



# CHAMPAGNE **TAITTINGER**

*Reims*

## TAITTINGER, THE OFFICIAL CHAMPAGNE OF THE 2018 FIFA WORLD CUP RUSSIA™, LAUNCHES LIMITED EDITION BOTTLE

*Champagne houses such as Taittinger which bear the name of their owners are rare. Taittinger is, above all, the tale of a family motivated by passion and a desire for high standards, which decided to never compromise on quality. The secret of the sophisticated, elegant style so characteristic of Taittinger champagne lies in the large proportion of Chardonnay grapes used in the preparation of its various cuvées and this makes them recognisable throughout the world.*

From June 2018, all eyes will be turned to Russia, a great champagne-loving nation for centuries, for 2018 FIFA World Cup 2018™.

To celebrate the biggest single sporting event in the world, Maison Taittinger launches today a limited edition bottle designed to represent the conquest of space and to evoke the idea of energy and perseverance.

These values are, today more than ever, close to Taittinger's own story, resonating with the family-owned company's adventures. To surpass oneself, to believe in one's dreams and to never give up are mutual sensations that are also experienced on the pitch.

Since 1959, when Jean Taittinger kicked off the match of the European Cup between Stade de Reims and Real Madrid, to today, a few decades later, the entire Taittinger House, behind Clovis Taittinger, is ready to celebrate the most beautiful event of the football universe, the FIFA World Cup™.

In 2016, Taittinger extended its partnership with FIFA for four more years making the company once again the Official Champagne of the 2018 FIFA World Cup Russia™ from 14 June until 15 July and of the FIFA Women's World Cup France 2019™ from 7 June to 7 of July.

"We, the Taittinger family, are extremely proud to continue our adventure with FIFA. We are extremely thankful for FIFA's confidence in our house and our products. We look forward to a long and passionate connection between our two institutions", said Clovis Taittinger, who is the General Manager of Taittinger House.

For the upcoming FIFA World Cup™, Taittinger wishes everybody a great trip to Russia and good luck to all!

Na Zdorovie! На здоровье!

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## GALLERY



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## PRESS CONTACT

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