

Press Release
October 2nd 2018



#MUMM
#DAREWINCELEBRATE
#NEXTVICTORY

MAISON MUMM TAKES ON TECHNOLOGICAL CHALLENGE WITH MUMM GRAND CORDON STELLAR.

Celebrate the festive season with an innovative design suitcase!

Above the vineyards of Reims, Maison Mumm and Usain Bolt, the Maison's C.E.O. (Chief Entertainment Officer) since 2016, launched Mumm Grand Cordon Stellar, the first champagne destined to be enjoyed in zero gravity, marking an unprecedented development in the world of wine.

Innovation and daring have been an integral part of the Maison's history since its foundation in 1827. Exploring space was a major challenge that Maison Mumm took on after three years of research and experimentation, in collaboration with Octave de Gaulle from design agency SPADE, which specializes in creating objects for use in space, and Jean-François Clervoy, French ESA astronaut.

Maison Mumm has created an exceptional gift for the end-of-year celebrations: a select few can get their hands on a limited-edition case containing a bottle of Mumm Grand Cordon Stellar – accompanied by two tapered-stem glasses – with a highly technological design developed to taste champagne in space. Just twenty editions of this exclusive case are available to purchase at the most high-end retailers around the world*. While waiting for the next level of space exploration to begin with the first commercial suborbital flights, Maison Mumm is making the most of the holiday season by renewing the ritual of celebration on Earth thanks to Mumm Grand Cordon Stellar.



To mark this significant achievement in its history, Maison Mumm is offering the opportunity to enjoy the same zero-gravity champagne thrills as Usain Bolt. Today, a worldwide competition is being launched. Everyone who buys a numbered bottle of Mumm Grand Cordon will be eligible to enter a prize draw for a chance to win a place on a zero-gravity flight to experience sensations like no other!**



Celebrate forever, celebrate differently.

*The case contains:

- One bottle of Mumm Grand Cordon Stellar
- Two tasting glasses
- A numbered, personalized plaque
- A film tracing the adventure of creating Mumm Grand Cordon Stellar

Price and availability on demand.

**Winning numbers will be drawn in January 2019. More information can be found at mumm.com/mumm-grand-cordon-stellar

DRINK RESPONSIBLY.



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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