

October 2020



## FOR THE END OF YEAR FESTIVITIES, LAURENT FRESNET RECOMMENDS MUMM CORDON ROUGE VINOOTHÈQUE 1961: A RARE CUVÉE THAT IS BEING SPECIALLY RELEASED FROM THE MAISON MUMM OENOOTHÈQUE

*Laurent Fresnet, the Maison Mumm Cellar Master, suggests celebrating the end of the year with panache, with a remarkable champagne: Mumm Cordon Rouge Vinothèque 1961. A lucky few will have the chance to enjoy this exceptional cuvée, which will have a limited release from the Mumm Oenothèque during this holiday season.*

The custodian of the quality and inimitable style of Maison Mumm's wines, Cellar Master Laurent Fresnet is also the guardian of the Mumm Oenothèque, whose precious heritage is represented by old vintages that have been the subject of meticulous care from the moment they were cellared.

To taste one of these exceptional wines is a rare pleasure that Laurent Fresnet recommends for the end of year festivities. *"I have selected from the Mumm Oenothèque the Mumm Cordon Rouge Vinothèque 1961 cuvée, which represents the ultimate expression of the House style. It is a 'grand vin', notable for its power and wealth of aromas, as much as for its elegance and balance,"* Laurent Fresnet explains.

Following a particularly mild and rainy winter, the spring of 1961 was marked by frosts. The summer came late, featuring a month of unusually low temperatures in July. The harvests began early, on the 20th September, making use of very favorable weather conditions for the ripening of the grapes. The harvest provided Maison Mumm with Pinot Noir wines of

exceptional quality. They dominate the assemblage (71%) of the Mumm Cordon Rouge Vinothèque 1961 cuvée, and were obtained almost entirely from the Montagne de Reims, from Grand Cru classified villages such as Verzenay, Bouzy and Verzy. Chardonnay (29%) from the famous Côte des Blancs brings elegance to the assemblage.

This vintage champagne is ready to release its wealth of flavors and aromas that it has patiently developed over the years.



It surprises with its balance of power and finesse. Toasted, woody and vanilla aromas dominate, while coffee and mild tobacco are equally present on the nose. Notes of ripe fruit and honey bring an attractive delicacy. The finish is long and persistent.

This characterful, complex and sophisticated wine can be enjoyed throughout the length of a meal. It is an ideal companion to caviar or shellfish, game cooked with black truffles or pan-fried foie gras, or a classic French chocolate or chestnut 'bûche de Noël' cake, with which to end a festive meal. A truly fine wine for the finest occasions!

Since 1827, Maison Mumm has been guided by a visionary spirit, devoted to the uncompromising quality of its champagnes. With its insistence on savoir-faire and excellence, Mumm is dedicated to revealing the essence of Pinot Noir, its signature grape for nearly two centuries.

*Mumm Cordon Rouge Vinothèque 1961 will be available from November 2020, from select Paris wine merchants (details available on request) and will retail at €1,300.*

## ABOUT MAISON MUMM

Mumm is part of Martell Mumm Perrier-Jouët, the prestige 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 super Premium 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 groundbreaking endeavors. \* IWSR 2019

**#MUMM**

**#MUMMEXPLORES**

### **MEDIA CONTACTS**

#### **BASTYEN VANDRILLE**

Maison Mumm  
bastyen.vandrille@pernod-ricard.com

#### **SILÈNE FRY**

Maison Mumm  
silene.fry@pernod-ricard.com

**PLEASE DRINK RESPONSIBLY**