

Maison Mumm announces the appointment of its new cellar master



Laurent Fresnet comes from a family of wine growers that goes back several generations; he will take on his new role starting the first of January 2020

Maison Mumm is delighted to welcome Laurent Fresnet, its new Cellar Master, from the first of January 2020. Led by an avant-garde vision since its foundation in 1827, the House has dedicated these last few months to identifying the individual best suited to perpetuating the excellence of its savoir-faire and the style of its wines.

A child of the Montagne de Reims, Laurent Fresnet comes from a family of wine growers that goes back several generations.

After studying oenology, biology and biochemistry at the University of Reims, Laurent Fresnet worked as an oenologist both in France and abroad before being named Maison Henriot's Cellar Master in 2006.

The mastery of his expertise, his perfect knowledge of the terroir of Champagne and his exceptionally high standards with regards to quality have all contributed to Maison Henriot's renown. It is in agreement with them that Laurent Fresnet will continue in his existing role until the end of December 2019, to allow time to welcome his successor.

Christophe Danneaux, Vice President, Champagne, says: "For nearly 200 years, Maison Mumm has maintained a great passion for its service to the quality of its wines and to innovation. We are convinced that Laurent Fresnet has a perfect understanding of how to uphold this tradition."