

FOOD AND BEVERAGE

Mot & Chandon celebrates long-term relationship with limited edition

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Moet & Chandon's limited edition bottle. Image credit Moet & Chandon.

By STAFF REPORTS

LVMH Champagne brand Mot & Chandon is offering special bottles to celebrate a Grand Slam champion and support a children's charity.

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To honor tennis player Roger Federer, Mot & Chandon has designed exclusive bottles wrapped in a leather grip, which will be available on June 1. All of the profits from the sold bottles will be donated to the Roger Federer Foundation.

Grand slam

"Greatness since 1998" is Mot & Chandon's limited edition bottle of which only 20 will be produced and sold worldwide.

The bottle, unveiled during a special celebration party in Paris, is hand signed by the famous tennis player.

Mot & Chandon's leather grip on the bottle is meant to represent the grip of a tennis racket to celebrate the player, who has won a Grand Slam championship 20 times.

Customers will only be able to purchase the bottle through Mot & Chandon's boutique on a made-to-order basis, via email at rogerfederer20@moet.com. The bottle is priced at \$24,000.



Mot & Chandon features a leather grip on its limited edition bottle. Image credit: Mot & Chandon.

The brand and the tennis player have had a long-term relationship in which Mr. Federer has acted as brand ambassador.

In another interesting marketing tactic from the brand, Mot & Chandon took on the role of mentor by helping up-and-coming filmmakers.

The third installation of the Mot Moment Film Festival featured Star Wars actresses Billie Lourd and Laura Dern as participating judges. Various rising storytellers are submitting 30- to 60-second short films for their chance to attend

the upcoming Tribeca Film Festival and a film grant ([see more](#)).

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