



Press release – October 2016

## **2016: A VINTAGE CHARACTERISED BY DIVERSITY AT MUMM**

**ACCORDING TO MUMM CHEF DE CAVES DIDIER MARIOTTI, THE 2016 HARVEST CAN BE SUMMED UP IN ONE WORD: DIVERSITY.**

Didier Mariotti comments, “A year of fickle weather has resulted in an unprecedented level of diversity in terms of quality and volume across the region from Cru to Cru, variety to variety and even from parcel to parcel.”

If 2015 was an ideal vintage in terms of weather, 2016 was the complete opposite! Rain and late spring frosts, hail in May and then potential problems from sunburn in the very hot weather at the end of August meant that the viticultural team at Mumm had to work very hard to protect the vines from such extremes. Luckily the weather in September was excellent, allowing the grapes to ripen to full maturity with average potential alcohol levels across the Mumm vineyard of over 10 degrees.



Harvest began on 17<sup>th</sup> September in Dizy in the Marne Valley, with the majority of crus on the Montagne de Reims following from 19<sup>th</sup> September and the Côte des Blancs the following week, finishing on 3<sup>rd</sup> October. Unusually most of the Chardonnay vineyards were picked after the Pinot Noir.

Didier Mariotti says, “To be honest we were expecting a pretty small harvest with average quality, but the great summer with lot of sun and some wind to dry the grapes has been our salvation. It stimulated vine growth again, pushing the grapes to full maturity, which was just what was needed. Overall the grapes have been very healthy and volume is much higher than we anticipated, so for now I’m happy. But we will have to wait until we taste the still wines in December and January before we know exactly what the potential might be.”





## 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

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## MEDIA ENQUIRIES

### MAISON MUMM

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