



MOËT VENICE 2017

MOËT & CHANDON SPONSOR OF THE 74TH INTERNATIONAL FILM
FESTIVAL OF LA BIENNALE DI VENEZIA

THE CHAMPAGNE BEST-BELOVED BY CELEBRITIES
TOASTS THE SEVENTH ART

The Champagne of Cinema

Moët & Chandon, the champagne of glamour and success since 1743, forever undisputed protagonist of the great Cinema, is sponsor of the 74th International Film Festival of La Biennale Venezia.

The Maison, icon of style and timeless charm for over 270 years, is synonymous with Celebration and the bond between Moët & Chandon and the big screen renews its legendary tradition this year, reconfirming the perfect union with the prestigious Biennale Cinema 2017.

Moët & Chandon shares with the world the magic of champagne, and this year brings its unmistakable allure to the Venice Red Carpet, marking the Festival's most exclusive celebrations with its elegance, following the protagonists of the Seventh Art with its bubbly preciousness.

The champagne, symbol par excellence of the cinematographic world, will once again toast to the 74th International Film Festival of La Biennale di Venezia along with the highest acclaimed international celebrities during the most exclusive parties and glamorous celebrations, including the Inaugural Gala Dinner and the Official Closing Party, celebrating the winners of the Golden Lion.

Moët & Chandon won the heart of the cinema, celebrating the great achievements of generations of actors and directors of the international scene at premieres and international festivals, such as the Golden Globe Awards and the Critics' Choice Awards.

The liaison between the Seventh Art and Moët & Chandon is a historic and prestigious one; launched in the 1930s and consolidated by the enthusiasm of international stars who have been mesmerized by the Maison's savoir-fête. Cary Grant, Paul Newman, George Clooney and Scarlett Johansson are only a couple of the celebrities charmed by the golden perlage of the iconic champagne.

Moët & Chandon with its effervescence has always been present in the Hollywood scenes: it was masterfully celebrated in Billy Wilder's *Love in the Afternoon*, where a lovely Audrey Hepburn sips Moët & Chandon, and in *The Great Gatsby*, where it was chosen as the official champagne for the movie.

Moët & Chandon adds that *je ne sais quoi* to every Celebration with its ability to transform, with unmistakable effervescence and incomparable elegance, the ordinary in extraordinary.

About Moët & Chandon

Known for its excellence in quality and prestige Moët & Chandon is the Champagne of Cinema par Excellence and the absolute reference of any Fabulous Celebration in the world. Established in 1743, the Maison has always celebrated the seventh art, it has been the champagne of the Golden Globes Awards, The Academy Award and the most important Cinema events worldwide. Moët & Chandon now has an indissoluble bond with the glamorous world of cinema, is synonymous with Great Celebration, and has always dedicated to the most famous Hollywood Celebrities hyper glam unique events to share the magic of Champagne with the world.