

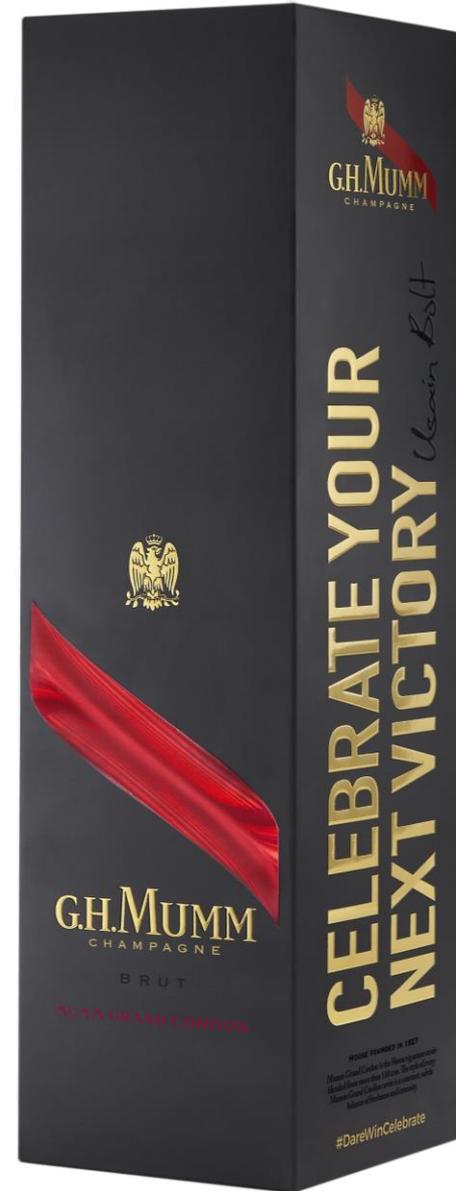


Press release – October 31th 2018

MAISON MUMM'S DARING NEW LIMITED EDITION IS THE IDEAL HOLIDAY SEASON GIFT

MAISON MUMM IS UNVEILING A DARING NEW LIMITED EDITION FOR THE ICONIC MUMM GRAND CORDON CUVÉE, IN TRIBUTE TO ITS CHIEF ENTERTAINMENT OFFICER USAIN BOLT.

From September 2018, Maison Mumm's emblematic Mumm Grand Cordon cuvée will be available in bold new colors. In an eye-catching mix of red, dark grey and gold, a new limited edition pays tribute to Mumm's CEO Usain Bolt with an inspiring message from the great man himself: signed by Usain, its Celebrate Your Next Victory motto encourages everyone to dare, achieve and push life to the limits!





Created by the London-based creative agency Missouri, the new design uses state-of-the-art hot foil stamping to give a holographic twist to Mumm's iconic Cordon Rouge. The venerable red sash takes on a highly contemporary 3D effect, accentuated by the surrounding dark grey and gold color scheme. The new carton is also 100% recyclable.

This new limited edition is the latest expression of the innovative spirit that has always guided Mumm's footsteps. From the introduction of Champagne's first stainless steel vats through to Ross Lovegrove's revolutionary new bottle for Mumm Grand Cordon, the Maison has always been synonymous with daring. That tradition lives on in this bold new design, which will be the perfect accompaniment for this year's holiday season.





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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For more information: digitalpressroom.mumm.com

MEDIA ENQUIRIES

MAISON MUMM

Antoine Flament

Antoine.flament@pernod-ricard.com
