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Moët & Chandon Pays Homage to its Savoir Faire at "Tribute to Heritage" Celebration in Epernay

Epernay, France (ots/PRNewswire) -

In what was the Champagne region's most anticipated event this Harvest season, last night Moët & Chandon, the world's most loved champagne, hosted a "Tribute to Heritage" gala at its estate in Epernay. The glamorous event paid tribute to the Maison's heritage of celebration, inviting international VIPs to partake in the magical Moët Harvest experience.

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The event was attended by Moët ambassador Scarlett Johansson and a glamorous array of international stars including Bollywood star Arjun Rampal, English actress Ruth Wilson, French film director Olivier Dahan, French actor Benoît Magimel, French actress Elodie Bouchez, German actor Clemens Schick, and Dutch actress Thekla Reuten.

In homage to its nearly three hundred year-old history of sharing the magic of champagne with the world, Moët hosted guests to an intimate and unforgettable experience, showcasing the timeless traditions and methods that distinguish the Moët & Chandon champagne Harvest. Guests were invited to hand-pick grapes from Moët's premier-cru vineyards, followed by a private tour of the cellars, the heart and soul of Moët's estate, located 25 meters below the original Moët family home on the Avenue de Champagne in Epernay.

That evening, Moët & Chandon President and CEO Daniel Lalonde welcomed VIPs on the red carpet for a magnificent dinner in the cellars, followed by a fabulous celebration in true Moët style.

"Moët has established a heritage of celebration since the House was founded in 1743, and we are delighted to pay tribute to our values of elegance and glamour with our ambassador, Scarlett Johansson, and our guests this evening," said Daniel Lalonde. "Tonight we share the magic of our savoir-faire and spontaneous sense of occasion with the world for centuries to come," he continued.

Scarlett Johansson stars in Moët's international advertising campaign, which was shot by renowned photographers Mert Alas and Marcus Piggott. The campaign includes print, outdoor and online advertising, featuring Moët and Scarlett as icons of celebration.

ABOUT MOËT & CHANDON

Recognized for its quality and prestige, Moët & Chandon is the champagne of cinema. Moët has been the official champagne of the Golden Globes for almost two decades, and the official champagne of the Oscars(R). Generations of legendary actors, actresses, producers and directors have celebrated with Moët & Chandon.

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