

FOOD AND BEVERAGE

Mot celebrates all moments during annual Mot Party Day

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Celebrate Mot Moments. Courtesy of Mot & Chandon, photo by @dulceida1

By STAFF REPORTS

LVMH-owned Champagne house Mot & Chandon is expanding the reach of its brand's unofficial holiday to more than 300 international destinations.

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Last year on June 11, Mot & Chandon held the first Mot Party Day in London and select cities such as Paris, Hong Kong and Mexico City. The one-day event marks the day the celebratory Champagne spray was born in 1967 after Dan Gurney won the 24-hour Le Mans auto race in France.

Celebrating moments

After winning Le Mans, Mr. Gurney was given a Jeroboam bottle of Mot & Chandon, and he decided to pop open the cork and spray Champagne on the crowd in celebration. Unbeknownst to Mr. Gurney, his actions that day would create a tradition that links Champagne to spontaneity, happiness and celebration ([see story](#)).

For the 2017 Mot Party Day, to be held Saturday, June 17, Mot will celebrate all types of moments.

In its brand communications Mot harps on the concept that Champagne can be enjoyed for events large and small.



Mot & Chandon uses the hashtag #MoetMoments

Traditionally, Champagne has been reserved for weddings and New Year's Eve celebrations, but Mot urges consumers to consider its bubbly for "little moments of beauty, fun, discovery, relaxation, love and laughter" because those are the "moments to remember, moments to treasure."

On Mot Party Day, the brand encourages its fans to make the day a #MoetMoment.

Mot Party Day will be celebrated in nearly every corner of the globe, from Vancouver's Banter Room and Gaga in Hamburg, Germany to Nikki Beach in Porto Heli, Greece and to Atom Tokyo in Japan.

In total, there will be 329 Mot Party Day events.

Mot & Chandon presents the #MoetPartyDay, stay tuned on June, 17th

Mot has also organized a social contest for the occasion. Consumers who share their #MoetPartyDay on Instagram or Twitter will be entered into the running for Mot Party Day 2018 events.

A jury will select the 10 best #MoetPartyDay images with the grand prize winner receiving a trip for two to a country of their choice for Mot Party Day 2018. The nine runners-up will win a VIP table for the Mot Party Day 2018 held in their home city.

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