

MAISON MUMM, AN ICON OF VICTORY, INVITES EVERYBODY TO CHALLENGE THEMSELVES

It was a dream match last night, where a charity game of football took place between France 98 and the best international players of FIFA 98, who were joined by Usain Bolt. It ended in victory for France 98 with a score of 3-2. Both teams roused the crowd with a performance that lived up to the expectations of this unique spectacle.

After the final, Youri Djorkaeff, a member of France 98, who organised the event, said *“It was an excellent display of football, as well as of the sharing and joy that sport can inspire in people! One July day in '98, France won the football World Cup in a milestone victory that shaped French sporting history and brought the whole country together. Twenty years later, we are pleased to celebrate that unforgettable moment.”*

Maison Mumm has a long history of affiliation with premium sporting events around the world. It embraces new ventures, including technological innovations, and values above all having the courage to challenge yourself. Maison Mumm encourages everybody to live their lives with passion, to push the boundaries and dare to win - just like Usain Bolt who became Mumm's CEO (Chief Entertainment Officer). The House believes that the most beautiful victories are not those where we hold others back, but where we push ourselves further.



Usain Bolt, Chief Entertainment Officer of Mumm champagne and Jean Roch ©Getty Images



Usain Bolt and Zinedine Zidane ©FEP



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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