musical programming will combine to make the iconic red sash synonymous with celebration for fun-seekers across the planet.

**To view the teaser :**

<https://player.vimeo.com/video/180302171>





## ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, the world's n°2 in wines and spirits. With its distinguished heritage dating back to 1827, Mumm is the leading international champagne House in France and third worldwide\*. Mumm Grand Cordon pays tribute to the iconic red sash – indented in the glass as part of a whole series of innovations., The revolutionary bottle is the perfect embodiment of the spirit of the House associated with audacious challenges and ground-breaking endeavors. \* IWSR 2015

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

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

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

---

## MEDIA ENQUIRIES

### MAISON MUMM

Antoine Flament

[Antoine.Flament@pernod-ricard.com](mailto:Antoine.Flament@pernod-ricard.com)

---