



Press release – November 12<sup>th</sup> 2018

## FRANCIS JOYON CELEBRATES HIS THRILLING VICTORY IN THE ROUTE DU RHUM WITH MUMM GRAND CORDON

*Last night saw Francis Joyon triumph in the Route du Rhum, crossing the finishing line in the French Caribbean island of Guadeloupe, having left Saint-Malo in Brittany on November 4. Joyon, the oldest participant in the 40<sup>th</sup>-anniversary edition of the solo transatlantic race, celebrated his success in style with Mumm Grand Cordon champagne, the icon of victory.*

Ever since it was founded, Maison Mumm has been defined by its spirit of daring – challenging people to live life with passion, to push the boundaries, and to celebrate victory.

These values naturally align it with sport, and in particular sailing, where it has been a sponsor of the world's leading competitions since the 1970s.





In his quest for the Route du Rhum 2018, Francis Joyon exemplified the values advocated by Maison Mumm. He first entered the legendary race in 1990, but had never previously been successful. The Brittany-born yachtsman demonstrated exceptional willpower to overcome every challenge, winning the race after a spectacular final duel in a new world-record time of 7 days, 14 hours and 47 seconds.

At the age of 62, Francis Joyon emerged triumphant from one of his most difficult challenges and celebrated with Mumm Grand Cordon champagne, the icon of victory.

**Once again, Maison Mumm invites us all to #DareWinCelebrate!**



## 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

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