



Press release – April 2017

MAISON MUMM WON A GOLD AWARD AT THE GRAND PRIX STRATÉGIES DU DESIGN

AFTER THE PACKAGING OF THE YEAR AWARD AT THE ALL4PACK TRADE SHOW, THE FORMES DE LUXE AWARD, AND A GOLD PENTAWARD, MUMM GRAND CORDON HAS ALSO WON A GOLD AWARD AT THE GRAND PRIX STRATÉGIES DU DESIGN.

Every year for more than 30 years, leading French media Stratégies organizes the Grand Prix Stratégies du Design. The event aims to reward the best creations and campaigns in terms of design. For the 2017 edition, the jury bestowed a Gold award on Mumm Grand Cordon.

The bottle of Mumm Grand Cordon was created by multi-award-winning designer Ross Lovegrove to celebrate the 140th anniversary of the iconic Mumm Cordon Rouge. The bottle has a more slender neck and breaks with convention with clean lines and a red glass ribbon indented in the glass.

Launched in France in April 2016, Mumm Grand Cordon is now available in the USA, UK, France, Hong-Kong and the most iconic clubs in the world such as Ibiza, Hvar, Porto Cervo or Mykonos.





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

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