



Press release – November 15th 2018

MAISON MUMM JOINS USAIN BOLT FOR THE OPENING OF HIS NEW RESTAURANT IN LONDON

Usain Bolt chose the UK capital to open his first restaurant in Europe on 14 November.

Tracks&Records, a chain co-founded by the Olympic champion, already has three addresses in Jamaica. As the exclusive champagne partner of the London venue, Maison Mumm is delighted to support its C.E.O. (Chief Entertainment Officer) since 2016 in this new challenge.

On the menu at Tracks&Records London: Jamaican cuisine and music, Mumm champagne and great vibes.

Once again, Maison Mumm and Usain Bolt #DareWinCelebrate together!





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

Website: mumm.com

Facebook: facebook.com/champagne.mumm

Instagram: instagram.com/ghmumm/

Twitter: twitter.com/ghmumm

For more information: digitalpressroom.mumm.com

MEDIA ENQUIRIES

MAISON MUMM

Antoine Flament

Antoine.flament@pernod-ricard.com
