



Press release – 14 November 2017

## MAISON MUMM AND USAIN BOLT LAUNCH MUMM GRAND CORDON IN JAPAN

**ON NOVEMBER 14, USAIN BOLT ATTENDED THE JAPANESE LAUNCH OF MAISON MUMM'S INNOVATIVE MUMM GRAND CORDON BOTTLE DESIGN. AS MUMM'S NEW CHIEF ENTERTAINMENT OFFICER, USAIN IS PLAYING A STARRING ROLE IN AN EDGY NEW FILM THAT REVEALS HIS PERSONAL METHOD FOR COMING OUT A WINNER.**

Maison Mumm's new Chief Entertainment Officer Usain Bolt made an exclusive appearance in Tokyo at the Japanese launch of the Mumm Grand Cordon cuvée. In this new role, Usain is inspiring the world with his positive mindset by creating daring celebrations with a distinctive Mumm feel. His talents take center stage in a [bold new video](#), in which the fastest man on the planet radiates a winning attitude before even running the race and exposes his personal philosophy: "Don't win to celebrate, celebrate to win." In Tokyo, Usain unveiled a bottle design that boldly breaks with convention. It sets the tone for Mumm Grand Cordon, a cuvée that embodies Mumm's affinity with daring achievers everywhere.





## 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 2016

**PLEASE DRINK RESPONSIBLY**

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Facebook: [facebook.com/champagne.mumm](https://facebook.com/champagne.mumm)

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**For more information:** [digitalpressroom.mumm.com](https://digitalpressroom.mumm.com)

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## MEDIA ENQUIRIES

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