



Tuesday, 14<sup>th</sup> of September 2010

**PRESS RELEASE**

**MUMM EXPLORER EXPERIENCE IV**

**G.H. MUMM introduces new luxury in the Gobi desert  
in true nomadic style with explorer Mike Horn and three star Michelin Chef, Alain Passard**



Commander Charcot and G.H. MUMM Antarctica, July 1904



Mike Horn and Chef Alain Passard, Gobi desert, September 2010

**Mongolia, Gobi Desert, Khongoryn Els (the Singing Sand Dunes), September 2010**

The prestigious House of champagne G.H. MUMM celebrated for the fourth time, the beauty of the world with great explorer Mike Horn as part of the Mumm Explorer Experience. From the 8<sup>th</sup> to the 11<sup>th</sup> of September, the brand invited a privileged few including the two lucky winners of its international online photography competition, for an exceptional two-day and one-night nomadic experience in the world's largest desert, the Gobi.

The fourth Mumm Explorer Experience is part of a series of exceptional dinners that have been organised by both G.H.MUMM and adventurer Mike Horn\* since 2008. They take place in the most exclusive places on the planet. Following the previous successful expeditions, one on an iceberg drifting in the middle of Sermilik Fjord in Greenland, one at Charcot Bay in Antarctica and another on a pristine sandbank on the Great Barrier Reef in the Pacific Ocean, the latest expedition took place in the Gobi Desert in the Asian continent.



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After a thrilling helicopter ride overlooking the untouched infinity of the Gobi Desert, G.H. MUMM guests met up with explorer Mike Horn in the largest and most spectacular 'Singing Dunes'. Commenting on the desert, Mike Horn said: *"The Mumm Explorer Experience in the Gobi desert is unique and can never be repeated at the same location, because of the strong North West wind, the spot where we will have the wonderful lunch will no longer be there tomorrow"*.

After a night under the stars, guests left the camp at sunrise accompanied by Horn on an authentic desert trek on Mongolian camels with their local wranglers. The camel train trekked under the shadow of the mountains of sand, across the grass land and into the saffron coloured dunes. Leaving their camel behind, the new 'explorers' entered the dunes on foot and as they reached the highest dune, were welcomed by the site of a unique yourte kitchen in the colours of G.H. MUMM in the valley below. After several hours of trekking, guests were finally greeted by legendary three-star Michelin French Chef Alain Passard\*\*, who composed an endless procession of audacious and unique G.H. MUMM champagne paired dishes inspired by only local Mongolia ingredients.

Commenting on his menu, Alain Passard said: *"As a tribute to all the explorers and to the stylish audacity of Georges Hermann Mumm, I have put aside my daily culinary references and let myself be guided by the madness of this concept and composed a live and spontaneous menu, inspired by the wildness and aridness of the Gobi Desert"*.

It is only appropriate for G.H. MUMM to partner with Mike Horn and organise such an adventure. The House of champagne has been at the heart of great human adventures for almost two centuries, from the commandant Charcot's first steps in the Antarctic in 1904, to today's world-renowned adventurers such as Ellen MacArthur, Alain Hubert or Steve Fosset. All these heroes of recent times celebrated coincidentally their audacity and success with a bottle of MUMM Cordon Rouge.

Today, G.H. MUMM pursues the Charcot tradition, offering a new vision of luxury, described by Horn as *"The freedom of making your dreams come true"*.





Traveling to the desert for the very first time, the two lucky winners of the summer online competition very much enjoyed their once in the lifetime journey. Australian winner Ujin Lee described: *“The Mumm Champagne Experience was an unforgettable once in a lifetime journey that will stay with me for the rest of my life. The stunning Gobi Desert location, the beautifully considered courses by Alan Passard matched brilliantly to the Mumm Champagnes and lastly - Mike Horn's inspirational stories of his exploration exploits...”*

**For further information and download the images of the Mumm Explorer Experience, please go to:**

[www.mummexplorereperience.com](http://www.mummexplorereperience.com) (access code: audacity)

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### About G.H. MUMM

G.H. MUMM is part of Martell Mumm Perrier-Jouët, the prestigious cognac and champagne business of Pernod Ricard, world's co-leader in wine and spirit.

