



## STANDING OUT FROM THE CROWD

**THIS SUMMER, MUMM ROSÉ GIVES FULL REIN TO ITS UNCONVENTIONAL SPIRIT WITH A BOLD NEW BOTTLE DESIGN BY ROSS LOVEGROVE. THE BOTTLE'S INNOVATIVE LINES ACCENTUATE THE DISTINCTIVE AROMAS OF THIS ENERGETIC CUVEE, MARKED BY THE STRENGTH AND POWER OF PINOT NOIR.**

Mumm Rosé has always been a wine that challenges convention. This summer, it takes the challenge one step further, with a bold new bottle design by the visionary Welsh designer Ross Lovegrove. Mumm's revolutionary bottle breaks with champagne tradition by doing away with the front label altogether. Instead, the Mumm signature and eagle emblem are printed directly onto the glass, whose transparency contributes a bold fresh feel. In a defining touch, the iconic red sash - which celebrated its 140th anniversary last year - is reinterpreted as an actual red ribbon, indented directly into the bottle.





The new bottle's long, slender neck has been specially designed to accentuate the intense aromas of Mumm Rosé. Cellar Master Didier Mariotti has selected bold and distinctive Pinot Noir wines from some of Champagne's most prestigious villages: accounting for 60% of the final blend, they endow the cuvée with a character all its own. The red grape's strength and personality dominate the fruitiness of Pinot Meunier and the elegance of Chardonnay to create a lively, refreshing wine that is the perfect choice for summer celebrations.

Thanks to the new bottle's transparent glass, the wine's delicate colour takes centre stage: a luminous pale salmon pink, enlivened by shades of orange. It is the visual signature of a wine marked by intense fruit aromas - fresh strawberries, cherries and redcurrants - with a swirling undercurrent of vanilla and caramel. Perfect for a sunset chill-out with friends, it is a wine for embracing sunny days and living in the moment - from impromptu beach parties to dancing round the pool. Or take it to the next level with a Mumm Rosé Poptail: a handcrafted natural fruit ice pop served in a glass of straight Mumm Rosé!





## 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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