

## SEBASTIEN BUEMI WINNER OF THE FORMULA E MONACO

**ON MAY 13, 2017, SEBASTIEN BUEMI CLAIMED FIRST PLACE AT THE LEGENDARY MONACO LEG OF THE FORMULA E CIRCUIT. AS THE OFFICIAL CHAMPAGNE PARTNER OF THIS NEW CHAPTER IN MOTORSPORT, MAISON MUMM WAS ON THE PODIUM TO CELEBRATE WITH ICONIC JEROBOAMS OF MUMM GRAND CORDON.**

### ICON OF VICTORY

As the official champagne partner of the FIA Formula E championship, Mumm was proud to be present on the winners' podium in Monaco, for Buemi's exciting victory at the fifth race in this year's ePrix season. The Maison's association with the future of motorsport is in keeping with its status as an icon of victory: throughout its history, Mumm has pushed back the limits with its enduring passion for innovation and constant quest for excellence.

In Monaco, after a race along a modified version of the iconic street circuit, the winning trio sprayed Jeroboams of Mumm Grand Cordon. The cuvée's eye-catching bottle features a reinterpretation of Mumm's renowned red sash - which celebrated its 140th anniversary last year - indented directly into the glass. Its long, slender neck is designed to accentuate the wine's distinctive aromas, in which the intense expression of Pinot Noir is complemented by the subtlety of Chardonnay and the fruitiness of Pinot Meunier.





## **BACKSTAGE WITH THE STARS**

To consolidate its involvement with this revolutionary new racing circuit, Mumm has launched an official partnership with Nelson Piquet Junior and Lucas Di Grassi - twin icons of this groundbreaking new chapter in the history of motorsport. In Monaco, both drivers joined Mumm for a series of unique and exclusive brand experiences. Nelson Piquet Junior revealed his passion for Mumm at an exciting mixology experience on a yacht in the harbor, where a special Nelson cocktail with Mumm Grand Cordon was created in his honor. Meanwhile, Lucas Di Grassi took guests for a high-speed, high-adrenaline virtual ride and celebrated his victory with Mumm Grand Cordon.

## **PUSHING THE BOUNDARIES**

The Maison's partnership with Formula E reflects Mumm's on-going commitment to high-energy sport competitions and pioneers who push back the boundaries. Mumm has a proud history of accompanying the winners of sporting events around the world, playing a central role in the defining moment of victory and celebration. The iconic champagne spray ritual actually dates back to 1966, when it began by accident at the Le Mans 24 Hour Race. Today - as a catalyst for R&D - Formula E embodies a new vision for the future of the motor industry, promoting clean energy and sustainability across the planet. It is a vision that the Maison Mumm is proud to support with this brand new racing partnership.



## 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

**PLEASE DRINK RESPONSIBLY**

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## MEDIA ENQUIRIES

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