



Press Release – February 2018

MAISON MUMM PRESENTS MUMM 6: A CUVÉE REVOLUTIONISING THE CONCEPT OF MATURE CHAMPAGNE

MAISON MUMM HAS BROKEN ESTABLISHED CHAMPAGNE CODES, RELEASING A NEW CUVÉE CALLED MUMM 6 TO REDEFINE TRADITIONAL PERSPECTIVES ON AGEING. TASTING THIS RICH AND MATURE CHAMPAGNE IS A TRULY GASTRONOMIC EXPERIENCE THANKS TO THE EXTENDED AGEING ON THE LEES IN MUMM CELLARS

Mumm 6 is a striking modern reinterpretation of the ageing process that proves that top quality Brut champagne attains perfection with time. The wine is clearly labelled to show the number of years spent on the lees rather than a specific vintage year, breaking the long held traditions of mature champagne.

Mumm 6 reveals an astonishing balance between freshness and maturity. To attain peak perfection, Chef de caves Didier Mariotti focuses on the vitality and longevity of rich Pinot Noir (over 70%) from the best vineyards on the Montagne de Reims. The blend is further refined with a touch of mineral Chardonnay from the Côte des Blancs. After six years in the cellars the cuvée is rejuvenated with a special dosage liqueur from wine aged in oak barrels for eight months.



Chef de caves Didier Mariotti comments “It’s the care taken in selecting the grape varieties at harvest time, a unique Pinot Noir/Chardonnay blend, and 72 months’ ageing that set Mumm 6 apart. Add to that the experience of tasting this cuvée, a mix of tradition and modernity which reveals a palette of unique aromatic complexity in the mouth.”

Mumm 6 has the brilliance of rich, old gold with complex aromas of yellow fruit marmalade – Mirabelle plum and apricot – giving way to gourmand notes of brioche and pastry cream with hints of spice. The palate is rich and delectable with ripe fruits, toasty flavours, a light dash of roasted vanilla and a long savoury finish.

Mumm 6 is best paired with game cooked in fruit, wild forest mushrooms or Reblochon cheese, or even a dessert such as caramelized apricots with vanilla crème.





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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