



**ASCOT RACECOURSE ANNOUNCES MOËT & CHANDON GRAND VINTAGE  
AS OFFICIAL CHAMPAGNE OF ROYAL ASCOT**

**18<sup>th</sup> January 2019**

Ascot Racecourse is proud to announce that Moët & Chandon Grand Vintage will be the ‘Official Champagne of Royal Ascot’, and Moët & Chandon the ‘Official Champagne of Ascot’, in a new four-year relationship running from 2019 to 2022.

Moët & Chandon Grand Vintage, made only in remarkable years, will be available at Moët & Chandon bars across the racecourse for the duration of Royal Ascot this June, and at one permanent bar, Pall Mall by Moët & Chandon, during the Flat season. Moët & Chandon Grand Vintage will also be the only champagne to be served to official guests of the Ascot Authority on race days and will hold naming rights to the International Handicap Stakes on King George Day in July.

Speaking about the Grand Vintage offering, Benoît Gouez, Cellar Master at Moët & Chandon, says:

“We are honoured to bring Moët & Chandon Grand Vintage, a champagne of distinguished character, to Royal Ascot and Ascot. I am delighted that guests will be enjoying it, perhaps for the first time, at such a prestigious and iconic event. Ascot and Moët & Chandon already share a long-standing legacy filled with exceptional celebratory moments. We are thrilled to finally be coming together and look forward to creating many more memories in the years to come.”

Over the past 300 years, Ascot has established itself as a national institution, with Royal Ascot becoming the centrepiece of the British social calendar and the ultimate stage for the best racehorses in the world. Ascot and Moët & Chandon have centuries of rich history behind them and both are global leaders in their respective fields. Ascot stages 13 Group One races each year, more than any other British racecourse.

Juliet Slot, Chief Commercial Officer at Ascot Racecourse, welcomed the new relationship:

“Moët & Chandon is a name steeped in history, like Ascot, and we are delighted to be working with a brand which shares so many of our values. Bringing Moët & Chandon Grand Vintage uniquely as our Official Champagne of Royal Ascot was an important facet of the deal. The full range we are offering in partnership with Moët & Chandon will ensure we deliver the premium brand experience expected by customers site-wide.”

As well as being poured at Royal Ascot restaurants and bars, Moët & Chandon champagnes will be listed on private box menus and as part of the package within the Parade Ring Restaurant for the duration of Royal Ascot. For the ultimate Moët & Chandon luncheon, guests within the Royal Enclosure can enjoy a Moët & Chandon champagne lunch, with Moët & Chandon Grand Vintage, plus additional cuvées from the Moët & Chandon range, paired with a selection of exquisite food from Ascot’s fine dining restaurants whilst enjoying spectacular views across the track and beyond.

For more information visit: [www.ascot.co.uk](http://www.ascot.co.uk)

**ENDS**

### **About Ascot Racecourse**

Ascot Racecourse was founded in 1711 by Queen Anne who saw the land had potential for horseracing. Royal Ascot in June is an occasion like no other in the sporting calendar. While its five days of flat racing attracts entries from around the world and is demonstrably a celebration of horseracing at its very best, it is also a social occasion like no other, steeped in history and synonymous with pageantry and style.

On each of the five race days, The Queen arrives by Royal Procession along the racecourse with her guests, in full view of the 300,000 weekly spectators.

At the heart of Royal Ascot is the Royal Enclosure which dates back to 1807 and the reign of George III. Within this area, a dress code of morning dress for men and formal day wear for ladies applies.

To book tickets visit [www.ascot.co.uk](http://www.ascot.co.uk) or call 0844 346 3000.

### **About Moët & Chandon**

Founded in 1743, Moët & Chandon contributed to introduce champagne to the world by offering a range of unique wines for every occasion. From the iconic Moët Impérial to the Grand Vintage Collection, from the extroverted Moët Rosé Impérial to the innovative Moët Ice Impérial, each champagne dazzles and delights with bright fruitiness, an enticing palate and an elegant maturity.

Moët & Chandon celebrates the thrill of living. With a bottle of its champagne opened every second around the globe, Moët & Chandon knows that every second is an experience, and every experience is a #Moetmoment to live now.

Please drink responsibly.

**For further information, please contact:**

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