

FOOD AND BEVERAGE

## Mot & Chandon explores US cities for limited-edition bottle program

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*Mot & Chandon City bottles with case*

By JEN KING

LVMH-owned Champagne house

Mot & Chandon is encouraging hometown pride with the release of limited-edition bottles celebrating cities in the United States.

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Bottle labels for Mot & Chandon's Nectar Imperial Ros Champagne have been created to honor destination cities such as New York and Los Angeles, as a response to consumers' deep felt connection to their homes. Spontaneity of place and occasion has become an intrinsic aspect of Mot & Chandon's marketing efforts as the winemaker works to reach millennial consumers and those embracing "The Now" ([see story](#)).

"As an agricultural brand tied to the earth, the terroir, Mot & Chandon is forever physically and culturally rooted in a small piece of the planet, an area called Champagne, in its hometown of pernay, France," said Keith Howard, brand director at [Mot & Chandon](#).

"Our sense of place in the world underscores the essence and the DNA of the brand," he said. "So, the idea of offering an elegant homage to 10 iconic cities in the United States was a natural step.

"This limited-edition collection of Mot Nectar Imperial Ros, the number one selling ros in the U.S., is rooted in and dedicated to celebrating hometown pride."

Represent

[Mot & Chandon](#) promoted the limited-edition bottles of Nectar Imperial Ros Champagne, the number one selling rose Champagne in the United States, on social media through video content.

Keeping its concept of spontaneity and celebrations closely tied to its effort, Mot & Chandon included a caption on Facebook that reads, "Take us on a tour of your city. You never know where the moment might take you"

Mot & Chandon's video begins with different views of the labels found on its bottlenecks, the signature gold swapped with pink to represent Ros Champagne. Next, a quick run-through of destination cities flies by, followed by

the limited-edition bottle labels.

Each limited-edition bottle represents a different city with the top border of Mot & Chandon's front label including a street map in gold relief and a monogram of the given city's abbreviation. As the featured cities filter through, skylines, landmarks and local revelers are shown to further the program's sense of place.

At the video's end text reads, "Step up the now" before the limited-edition collection is shown in full.

#### *Mot Nectar Ros - City limited-edition*

The hashtag #Salut, which translates to cheers in French, combined with the city abbreviation promotes the City Bottle campaign. For example, #SalutMIA was created for Miami.

Bottles created as limited-editions represent 10 cities or states: Atlanta, the Bay Area in California, Chicago, Detroit, "DMV" for Washington, Maryland and Virginia, Los Angeles, Miami, New York, Ohio and Texas.

Mot & Chandon's City bottles can be purchased individually in their specified market for \$69.99 or in a group of 10, packaged in custom wood collector's case, for \$750.

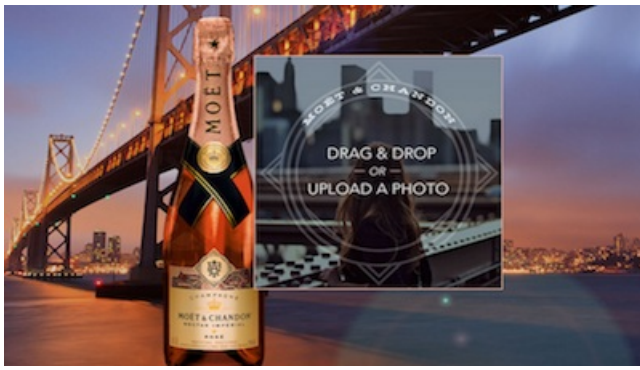


#### *Mot & Chandon City bottles with case*

On a [microsite](#), Mot & Chandon enthusiasts can "raise a glass to the city that raised [them]" through a user-generated content effort.

The consumer is encouraged to show Mot & Chandon "your city, on your terms" by taking or uploading an image of her hometown and using one of the featured city filters. Mot & Chandon will be giving away an exclusive trip to its hometown in Reims, France, to share its own hometown pride.

A gallery of UGC images has also been established for consumers to browse.



### *Mot & Chandon UGC component*

"The Nectar Imprial Ros City program is a unique opportunity to discover and showcase American culture through the lens of celebration," Mr. Howard said. "Inviting our fans to engage with an initiative like this gives us a more direct and unfiltered understanding of what is special and worth celebrating to them."

"These are the moments we want to be a part of and the places we want to be," he said. "The brand is all about enabling people to make any moment that is meaningful to them a Mot Moment, and this program gives us a firsthand understanding of what those moments are."

Where'd you get that?

Regarding Mot & Chandon's limited-edition city bottles, the Champagne maker is playing into affluent consumers' interest in location-based exclusives.

Consumers, especially Chinese consumers, who travel often are more inclined to buy a product that represents the destination visited or is not found outside a particular market. This has resulted in a number of luxury brands creating limited-edition goods that can only be purchased in a single destination.

For example, Gucci recent shared its iconography via a pop-up and in-store exclusives at Parisian department store Galeries Lafayette.

At the pop-up Gucci offered Galeries Lafayette consumers exclusive versions of its Dionysus handbag, Marmot backpack and Princetown moccasins.

The three products included a special label that was only available at Galeries Lafayette. With many consumers on the lookout for limited-edition exclusives, especially while traveling, this element of exclusivity may have drawn Gucci enthusiasts to the Galeries Lafayette pop-up in droves ([see story](#)).

Similarly, British department store Harrods' "Made with Love and Precision" watch takeover included new debuts alongside watches exclusive to the retailer. The inclusion of store exclusives likely resulted in an increase in horologists vying to see the latest timepieces designed by industry leaders ([see story](#)).

In the spirits sector, limited-edition bottles are often commemorative or collaborative.

"A limited-edition bottle allows our fans to capture a moment that would otherwise only exist in memory," Mr. Howard said.

"Created for enjoyment during celebratory and energetic nights out, Mot Nectar Imprial Ros has released several exciting limited-edition bottles since its introduction in 2004, including – a handcrafted 6L Leopard Luxury Methuselah bottle in 2013 and a Tiger Bottle Collection, in collaboration with fashion designer Marcelo Burlon, in 2014," he said.

"In respect to our new City Bottle program, each bottle is a physical manifestation of the unique qualities that make these 10 American cities and states iconic."