vinetur

Aston Martin and Champagne Bollinger Unveil Global Partnership Linking Two Icons of Luxury

Collaboration brings exclusive experiences to major events, uniting British automotive heritage with French winemaking tradition and royal connections

Tuesday, October 28, 2025



Aston Martin and Champagne Bollinger have announced a new global partnership, bringing together two well-known names in the luxury market. The collaboration will see Champagne Bollinger become the Official Champagne Partner of Aston Martin,

while Aston Martin will serve as the Official Automotive Partner for Champagne Bollinger. Both brands say the partnership is built on shared values, including a respect for tradition, dedication to craftsmanship, and a commitment to quality and precision.

Champagne Bollinger, founded in 1829 in Aÿ, France, is recognized for its refined taste and attention to detail. The family-owned house has maintained its independence and is known for balancing tradition with innovation. Bollinger employs its own resident cooper to care for more than 4,000 oak barrels and continues to use traditional winemaking methods alongside carefully considered innovations.

Aston Martin, established in 1913, has become a symbol of British performance, style, and craftsmanship. The company has produced some of the world’s most celebrated sports cars, combining advanced engineering with timeless design. According to both companies, these are values that Bollinger also upholds in its winemaking.

The partnership also highlights a historical connection with the United Kingdom. Both Aston Martin and Champagne Bollinger hold Royal Warrants, with Bollinger having supplied champagne to the British royal family since 1884.

Charles-Armand de Belenet, Managing Director of Champagne Bollinger, said the partnership is a natural alignment of two iconic brands. He emphasized that both companies share a commitment to timeless elegance, heritage, and mastery in their respective fields. De Belenet said he is proud to see Champagne Bollinger become part of Aston Martin’s most exceptional moments around the world.

As part of the agreement, Champagne Bollinger will be present at major Aston Martin events and VIP experiences worldwide. This includes exclusive launches and private gatherings with clients. Whether celebrating a victory on the track or marking a private unveiling, Bollinger champagne will be served at key moments.

Stefano Saporetti, Director of Brand Diversification at Aston Martin, said the company aims to create unforgettable experiences that combine performance, craftsmanship, and mastery. He described the partnership with Champagne Bollinger as an example of this spirit, citing Bollinger’s quality, family heritage, and elegant design.

Both companies have stated that they are committed to responsible alcohol consumption. The message “Never Drink and Drive” will be included in all brand activations related to the partnership.

The collaboration is intended to enhance lifestyle experiences for a global audience that values luxury and exclusivity. Both brands plan to create memorable moments together at events around the world.