G.H.MUMM is one of the most prestigious champagne brand in the world and the number one international Champagne brand in France. The distinctive and flagship Cuvée Mumm Cordon Rouge embodies the House style of freshness and intensity.

For further information on G.H. MUMM, please visit [www.mumm.com](http://www.mumm.com)



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## Editor's note:

### \*Mike Horn

Born in Johannesburg, South Africa, married with two children, Mike studied Human Movement Science at Stellenbosch University. He became known to the public for his exceptional feats of endurance, such as the 6,700-kilometre descent of the Amazon on a hydro speed, solo and unassisted.

In 1999, Mike launched another big adventure, 'Latitude Zero': the circumnavigation of the world along the equator. Mike is the first man ever to achieve such a feat, and after this he became internationally renowned, receiving many awards and prizes, namely the Laureus World Sports Award in

- 1991: Paragliding and rafting expedition in the Peruvian Andes.
- 1995: the world record for the highest descent of a waterfall with a hydro speed, on the Pacuare River in Costa Rica. (22m)
- 1997: "Amazone expedition" descent the 7,000 km of the Amazon River on a hydro speed, until he reached the Atlantic Ocean.
- 1999: "Latitude Zero" expedition, traveling alone around the world and without any form of motorized transport.
- 2001: "Best Alternative Sportsman of the Year" and an invitation to meet Pope John Paul II at the Vatican.
- 2002: "Arktos" expedition crossing of the North Pole. the circumnavigation of the Arctic Circle, solo and without the aid of any motorized transport or dogs. the 20,000 km route around the Arctic Circle, enduring two harsh Arctic winters with temperatures reaching as low as -60°C.
- 2006: First people Borge, ever to walk to the North Pole in the sunless Arctic winter,
- 2007: Climb two 8000m peaks without the use of additional oxygen (GasherbrumI, Gasherbrum).





## **\*\*Alain Passard**

Alain Passard was born in 1956 in the village of La Guerche de Bretagne, and gets his first taste of cooking and life in the kitchen with grand-mother. In no time at all, the creative juices start to flow, and to their delight, Alain puts them to use. Alain Passard makes his debut at Le Lion d'Or of Liffré from 1971 to 1975 under Michel Kéréver, one of the rare "starred" Bretons of his time. During this time, technique is on the menu. He is exposed not only to the fundamentals of classic cuisine, but also banquet service, and takes advantage of the occasion to elaborate his own research involving the chaud-froid of poultry, Bellevue-prepared rock lobster, cream puff cakes and demi-deuil-style hen. The following year from 1975 to 1976, he makes his entrance at La Chaumière under the command of Gaston Boyer, triple Michelin macaroon-holder. The encounter with Alain Senderens of L'Archestrate in 1977 takes Passard to another dimension. Alain Passard feels the heat of this baptism by fire where the tie to the flame is omnipresent. After three years spent in this effervescence, his career takes flight. In 1980 at Le Duc d'Enghien within the Enghien Casino, Alain Passard is but 26 years old when he obtains two Michelin macaroons. The sky is within reach, and it is shortly after his arrival at the Carlton of Brussels in 1984 where he pockets his first then second Michelin star. At last, he creates L'Arpège, formerly L'Archestrate belonging to his mentor, Alain Senderens, located on the corner of rue de Varenne and rue de Bourgogne. The end of 2001 marked the beginning of this vegetable-inspired collection. Like a fashion designer, Alain Passard plans his menu based on the seasons, serving his guests only the vegetables of his labor. Conscious and respectful of nature's volatility, he prides himself on proposing rich, naturally-tasting and organically-grown products

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