



- **To glamorous achievements** -

**CELEBRATION ON THE HIGH SEAS:
MOËT & CHANDON, THE OFFICIAL CHAMPAGNE OF
THE 35th AMERICA'S CUP, AT THE WORLD SERIES IN BERMUDA**

October 16th-18th, 2015 – Moët & Chandon, the official champagne of the 35th America's Cup, has been present in Bermuda for the Louis Vuitton America's Cup World Series from October 16-18, 2015, where the Artemis Racing team succeed with panache. Moët & Chandon's partnership with the America's Cup, spanning a period of three years, reinforces the Maison's longstanding history of supporting elegant sportsmanship and savoir-faire.

The America's Cup is a dynamic competition that challenges the best sailors in the world in both match and fleet racing skills. Moët & Chandon's presence will create unique ways to share a special #MoetMoment in Bermuda, from the Club AC VIP hospitality to the unique brand experiences at Moët & Chandon bars in the public zone. And last but not least, unforgettable podium moments on and off shore with bespoke Jeroboam trophy bottles of Moët Impérial champagne.

THE AMERICA'S CUP: A BOLD QUEST FOR SUCCESS

A thrilling spectacle with a rich tradition, the America's Cup features the best sailors on the world's fastest and most impressive boats. It consists of three main stages where Moët & Chandon celebrates athletic achievement as the official champagne. This past summer, Moët & Chandon was present to celebrate the Louis Vuitton America's Cup World Series in Portsmouth in the UK and Goteborg in Sweden.

The Maison continues in Bermuda this October and during events around the world through 2016, the Louis Vuitton America's Cup Qualifiers and Playoffs in 2017, and the America's Cup Match presented by Louis Vuitton in Bermuda in June 2017.

Six iconic teams from around the globe have participated in the Louis Vuitton America's Cup World Series, including the defending champion ORACLE TEAM USA, Artemis Racing (Sweden), Emirates Team New Zealand, Groupama Team France, SoftBank Team Japan and Land Rover BAR (UK).

CELEBRATING SAILING SPORTSMANSHIP

Moët & Chandon's association with the America's Cup goes as far back as 1987: baptizing legendary race boats, creating dazzling champagne cascades with elegant crystal champagne flutes and toasting the daring victories of the athletes. Moët & Chandon closely reflects the sailing world's bold, modern spirit and dedication to the pursuit of victory. The Maison's presence at these sporting events demonstrates its commitment to a race that tests the extraordinary skills of athletes as they wrestle with the forces of wind and sea.

Unlike nearly any other sport, America's Cup sailing represents an unparalleled competitive thrill and success based on both mental expertise and physical finesse. The sport embodies

grandeur and freedom on an exhilarating scale, with a global appeal that traverses international territory in terms of athletes, fans and worldwide competition. As one of the world's most loved champagne,

Moët & Chandon shares a pioneering vision with this iconic sport.

"The America's Cup is the epitome of elegant achievement and the bold pursuit of victory. It is a perfect reflection of Moët & Chandon's own pioneering spirit of success," said Stéphane Baschiera, President & CEO of Moët & Chandon. "We raise a toast to this prestigious event and its exceptional participants. We are proud to accompany them over the next several years in their remarkable Moët moments."

MOËT & CHANDON, THE CHAMPAGNE OF VICTORY

Moët & Chandon brings a spirit of success and glamour to international sporting events around the world. The Maison's sports heritage is rooted in a mutual appreciation for shared celebratory moments, the pursuit of success and quality, and a taste for challenge. Whether celebrating personal athletic accomplishments or sponsoring the world's most renowned athletic competitions,

Moët & Chandon is one of the icons of victorious achievement in sports.

The Moët & Chandon tradition of supporting the grandest achievements lives on as a 'grand prize,' where a bottle of the Maison's iconic champagne becomes the award itself for champions. Victorious athletes celebrate their memorable triumph on the winners' podium, by accepting a well-deserved bottle of Moët & Chandon – a symbol of success.

About Moët & Chandon

Moët & Chandon, the champagne of success and glamour since 1743. Renowned for its legendary style, achievements and pioneering spirit, Moët & Chandon is the Maison that introduced champagne to the world. Synonymous with the most venerable traditions and the most modern celebrations, Moët & Chandon has celebrated life's memorable and triumphant moments with panache for more than 270 years. For

Moët & Chandon, success is a matter of style.

Moët & Chandon's heritage is rooted in an appreciation for shared celebratory moments, the pursuit of success and quality, and a taste for challenge. Whether celebrating personal athletic accomplishments or sponsoring the world's most important athletic competitions, Moët & Chandon is an icon of victorious achievement in sports.

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