



CHAMPAGNE  
**BOLLINGER**  
MAISON FONDÉE EN 1829

## **England Rugby and Champagne Bollinger renew long term partnership**

**November 2016, London, UK** – The Rugby Football Union (RFU) has announced it has renewed its long-term partnership with Champagne Bollinger. The four-year agreement will see Champagne Bollinger continue as the Official Champagne of England Rugby until 2020.

In an expanded partnership, for the first time Champagne Bollinger will become exclusive champagne supplier to Twickenham Stadium for all non-match day events as well as benefit from match day activation and branding rights. Champagne Bollinger will also be presented to the Old Mutual Wealth Player of the Match across all England men's and women series games and the Old Mutual Wealth Cup Man of the Match in May.

Simon Massie-Taylor, RFU Chief Commercial Officer, said: "*Bollinger has become synonymous with England Rugby and the match-day experience in the west fan village at Twickenham stadium. We have enjoyed a strong relationship over the last 15 years and are delighted to be renewing our partnership once again.*"

Victoria Hughes, Director of Champagne Bollinger UK today said, "*There are many shared values that we feel make the collaboration between Champagne Bollinger and England Rugby so perfect; the team work at Champagne Bollinger between those in the vineyards and the cellars that goes into making the iconic Special Cuvée and we look for strength and power in our Pinot Noir - the backbone of all Bollinger Cuvées. A match day at Twickenham for the Old Mutual Wealth Series or RBS 6 Nations would not be complete without the post-match celebrations in the Bollinger Tent in the west car park and we look forward to welcoming England fans once again.*"

**ENDS**

**Notes to Editors**  
**About the RFU**



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The Rugby Football Union is the National Governing Body for rugby union in England and supports participants and fans from the grassroots to the national team. For more information visit [www.englandrugby.com](http://www.englandrugby.com)  
You can keep up to date with all RFU news on @EnglandRugby

**About Champagne Bollinger**

Champagne Bollinger has a history of achieving perfection and has been excelling in the Champagne region since its founding in 1829 in the village of Aÿ. Bollinger is one of the last remaining independent and family run Champagne Houses and the Bollinger family have dedicated their lives to their passion and specialist knowledge.

With its distinctive range of Pinot Noir driven Champagnes, the house has enjoyed a close connection with Britain since 1858, and prides itself on having held a Royal Warrant continuously since first awarded by Queen Victoria in 1884.

Today, Bollinger is associated with the most quintessential of British events from James Bond to Royal Ascot and is proudly the only Champagne to have ever held the designation of Official Champagne of England Rugby.

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