



# INTRODUCING: THE CLOUPE™

G.H.Mumm is challenging the conventions of Champagne consumption with its bold new glassware design, The Cloupe™. Echoing the design of the striking Grand Cordon bottle, The Cloupe™ draws from the Maison's rich, disruptive history. Emblazoned with the iconic, indented red sash, this innovative glassware aims to modernize and enhance the Champagne drinking experience with the legendary liquid of G.H.Mumm.

## ABOUT THE DESIGN

- 11oz glass fits both BTG and cocktail (inclusive of standard full-cubed ice)
- Indented red sash ergonomically designed to fit comfortably in palm
- Sash designed to easily indicate 4-6 oz. pours
- Etchings on side increase effervescence of product
- Tinted glass decreases logo visibility at the bottom of the glass; transparency allows product to be seen clearly without increasing heat
- Made from tempered glass to increase durability from normal wear and tear, and decrease heat transfer from palm to glass
- Dishwasher-safe, BPA-free, and Prop 65 compliant
- Stackable and fits in standard washing racks

6oz

4oz



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G.H. MUMM™ CHAMPAGNE. PRODUCT OF FRANCE. ©2019 IMPORTED BY PERNOD RICARD USA, NEW YORK, NY



# G.H.MUMM: FY20 HOLIDAY VAP

G.H.Mumm Grand Cordon is the flagship cuvée of Maison Mumm, embodying the “Only the Best” ethos of founder Georges Hermann Mumm. The red sash, an emblem of achievement borrowed from the Legion d’Honneur, first decorated bottles in 1876.



## COMPOSITION

G.H.Mumm Grand Cordon embodies the bold character of Pinot Noir (45%), the signature grape of Maison Mumm.

To create a balanced cuvée, the Cellar Master utilizes Chardonnay (30%) to impart elegance and minerality, and Pinot Meunier (25%) to add ripe fruit character.

As a non-vintage cuvée, up to 30% reserve wines are used to create the signature bold style of the Maison. The wine is then aged for a minimum of 24 months before disgorgement, with a dosage of 8g/L.

## TASTING NOTES

### Appearance:

Vibrant Gold with fine, persistent bubbles

### Aroma:

Ripe peach, apricot, dried fruit and honey

### Taste:

Fresh red fruits, apple, sweet spices, and caramel

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# G.H.MUMM COCKTAILS

## **COCKTAIL: Classic French 75**

- 1 oz Martell
- 1/2 oz Simple Syrup
- 1/2 oz Lemon Juice
- 2 1/2 oz GH Mumm Brut- topper at end.
- Method: Build in tin. Ice. Shake. Fine strain. Top with Champagne.
- Garnish- Lemon peel

## **COCKTAIL: Death in the Afternoon**

- 3/4 oz Pernod Absinthe
- 4 1/2 oz GH Mumm Brut
- Method: Build in glass

## **COCKTAIL: The French Irish**

- 1 oz Jameson Black Barrel
- 3 Blackberries muddled
- 1/2 oz Simple Syrup
- 1/2 oz Lemon Juice
- 2 oz GH Mumm Brut – topper at end
- Method: Build in tin. Muddle. Ice. Shake. Fine strain. Top with Champagne.
- Garnish- Blackberry, rosemary sprig

## **COCKTAIL: Champagne Rush**

- 1 1/2 oz Jameson Black Barrel
- 3/4 oz Lemon Juice
- 3/4 oz 1:1 Honey Syrup
- 2 oz GH Mumm topper
- Glass- Coupe
- Method-Build in tin. Ice. Shake. Strain. Top with GH Mumm
- Garnish- Lemon wheel floating

## **COCKTAIL: Monkey Royale**

- 3/4 oz Monkey 47 swapped in for Plymouth
- 1/2 oz Cointreau
- 1/2 oz Luxardo Maraschino
- 1/2 oz Lemon juice
- 2 oz GH Mumm Brut- topper at end
- Method: Build in tin. Ice. Shake. strain. Top with Champagne.
- Garnish- Cherry

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# G.H.MUMM COCKTAILS

## **COCKTAIL: Monkey Royale**

- $\frac{3}{4}$  oz Monkey 47 swapped in for Plymouth
- $\frac{1}{2}$  oz Cointreau
- $\frac{1}{2}$  oz Luxardo Maraschino
- $\frac{1}{2}$  oz Lemon juice
- 2 oz GH Mumm Brut- topper at end
- Method: Build in tin. Ice. Shake. strain. Top with Champagne.
- Garnish- Cherry

## **COCKTAIL: May Day G.H.Mumm**

- $\frac{1}{2}$  oz Plymouth gin
- $\frac{1}{2}$  oz Lillet Rose'
- $\frac{1}{2}$  oz Lemon Juice
- 1 barspoon Simple Syrup
- 3 Dashes Rhubarb Bitters
- 2 oz GH Mumm Brut- topper at end
- Method: Build in tin. Ice. Shake. Fine strain. Top with Champagne.
- Garnish- none

## **-COCKTAIL: G.H.Mumm Highball**

- 1 oz Malfy Gin (Any of their four SKUs)
- $\frac{3}{4}$  oz Lillet Blanc
- 1 oz Club Soda
- 2  $\frac{1}{2}$  oz GH Mumm Brut
- Glass- Wine
- Method- Build in glass. Ice. Stir.
- Garnish- Grapefruit Twist

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