



Press release – 11 October 2016

**MAISON UMM CHAMPAGNE UNVEILS REVOLUTIONARY NEW MUMM GRAND
CORDON BOTTLE TO ASIA IN CELEBRATION OF THE HONG KONG'S FIRST
FIA FORMULA E CHAMPIONSHIP:
DESIGNED TO BECOME THE ULTIMATE ICON OF CELEBRATION**

**MUMM GRAND CORDON SHARES PODIUM WITH SEBASTIEN BUEMI FOR AN ICONIC
VICTORY SPRAY MOMENT**

Mumm Grand Cordon makes its Asia debut. Unveiled in Hong Kong at the inaugural race of FIA Formula E's third season, the winner of the Hong Kong ePrix race **Sebastien Buemi** took to the podium to celebrate his win with an iconic spray moment featuring Mumm Grand Cordon.

The race revelry was continued into the night at a glittering celebration of the Mumm Grand Cordon held at the iconic Dragon-i nightclub where Mumm Grand Cordon was officially unveiled for the first time in Asia. The bottle was shown making its way towards its Hong Kong debut via a daring delivery in a video featuring local celebrity, Alex Fong and Mumm Cellarmaster, Mariotti Didier, before being officially presented in person by Lucas di Grassi. Fong, a former professional athlete who pushed boundaries during his swimming career before daring to switch careers into the entertainment business, Fong perfectly embodies the avant-garde spirit of Mumm Champagne.





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An estimated 600 invited-guests attended the illustrious event including Formula E CEO Alejandro Agag, and drivers Sebastien Buemi, Lucasi di Grassi, and Jerome d'Ambrosio.

Mumm's Global Brand Director, Louis De Fautereau said: "Hong Kong's Formula E race is the perfect celebratory moment to unveil our new Mumm Grand Cordon bottle to Asia- Mumm is an icon of victory with a long history of celebration".

MUMM GRAND CORDON will be listed at Dragon-i, Kee Club, Play, and Drop.

MUMM GRAND CORDON is also available at Watson's Wine (HK\$438).





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

MEDIA ENQUIRIES

MAISON MUMM

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#RaceToCelebrate #MummHK #Mumm #DareWinCelebrate

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