

WINES AND SPIRITS

## Champagne Bollinger marks 40th anniversary of James Bond partnership with Moonraker limited edition

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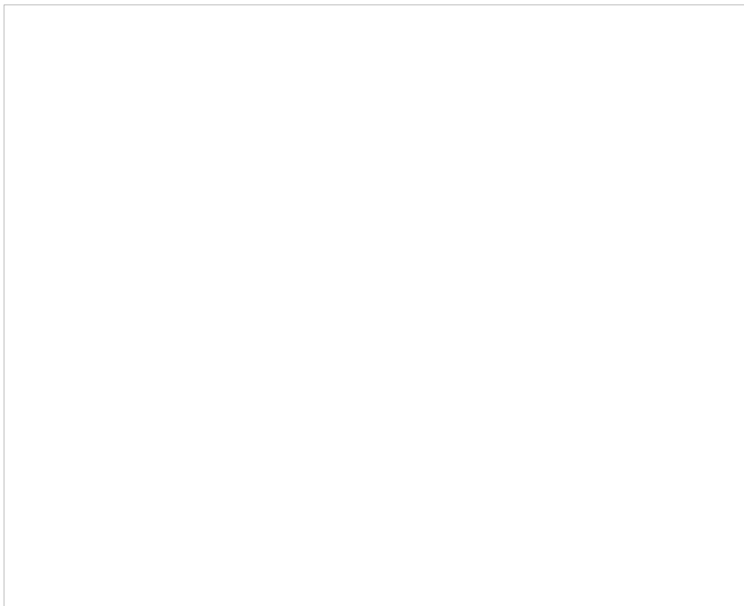
*James Bond producer Michael G. Wilson and Etienne Bizot from the Bollinger family at Hotel de Crillon in Paris Nov. 7. Image credit: Champagne Bollinger*

By STAFF REPORTS

Champagne Bollinger is marking the 40<sup>th</sup> anniversary of its collaboration with the makers of the James Bond movie franchise with a special limited-edition tippie.

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The Moonraker Luxury Limited Edition will pay tribute to Moonraker, a 1979 movie starring Sir Roger Moore as James Bond. That year Champagne Bollinger became the official Champagne of 007, making it one of the most enduring relationships between a brand and movie production house.



*Amould d'hautefeuille from the Bollinger family, Albert R. Broccoli and Bond girl Corinne Clery from Moonraker. Image credit: Champagne Bollinger*

Priced at \$5,800, the Champagne is a 2007 vintage.



*Moonraker Luxury Limited Edition designed by Eric Berthes. Image credit: Champagne Bollinger*

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**Champagne Bollinger** asked designer Eric Berthes to re-imagine the *Moonraker* space shuttle, originally designed by Sir Ken Adam.

The packaging is made of pewter and wood veneer, encasing a Saint Louis crystal ice bucket and a magnum of Bollinger 2007. Each numbered piece has been crafted and finished by hand.



*Rocket fuel: Moonraker Luxury Limited Edition designed by Eric Berthes. Image credit: Champagne Bollinger*

Only 407 Champagne bottles will be produced to mark the 40<sup>th</sup> anniversary and part of the secret agent's 007

number.

Champagne Bollinger last week hosted an event at Rosewood Hotels-run Htel de Crillon in Paris to commemorate the partnership and have guests taste the Moonraker Luxury Limited Edition.

Guest of honor Michael G. Wilson, producer of the **James Bond** films, was joined by an exclusive list of invitees, including co-producer Barbara Broccoli.

The event was set to a backdrop of a *Moonraker* image retrospective including sketches of the iconic space shuttle, created by Sir Ken, which inspired the design of the latest collectors item.

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AN INDEPENDENT family house in France's A has produced Champagne Bollinger since 1829.

James Bond makers EON Productions Limited and Danjaq LLC, wholly owned and controlled by the Broccoli/Wilson family, along with Metro Goldwyn Mayer Studios, have wrapped up production of the 25<sup>th</sup> film in the 007 franchise, "No Time to Die." The movie will release in April next year.

The producers have struck commercial partnerships and product-placement relationships with several brands over the years, most notably BMW and Aston Martin, along with apparel and footwear brands.

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