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Bollinger Unveils 007 Limited Edition Champagne Celebrating 45 Years as James Bond’s Official Pour

Collector’s release features iconic Bond design, marking decades of cinematic partnership and enduring luxury in every bottle

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Bollinger has introduced a new limited edition of its Special Cuvée to mark 45 years as the official champagne of James Bond. The Special Cuvée 007 Limited Edition highlights the long-standing relationship between the French champagne house and the iconic British spy, offering collectors and fans a product that blends cinematic design with Bollinger’s signature craftsmanship.

The collaboration between Bollinger and James Bond began on screen in 1979 with the film "Moonraker," but its roots go back even further. In 1956, author Ian Fleming mentioned Bollinger in his novel "Diamonds Are Forever," foreshadowing a partnership that would become one of cinema’s most enduring associations. Over more than four decades, Bollinger has appeared in numerous Bond films, reinforcing its image as a symbol of elegance and sophistication.

This new release comes in a collector’s case designed to evoke the world of James Bond. The packaging features a black and gold color scheme, metallic accents, and premium finishes. The front displays the famous gun barrel motif with Bond’s silhouette at the center, referencing the opening sequence familiar to moviegoers worldwide. The Bollinger name appears in gold lettering, while the 007 logo is placed at the base of the case. The bottle itself carries the 007 emblem on its neck, emphasizing its direct connection to the Bond universe.

Inside, the edition contains Bollinger’s Special Cuvée, a champagne known for its complexity, structure, and balance. Made primarily from Pinot Noir grapes selected from top crus, this cuvée reflects the artisanal expertise that has defined Bollinger since its founding in 1829. The champagne is recognized for its depth and character, qualities that have made it a favorite both on screen and among connoisseurs.

Victoria Carfantan, Global Partnerships Director at Champagne Bollinger, said that both brands share a commitment to elegance, craftsmanship, and timeless sophistication. She described the launch as both a celebration of their shared history and an invitation to experience the authentic champagne of James Bond.

The timing of this release also coincides with the 40th anniversary of "A View to a Kill," another film in which Bollinger played a prominent role during a scene set at a French estate. This appearance further cemented Bollinger’s association with glamour and

high society within the Bond franchise.

With only a limited number produced, the Special Cuvée 007 Limited Edition is aimed at collectors, film enthusiasts, and champagne lovers who want to own a piece that connects two global icons. The edition is available through select retailers and is expected to attract strong interest from those who appreciate both fine wine and cinematic history.