



Press release – March 2018

MAISON MUMM INAUGURATES A BOLD NEW AGE OF HIGH-ALTITUDE CELEBRATION

AT DIANI BEACH IN KENYA, MUMM GRAND CORDON BECAME THE FIRST CHAMPAGNE IN HISTORY TO CELEBRATE THE THRILL OF DIVING THROUGH THE AIR AT MAXIMUM SPEED OF 250 KM/H. BY ACCOMPANYING FRANCE'S FREEFLYING TEAM AIRWAX IN THIS ONE-OF-A-KIND FEAT OF DARING, MAISON MUMM IS CONTINUING TO PUSH BACK THE BOUNDARIES OF CELEBRATION.

As the icon of victory, Maison Mumm is no stranger to the outer limits of daring achievement. Its iconic status rose to spectacular new heights, when Mumm became the first champagne to accompany a freeflying display. After jumping at an altitude of 5,000m, the 3 French freeflyers opened bottles of Mumm Grand Cordon as they plunged towards the ground, before opening their chutes and floating down to a celebratory beach party.

Long associated with pioneers, adventurers and daring achievers, Mumm is proud to support AirWax's Greg Crozier and Karine Joly as they break new ground for their sport. World champions in 2012 and bronze medalists in 2017, they were joined by fellow skydiver Jean-François Meyier for this historic jump in Kenya.





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There should be no shortage of future opportunities for celebration for both AirWax and Mumm, as the daring and spectacular sport of freeflying continues its progress towards recognition as an Olympic discipline. As skydivers take Mumm Grand Cordon to daring new heights, their achievement provides a foretaste of the exciting new direction that Mumm's pioneering spirit is taking. Having famously accompanied past generations of explorers to both the poles of the Earth and its towering peaks, Maison Mumm is now preparing to celebrate bold new challenges outside the planet's atmosphere. **For more details, stay tuned!**





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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MEDIA ENQUIRIES

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