



## **MAKE A STYLISH ESCAPE WITH MOËT ICE IMPÉRIAL!**

*Break free to an exotic summer getaway with Moët Ice Impérial and the exclusive new Summer Escape Trunk*

**May 30th, 2013** – Moët & Chandon invites champagne lovers around the world to break free to a stylish escape in summer 2013 with Moët Ice Impérial. An exotic destination in and of itself, Moët Ice Impérial is a groundbreaking take on iconic Moët & Chandon luxury.

### **BREAKING CHAMPAGNE FRONTIERS**

The world's first-ever champagne specifically created to be enjoyed on ice during daytime gatherings in exclusive destinations, Moët Ice Impérial breaks the traditional champagne norms - in style. It perfectly represents the House which has been celebrated for its pioneering approach to sharing the magic of champagne around the globe. Inspired by the House's unparalleled 270 years of heritage and winemaking savoir-faire, indeed it was only Moët & Chandon who could first innovate this new frontier in champagne!

Moët Ice Impérial's crisp freshness and powerful tropical fruit aromas are an instant escape to warm and exotic locales around the world. Served over ice in large cabernet-style glasses that enhance the crisp, freshness experience, Moët Ice Impérial can be personalized according to taste preferences with garnishes including mint leaves, a slice of cucumber, lime or white grapefruit zest, a thin slice of ginger, cardamom seeds or red fruits (strawberries, raspberries). Packaged in luxurious white lacquered bottles with a black tie, gold label and silver design, Moët Ice Impérial exemplifies the House's elegance and innovation.

### **BREAKING THE ICE AT SUMMER ESCAPES**

Moët Ice Impérial, the House's most pioneering champagne, is the embodiment of grand escapes to the world's trendiest summer destinations. For these celebrations, Moët & Chandon created the limited edition Summer Escape Trunk – a must-have, tailor-made piece made exclusively in France, and photographed by French photographer Vincent Gapillard. The Summer Escape Trunk invites the world to experience Moët Ice Impérial in the most exclusive global hotspots!

When closed, the all-on-one case looks like a sophisticated white travel trunk. Once opened, it transforms into a mobile bar with everything needed to create the perfect sunset cocktail, keeping summer parties fresh and fun all summer long! From Hamilton Island in Australia, to the rooftop pool at the Hotel Fasano Rio de Janeiro in Brazil, to friends-only getaways to Portofino, Ibiza and the Cayman Islands, the Moët Ice Impérial Summer Escape Trunk is sure to be the summer escape accessory of choice for beach lovers, vacationers and pool party aficionados.

"Moët Ice Impérial is a stylish symbol of the House's innovation and pioneering spirit, and an indication of how we embrace the change and movement that has defined our House's history," said Arnaud de Saignes, International Director of Marketing and Communications for Moët & Chandon. "With just the clink of an ice cube – or the opening of a trunk – Moët Ice Impérial is a groundbreaking way to celebrate summer in style."

## BREAKING THE MOULD WITH A NEW CHAMPAGNE EXPERIENCE

"We created Moët Ice Impérial to offer a refreshing new champagne experience while remaining true to Moët & Chandon's centuries of celebrated winemaking style," commented Benoît Gouez, Chef de Cave of Moët & Chandon. "Intense, fruity and fresh, Moët Ice Impérial is not only the embodiment of summer celebrations, but a new frontier in champagne."

Moët Ice Impérial's fruity and intense nose combines the powerful fruit flavors of tropical fruits of mango and guava, the generosity of stone fruits such as nectarine, and an original note of raspberry and gooseberry. The generous palate combines roundness and freshness such as the broad fleshy and voluptuous flavor of a fresh fruit salad, the captivating sweetness or caramel and quince jelly, and the refreshing acidity of gooseberry and ginger notes.

### The Summer Escape Trunk

#### Summer Escape Trunk Description:

The Moët Ice Impérial Summer Escape Trunk includes two removable glass shelves and holds up to 20 bottles of Moët Ice Impérial, 24 large glasses, two bottle buckets and three ice buckets, ice cubes and garnishes, keeping them chilled and ready for daytime celebrations.

#### About Moët & Chandon

Moët & Chandon is the champagne of success and glamour since 1743. Renowned for its achievements, firsts and legendary pioneering spirit, Moët & Chandon is the Maison that introduced champagne to the world. Synonymous with the most venerable of traditions and the most modern of pleasures, Moët & Chandon has celebrated life's most triumphant moments with grandeur and generosity for nearly 270 years.

Moët & Chandon shares the magic of champagne with the world, offering a range of unique wines for every occasion, mood and palate. From the iconic Moët Impérial to the Grand Vintage Collection, the extroverted Moët Rosé Impérial to the innovative Moët Ice Impérial, each champagne dazzles and delights with bright fruitiness, a seductive palate and an elegant maturity.

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