



Press release – July 2017

MUMM MAKES HISTORY AT HULA HULA HVAR BEACH CLUB, WITH ITS FIRST EVER FLOATING BAR !

FOR TWO UNFORGETTABLE LATE AFTERNOONS – ON AUGUST 8 AND 9 – MAISON MUMM WILL BE TAKING HVAR, CROATIA’S ICONIC BEACH CLUB TO SEA WITH ITS EXCLUSIVE MUMM FLOATING BAR. FOR LUCKY GUESTS, THIS BOLD INNOVATION OFFER A COOL NEW WAY TO CELEBRATE SUMMER.

On August 8 and 9, the hottest place in Hvar, Croatia is also going to be one of the coolest. For two evenings only, Maison Mumm will be unveiling its brand new floating bar: the trendy new way to celebrate summer in style. With dancers and bartenders on board to spread the party vibe, the bar provides partygoers with a memorable way to enjoy a refreshing glass of Mumm Grand Cordon Rosé, all in the high-energy surroundings of Hula Hula Hvar beach club.





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Mumm's spectacular innovation takes summer fun to a whole new level. After being ferried out to the bar by boat, the lucky few, will be able to party in their very own floating club - complete with space to dance, funky beats and dancers! When it's time for a refill, bottles of Mumm Grand Cordon Rosé will be delivered to the bar in a jaw-dropping flyboard display.

Featuring an avant-garde bottle design and the power of Pinot Noir, Mumm Grand Cordon Rosé is the perfect champagne to make a strong statement this summer. The Mumm floating bar is also the ideal place to enjoy a Mumm Rosé Poptail: Mumm's daring new twist on the iced champagne cocktail. Available in two exclusive natural fruit flavours, these special sorbets are served in a balloon glass of straight Mumm Grand Cordon Rosé. Don't miss your chance to sample them in style at Hula Hula Hvar beach club on August 8th and 9th!





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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