

OUT OF HOME

Mot & Chandon spurs at-home celebrations with Champagne 6 pack

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Mot & Chandon

By STAFF REPORTS

LVMH-owned Champagne brand Mot & Chandon is making it easier to celebrate wherever life may take consumers with the creation of a bottle caddy.

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The caddy, created to celebrate Mot & Chandon's 25th anniversary as the Champagne of record at the Golden Globe Awards Jan. 10, holds miniature bottles of the brand's sparkling wine. Creating kitschy limited-edition items is a fun and light-hearted way to connect with consumers by offering a product that is off the cuff.

Gold standard

Available on spirits ecommerce retailer Reserve Bar, the Mot Mini Champagne Caddy is ideal for awards season. The at-home viewing party kit includes six miniature bottles of Mot Imperial paired with snap-in mini plastic Champagne flutes.

For the caddy, Mot imported special golden bubble minis, only served on the red carpet. Due to the Champagne's connection to the red carpet, consumers may be more inclined to purchase to recreate the feeling of being a VIP at home.

Reserve Bar sells the limited-edition bottle caddy for \$145. Consumers can also purchase a four pack of mini Mot & Chandon bottles for \$64.



Mot Mini Champagne Caddy

On occasion, Mot & Chandon creates carrying cases of different sizes to appeal to consumers' "live in the now" ideology.

In 2014, for example, Mot & Chandon spurred a conversation on social media with its \$13,500 drink cart selling exclusively at British department store Selfridges. The cart's novelty due to its holding 20 bottles of Champagne caught the attention of Selfridges' Facebook fans, who left a string of comments marveling at the beverage trunk ([see story](#)).

The spirits maker also used a new approach to sell its Champagne, putting its bottles behind glass in a vending machine.

The vending machine was part of the holiday 2013 gift section at Selfridges, and dispensed mini bottles of Mot & Chandon. By putting its product in such an ordinary display, the brand was making itself more accessible and appealing to entry-level holiday shoppers ([see story](#)).

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