

FOOD AND BEVERAGE

# Champagne Bollinger launches limited-edition Special Cuve 007'

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*The brand is paying tribute to the fictional British secret service member. Image credit: Champagne Bollinger*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

France's Champagne Bollinger is spotlighting its connection to a cinematic icon.

The beverage brand is celebrating its 45th anniversary as the Official Champagne of James Bond this month. To mark the occasion, the label is launching Special Cuve 007 Limited Edition, a themed version of its signature prestige pour.

"Champagne Bollinger and James Bond share a commitment to elegance, craftsmanship, and timeless sophistication," said Victoria Carfantan, director of global partnerships at [Champagne Bollinger](#), in a statement.

"This release is both a celebration of our shared history and an invitation for Bond fans and champagne lovers alike to savour the taste of The Champagne of James Bond."

## British royalty

The Champagne house has partnered with the historic film franchise since the release of Moonraker in 1979.

Now, it will launch a themed version of its Special Cuve, which features a bespoke box, bottle and neck collar. Its case's design is inspired by the film's recognizable opening sequence spiral, as well as the series' golden gun motif; meanwhile, the bottle takes on a black hue and a golden neck ornament complete with the 007 logo.



*The silhouette of the fictional secret agent also appears on the box. Image credit: Champagne Bollinger*

Alongside the launch, British Airways exclusively served the pour onboard on Oct. 5, recognized as James Bond Day. On its long-haul flights, the carrier also provides access to the entire film series as part of its entertainment offerings.

The Special Cuvee 007 Limited Edition is available in-store now while supplies last.

The Champagne brand is also solidifying its partnership with British automaker Aston Martin, with plans to integrate each other into their respective global activations going forward ([see story](#)).

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