

FOOD AND BEVERAGE

# Mot & Chandon lands in Mexico with first-time resort activation

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*Guests of Solaz, a 34-acre beachfront resort in Los Cabos, will be able to embark on the exclusive sipping experience. Image courtesy of Marriott*

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By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Mot & Chandon's latest partnership will mark the first time its logoed wares are featured at a luxury resort in Mexico.

**Solaz**, a 34-acre beachfront resort in Los Cabos, is now home to a Mot-branded cabana and bar. Mot & Chandon is working with Marriott's Luxury Collection property to serve exclusive drinks using its Brut Imprial, Nectar Imprial and Ros Imprial bubbly.

"The chic and opulent atmosphere of Solaz is the perfect location for our first partnership in Mexico," said Charity Robertson, chief marketing officer at **Mot Hennessy** Mxico, in a statement.

"Mot embraces the celebration of life through a range of our spectacular champagnes, and we look forward to creating this experience for people from all over the world at a resort that defines the destination in the heart of Baja."

## **Sand and sips**

Complete with beach chairs, loungers and umbrellas, guests will be able to kick back at cabanas offering views of the country's Sea of Cortez as they embark on their tasting journey.

Drinks served at the bar are only available at the luxury resort, crafted with Solaz's guests in mind.



*Guests will be able to watch the sparkling sea with a luxury Champagne beverage in hand. Image courtesy of Solaz*

The collaboration arrives with the potential to boost premium tourism, aiming to further assert both the regional destination and Mot & Chandon as a leader in luxury hospitality.

“We are extremely proud and honored to be the home of Mot’s first resort partnership in not only the destination of Los Cabos but the country of Mexico,” said Giuliana Torres, general manager of Solaz, in a statement.

“In partnership with Mot, we look forward to celebrating our guest’s most memorable moments through the magic of champagne.”

Sanded concepts were popular among high-end fashion brands last summer, with Italian fashion house Fendi ([see story](#)), Italian fashion house Dolce & Gabbana ([see story](#)) and other players launching seasonal retail hot spots, hosting shoppers from June through August.