

SAM BIRD WINNER OF THE FORMULA E ROME

ON APRIL 14TH, 2018, SAM BIRD CLAIMED FIRST PLACE AT THE ROME FORMULA E CIRCUIT. AS THE OFFICIAL CHAMPAGNE PARTNER OF THIS NEW CHAPTER IN MOTORSPORT, MAISON MUMM WAS ON THE PODIUM TO CELEBRATE WITH ICONIC JEROBOAMS OF MUMM CORDON ROUGE.

ICON OF VICTORY

As the official champagne partner of the FIA Formula E championship, Mumm was proud to be present on the winners' podium for the first time in Rome, for Sam Bird's exciting victory. The Maison's association with the future of motorsport is in keeping with its status as an icon of victory: throughout its history, Mumm has pushed back the limits with its enduring passion for innovation and constant quest for excellence. In Rome, after an exciting race, the winning trio sprayed Jeroboams of Mumm Cordon Rouge.

PUSHING THE BOUNDARIES

The Maison's partnership with Formula E reflects Mumm's on-going commitment to high-energy sport competitions and pioneers who push back the boundaries. Mumm has a proud history of accompanying the winners of sporting events around the world, playing a central role in the defining moment of victory and celebration. The iconic champagne spray ritual actually dates back to 1966, when it began by accident at the Le Mans 24 Hour Race. Today - as a catalyst for R&D - Formula E embodies a new vision for the future of the motor industry, promoting clean energy and sustainability across the planet. It is a vision that Maison Mumm is proud to support with this brand new racing partnership.





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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

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