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Ferrari Trento Out, Moët Chandon In for Formula 1

Formula 1 Bids Farewell to Ferrari Trento, Welcomes Moët Chandon

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From left to right Stefano Domenicali (President and CEO of Formula 1), Greg Maffei (Chairman and CEO of Liberty Media), Bernard Arnault (Chairman and CEO of LVMH Group) and Frederic Arnault (CEO of LVMH Watches).

The world of Formula 1 is set for a significant change starting in 2025, with the announcement of a new collaboration between the racing series and the French luxury group LVMH. This ten-year agreement will involve several iconic brands from the conglomerate, including Louis Vuitton, Moët Hennessy, and TAG Heuer. The deal signals the end of Ferrari Trento's role as the official sparkling wine for podium celebrations.

The announcement, which has sparked a range of reactions, confirms that LVMH will become a global partner of Formula 1, replacing brands like Rolex, a key name in the sport for many years. Swiss watchmaker TAG Heuer will take over in what appears to be a strategy to link luxury with elite sports. One of the most notable changes will be the conclusion of the partnership with Italian winery Ferrari Trento, whose sparkling wine has been a fixture of champion celebrations on the podium since 2021. Starting in 2025, victories will be celebrated with magnum bottles of Moët Chandon, another of Bernard Arnault's luxury empire brands.

This agreement comes at a time when Formula 1 is celebrating its 75th anniversary, and its global popularity is at an all-time high. According to the official statement, the partnership between LVMH and Formula 1 aims to merge the creativity and excellence of the French group with the innovation and high performance of the sport. Bernard Arnault, LVMH's president and CEO, highlighted the importance of attention to detail in every aspect of his business, from fashion and watchmaking to wines and spirits, and how this relentless pursuit of exceeding limits is the driving force behind the collaboration. The alliance will include unique fan experiences, customized activations, limited editions, and exclusive content.

While financial details were not officially disclosed, some reports suggest that LVMH may be investing around 100 million euros annually over the next decade, a figure that would double Rolex's previous offer, estimated at about 50 million euros per year.

Stefano Domenicali, president and CEO of Formula 1, expressed his satisfaction with the partnership, emphasizing how both LVMH and Formula 1 share a commitment to excellence, and how the strength of the French group will help enhance the experience for fans worldwide. He also highlighted the global growth of Formula 1, which has successfully attracted an increasingly diverse audience.

However, the announcement has been met with disappointment in Italy, as it marks the end of Ferrari Trento's presence on the Formula 1 podium. Since 2021, the celebrations of Formula 1 champions have been marked by the popping of Jeroboam bottles of Ferrari Trentodoc, a symbol of Italian sparkling wine. Ferrari Trento was chosen as the official partner of Formula 1 not only for its prestige and industry recognition but also for its history and tradition as one of Italy's most awarded wineries. At the time, Domenicali praised the partnership, highlighting how Ferrari Trento embodied Italian excellence and was the perfect companion to celebrate the sport's most important moments.

This change in the world of motorsport not only affects podium celebration traditions but also reflects a broader shift in Formula 1's direction, as it seeks to strengthen its global image and connect with new audiences through brands that blend luxury, innovation, and a passion for life. For Ferrari Trento, which found a global platform in Formula 1 to showcase its product and heritage, the end of this agreement represents a significant loss, though the winery remains a leading name in the sparkling wine sector internationally.

With Moët Chandon set to take the podium in Formula 1, one chapter closes for Italian sparkling wine, but another opens, full of expectations and opportunities for both Formula 1 and LVMH as they aim to write new pages in the history of sport and luxury.