

# MUMM

## SPARKLING

ARRIVING SEPTEMBER 2023

OVER 30 YEARS OF CRITICALLY  
ACCLAIMED SPARKLING WINES

Mumm Sparkling is the updated offering that will replace the current Mumm Napa – unlocking incremental volume!

- Consistent high quality taste profile
- Refreshed packaging to reinforce premium cues that remains recognizable at shelf
- Stronger visual tie-in to G.H.Mumm with red scarf neck
- Consistent Sku-naming vs. Mumm Napa Brut Prestige, Brut Rosé and Cuvée M
- No change to UPC
- Soft launch in Sept 23 on rolling basis

Sparkling Category Increased In Volume  
For The 19<sup>th</sup> Consecutive Year In 2022

despite on-premise closures<sup>1</sup>



### Pricing

Retail: \$19.99

Promo: \$17.99

Promo Period: May/Dec

\* Mumm Sparkling pricing strategy parity to Chandon – implies \$18.00 - \$22.99 RSP varying by state

### Shelf Positioning

Adjacent to

**CHANDON**

\* 1898  
UN MONDE  
DE  
POSSIBILITE\*



<sup>1</sup> The IWSR Beverage Alcohol Review