



Press release – 8 November 2017

## MELBOURNE CUP: **MAISON MUMM** CELEBRATED VICTORY AT THE CUP DAY!

**AS THE OFFICIAL CHAMPAGNE SPONSOR OF THE MELBOURNE CUP CARNIVAL FOR THE EIGHTH SUCCESSIVE YEAR, MAISON MUMM CEMENTED ITS REPUTATION FOR PROVIDING HIGH ENERGY WORLD CLASS ENTERTAINMENT IN 2017.**

As a new first for the Birdcage at Flemington, a cruising motor yacht took pride of place at the heart of the Mumm Marquee, where guests were invited to taste the Mumm *Mistral* cocktail. Inspired by the sea, the cocktail takes its name from the famous northeasterly wind that blows over southern France, across Provence and into the Mediterranean. It stirred up summer celebration vibes in the Birdcage, with its perfect blend of the newly released **Mumm Grand Cordon Rosé**, Plymouth Gin and grapefruit juice.

Guests knew they were at one of the most glamorous party in the Birdcage from the moment they entered the marquee, where high energy performances rivaled the excitement out on the track to keep them up and dancing.

The socialites and celebrities attending this one-of-a-kind party included Anna Heinrich, Kate Peck, Pia Miller or well-known influencers SketchShe.





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## 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**

Website: [mumm.com](http://mumm.com)

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

Instagram: [instagram.com/ghmumm/](https://instagram.com/ghmumm/)

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## MEDIA ENQUIRIES

**MAISON MUMM**

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