

Mouton Cadet announced as Official Wine of 35th America's Cup

By **Jas Ryat** on November, 22 2016 | Spirits & Tobacco



Bordeaux wine brand Mouton Cadet has been selected as the Official Wine of the 35th America's Cup, the prestigious sailing competition taking place in Bermuda in May and June 2017.

Hugues Lechanoine, Managing Director of Mouton Cadet's owner Baron Philippe de Rothschild SA, said: "I am thrilled that Mouton Cadet, the worldwide Bordeaux brand, has entered this new partnership with the America's Cup, the oldest and most prestigious sailing event. We are both international brands with a strong history, ours dating back to 1853. But first of all, we both rely on team spirit as a means to achieving the best results, whether making high quality wines or steering a race boat."

Mouton Cadet was created by the late Baron Philippe de Rothschild, who envisioned marketing a high-quality wine to a world of growing, quality-conscious wine consumers, broadening the market substantially for Bordeaux wines. Baron Philippe paved the way for innovations in the wine industry.

Founded in 1851, the most famous sailing trophy in the world has sparked new interest in the sport while remaining true to its origins.

Sir Russell Coutts, CEO of the America's Cup and a five-time winner of the prestigious trophy, commented: "We are proud to have Mouton Cadet as our partner within the America's Cup. Both Mouton Cadet and the America's Cup are leading brands, striving towards excellence at all levels. Profoundly attached to traditions, Mouton Cadet and the America's Cup also possess an innovative spirit that guides us to always look beyond and expand our audiences globally."

Mouton Cadet will be exclusively served during the Louis Vuitton America's Cup World Series in Fukuoka, in all official America's Cup outlets, and will be on sale in selected shops worldwide promoting the America's Cup.

This includes Bermuda, home of the America's Cup in 2017, where racing will start with the Louis Vuitton America's Cup Qualifiers on May 26, followed by the Louis Vuitton America's Cup Challenger Playoffs, and then the 35th America's Cup Match, presented by Louis Vuitton, in which the winning challenger will meet the defenders, Oracle Team USA, starting on June 17, 2017.