



Press release – August 2018



MUMM GRAND CORDON WINS GOLD MEDAL AT THE GLOBAL SPARKLING MASTERS 2018

MAISON MUMM IS PROUD TO ANNOUNCE THAT MUMM GRAND CORDON WON A GOLD MEDAL AT THE GLOBAL SPARKLING MASTERS 2018.

The Global Sparkling Masters is a tasting of sparkling wines organized by The Drink Business. The judging panel is comprised of Masters of Wine, Master Sommeliers and senior buyers making the competition globally renowned. For the 2018 edition Michael Edwards, Patrick Schmitt MW and Lauren Eads were part of the jury. The wines are judged by production method (traditional, tank/charmat, transfer method and carbonation method) and by their sugar level.

Mumm Grand Cordon is the new icon of celebration. Driven by the House signature grape Pinot Noir, it is a fresh and bold wine with intense ripe fruits, vanilla and caramel notes. Its revolutionary bottle designed by Ross Lovegrove breaks convention as a red ribbon is indented into the glass in place of a traditional label.





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

MAISON MUMM

Elsa Sourice

Elsa.sourice@pernod-ricard.com
