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Moët & Chandon Back as America's Cup Champagne

Moët & Chandon Returns as Official Champagne for the 37th Louis Vuitton America's Cup

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MOËT & CHANDON

In a highly anticipated announcement, Moët & Chandon has revealed its return as the official champagne for the 37th edition of the Louis Vuitton America's Cup. The prestigious French Maison, known for its long-standing association with luxury and celebration, will once again be part of the oldest international sporting trophy event, set to take place in Barcelona. This partnership underscores shared values of pioneering spirit and the relentless pursuit of excellence, celebrating the world's elite sailors competing for the coveted America's Cup.

From late August onwards, the regattas will witness five formidable challengers—INEOS Britannia, Alinghi Red Bull Racing, Luna Rossa Prada Pirelli, NYYC American Magic, and Orient Express Racing Team—competing to dethrone the current titleholder, Emirates Team New Zealand. These teams will vie for supremacy in the world's most prestigious sailing competition, with Moët & Chandon playing a pivotal role in the celebrations.

For over 30 years, Moët & Chandon has been synonymous with triumph in sailing, adding to the grandeur of the America's Cup. As the official champagne, the brand will be central to every victory toast aboard the winning yachts and during various trophy presentations, encapsulating the essence of celebration and prestige.

Sibylle Scherer, CEO of Moët & Chandon, expressed pride in renewing this historic partnership: "We are proud to return as partners for the 37th edition of the Louis Vuitton America's Cup, continuing a shared history of over three decades. Sailing and champagne share a common ambition: the pursuit of excellence and the exploration of new horizons. This collaboration further strengthens Moët & Chandon's commitment to the world of sports."

Grant Dalton, CEO of the America's Cup Event, echoed this sentiment, stating: "Moët & Chandon has long been synonymous not only with the America's Cup but also with leading international sailing events worldwide. We are delighted to welcome the brand back for the 37th Louis Vuitton America's Cup in Barcelona. Our shared vision for the event and mutual recognition of excellence in sailing make Moët & Chandon the perfect partner. We look forward to working closely with them during the regattas."

Founded in 1743 and 1851 respectively, Moët & Chandon and the America's Cup are paragons of heritage and innovation. Their intertwined histories reflect a forward-looking vision dedicated to performance, innovation, and a lasting legacy for future generations. This timeless alliance embodies the seamless blend of past and present, ensuring the spirit of excellence endures.

Moët & Chandon

Moët & Chandon, established in 1743 by Claude Moët, rose to international fame under the guidance of his descendant, Jean-Rémy Moët, who aspired to "share the effervescence of champagne with the world." From royal courts to red carpets, from Studio 54 to Grand Slams, Moët & Chandon has been at the heart of extraordinary and thrilling moments. With the largest and most diverse vineyards in the region, the Maison offers a versatile range of champagnes for every occasion and palate. Each creation, from the iconic Moët Impérial to the refined Grand Vintage Collection, the glamorous Moët Rosé Impérial to the refreshing Moët Ice Impérial, dazzles and delights with a broad spectrum of flavors and aromas, capturing the terroir's remarkable breadth.

Through Natura Nostra, Moët & Chandon's long-term sustainability program, the Maison is dedicated to protecting biodiversity in the region. Since 2009, Moët & Chandon has also supported philanthropic initiatives through Toast for a Cause. For nearly three centuries, Moët & Chandon has been the champagne of choice for both significant historical events and personal celebrations, ensuring every toast is made with sparkling effervescence.

In conclusion, as Moët & Chandon rejoins the America's Cup, this partnership not only celebrates the pinnacle of sailing but also reaffirms a commitment to excellence, tradition, and innovation. This collaboration promises to elevate the 37th Louis Vuitton America's Cup to new heights, creating unforgettable moments for all involved.