



Press release – 10 October 2016

MAISON MUMM 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 UNVEILED IN ASIA FOR THE FIRST TIME

Maison Mumm, the official Champagne partner of the FIA Formula E Championship, is marking the Hong Kong E Prix by unveiling Mumm Grand Cordon for the first time in Asia. The Mumm Grand Cordon is a revolutionary new Champagne bottle, destined to become the ultimate icon of celebration.

City-centre locations don't come more exhilarating than Hong Kong's Victoria Harbour front. The world's top Formula E drivers have battled on a challenging circuit which epitomizes the spirit of daring shared by Formula E and Maison Mumm in such a diverse and electric city as Hong Kong.



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 Arctic 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.

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.

The bottle of Mumm Grand Cordon was created by multi-award-winning designer Ross Lovegrove, with who 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.”



During the day, Mumm had welcome many guests to the EMOTION Formula E Club where an exciting program of entertainment awaits. Highlights included race simulators, a Mumm mixology workshop and a photo call.

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 was officially unveiled to Hong Kong at a glittering party hosted by Maison Mumm at Dragon-i, one of Hong Kong's most ubiquitous locations. More than 600 VIP guests attended the event, which featured local celebrity, Alex Fong in a daring delivery video showing the Mumm Grand Cordon officially arriving to Hong Kong. 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.

To watch the video please go to : <https://youtu.be/p1F4HH4MPC4>





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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

#RaceToCelebrate #MummHK #Mumm #DareWinCelebrate

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Please visit Maison Mumm Press Room: digitalpressroom.mumm.com

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