



# USAIN BOLT, ICON OF VICTORY, IS APPOINTED THE NEW CEO (CHIEF ENTERTAINMENT OFFICER) OF MAISON MUMM, THE NUMBER ONE CHAMPAGNE HOUSE IN FRANCE

NOVEMBER 28, 2016

## MAISON MUMM ANNOUNCED TODAY THE SPECIAL APPOINTMENT OF USAIN BOLT, ONE OF THE WORLD'S MOST DARING AND DECORATED ATHLETES, AS ITS NEWEST CEO.

After months of speculation regarding his next move after his victories in Rio, Mr. Bolt gave a special statement that he will take on one of the biggest challenges of his career as CEO of the number one champagne house in France, Maison Mumm. In the video, entitled "Usain Bolt, New Mumm CEO", the Mumm bottle is dramatically lit atop a pedestal. Mr. Bolt comes into the screen and takes the bottle. He then does the unexpected: he sabsers it with one of his gold medals.

In his new role, Mr. Bolt will take the lead in ideating unique and daring ways to bring celebrations to consumers everywhere through the energy, intensity and enticing freshness of Mumm. His long-term goal for Mumm will include spearheading initiatives to excite the world and ultimately aid in efforts to make Maison Mumm the top champagne house in the U.S.

1 IWSR source



Mr. Bolt is supremely qualified to take on the Mumm's first ever title of Chief Entertainment Officer. His leadership in sport is unparalleled. His pursuit of victory and his well-known personality in sharing the celebrations that follow his wins have entertained legions of fans worldwide. Mr. Bolt's personal motto – "Anything is possible; I don't think limits" – aligned perfectly with Maison Mumm's own motto – "Only the best" – as well as the "Dare. Win. Celebrate." spirit of the House.

"I'M HONORED TO TAKE ON THE ROLE OF CEO FOR MAISON MUMM AND TO SHOW THE WORLD WHAT IT MEANS TO CELEBRATE AND ENTERTAIN IN DARING WAYS," SAID MR. BOLT. "MY NUMBER ONE MISSION WILL BE TO ENHANCE MUMM'S LEGACY IN CELEBRATING VICTORIES IN STUNNING WAYS, AND I'M VERY EXCITED TO INVITE ALL MY FANS AROUND THE WORLD TO RAISE THEIR GLASSES WITH ME."

## MR. BOLT'S NEW ROLE IS IN KEEPING WITH MUMM'S PIONEERING NATURE AND PROVIDES EVIDENCE OF THE BRAND'S PROPENSITY TO BE BOLD AND TO DO WHAT IS UNEXPECTED.

Earlier this year, Mumm revolutionized and redefined the style of a traditional champagne bottle when it introduced its new bottle design. Created by award winning British designer Ross Lovegrove, Mumm Grand Cordon is the most innovative design in the 189-year history of Maison Mumm. The bottle's revolutionary shape, in particular its long, slender neck, necessitated a whole series of innovations to the traditional champagne production process. Unique to premium champagnes, the bottle has no front label; instead, the G.H. Mumm signature and eagle emblem are screened in gold directly on the glass.

Additionally, Maison Mumm has constantly pushed the limits of celebration as well as innovation, having premiered the [first digitally connected champagne bottle](#) (which triggers an interactive sound and visual experience in a venue as the cork is popped), and the [first drone-powered bottle delivery service by a champagne house](#).

**"MAISON MUMM IS ABOUT EXPLORING UNEXPECTED  
WAYS TO CELEBRATE WITH OUR FANS," SAID CESAR GIRON,  
CHAIRMAN AND CEO OF MARTELL MUMM PERRIER-JOUËT.  
"BY NAMING USAIN AS OUR CHIEF ENTERTAINMENT  
OFFICER, WE WILL WORK CLOSELY TOGETHER TO BRING  
UNIQUE EXCITEMENT THROUGH DARING INNOVATION TO  
CELEBRATIONS AND MOMENTS OF VICTORY, LARGE AND  
SMALL, AROUND THE GLOBE."**

Throughout Mumm's history, the House has partnered with trailblazers who dare to break with convention, such as supporting explorer Jean-Baptiste Charcot during the first French Antarctic expedition in 1904. Similarly, the appointment of Mr. Bolt is a daring first step in a series of planned exciting engagements between him and Maison Mumm. Those who dare to experience what Mr. Bolt and Mumm conceive are encouraged to stay tuned to forthcoming announcements that are certain to entertain, excite and inspire at [www.mumm.com](http://www.mumm.com).

## ABOUT MAISON MUMM

Mumm is part of Martell, Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, world n°2 in Spirits & Wines. With its distinguished heritage dating back to 1827, Mumm is the leading international champagne house in France and third worldwide\*. Mumm Grand Cordon, is the perfect embodiment of the spirit of the House: it stands out through the freshness and intensity of its style, which successive generations of cellar masters have successfully maintained and handed down.

## ABOUT USAIN BOLT

Arguably the most naturally gifted athlete the world has ever seen, Usain St Leo Bolt, created history at the 2016 Olympic Games in Rio when he achieved the "Triple Triple," three gold medals at three consecutive Olympic Games. Usain's journey to worldwide stardom started at the 2008 Olympic Games in Beijing where he won the 100m, 200m and 4x100m, all in world record times. He followed this up with three gold medals in the same events at the 2012 Olympic Games in London to write his name in the history books as the world's fastest man. Then one day before his 30th birthday he completed the same triple at the 2016 Olympic Games in Rio to cement his legacy as a legend in world sport.



## SOCIAL MEDIA

### MAISON MUMM SOCIAL MEDIA

Website: [mumm.com](http://mumm.com)  
Facebook: [facebook.com/champagne.mumm](https://www.facebook.com/champagne.mumm)  
Please visit the Maison Mumm Press Room:  
[digitalpressroom.mumm.com](http://digitalpressroom.mumm.com)

### USAIN BOLT SOCIAL MEDIA

Website: [usainbolt.com](http://usainbolt.com)  
Facebook: [facebook.com/usainbolt/](https://www.facebook.com/usainbolt/)  
Twitter: [twitter.com/usainbolt](https://twitter.com/usainbolt)  
Instagram: [instagram.com/usainbolt/](https://www.instagram.com/usainbolt/)

## MEDIA INQUIRIES

### M&C SAATCHI SPORT & ENTERTAINMENT

Mark Tanno:  
Mark.Tanno@mcsaatchi.com, 646-619-2814

### MAISON MUMM

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

Video copyright: willie-beamen agency

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

PLEASE DRINK RESPONSIBLY