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Taittinger Extends Its World Cup Champagne Deal

The French maison will again serve as FIFA’s official champagne at the 2026 tournament in North America.

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Taittinger will again serve as the official champagne of the FIFA World Cup in 2026, extending a partnership with the governing body that has lasted 13 years and has already placed the French maison at several of soccer’s biggest tournaments. The World Cup will be held in the United States, Mexico and Canada from June 11 to July 19, and Taittinger said it will also take part in the FIFA Women’s World Cup in Brazil in 2027.

The company has used its association with FIFA to build visibility at major international sporting events, including the men’s World Cups in Brazil, Russia and Qatar and the women’s tournaments in Canada, France, Australia and New Zealand. Vitalie Taittinger, the company’s president, said the brand sees a natural link between sport and champagne because both are tied to shared moments and celebration. She said the partnership helps position Champagne Taittinger among global brands with a presence in more than 120 countries.

To mark the World Cup tie-up, Champagne Taittinger has created a limited edition of its Brut Réserve that will be sold worldwide. The bottle is black with holographic gradients in the colors of the host nations: red for Canada, green for Mexico and blue for the United States. The design is meant to suggest movement, with visual references to a soccer ball and its stitching.

Brut Réserve is made from 40% chardonnay, 35% pinot noir and 25% pinot meunier, drawn from more than 40 crus and blended from several vintages. Taittinger said the relatively high share of chardonnay, unusual among major nonvintage champagnes, is paired with at least three years of cellar aging before release. The company said the launch reflects its emphasis on elegance, quality and champagne as a symbol of celebration and cultural heritage. The limited edition is priced at 68$ in the English-language version and 58,50€ in the Spanish-language version.