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## Moët & Chandon Presents the Golden Premium Jeroboam: a Handcrafted and Hand-Customised Masterpiece Honouring a Grand Heritage

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Closing 2011 with the ultimate gesture of luxury, and upholding an annual premium tradition, Moët & Chandon [<http://www.moet.com>] presents the Golden Premium Jeroboam. Moët & Chandon transforms the Imperial bottle into a limited-edition keepsake paying tribute to the brand's celebrated heritage and allowing champagne lovers to create their own masterpiece.

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"Being unique is the essence of luxury: By signing its Golden Premium Jeroboam, each Moët lover can elevate an end-of-year gesture into a moment to remember," says Arnaud de Saignes, International Director of Marketing and Communications.

Celebrating heritage: A handmade reinterpretation of Moët & Chandon's iconic champagne bottle

Cloaked in luxurious, golden leaves, the Jeroboam is hand-gilt by renowned French artisan Arthus Bertrand [<http://www.arthus-bertrand.com>]. Reflecting Moët's glamorous past, the Jeroboam's design is closely connected to the noble heritage of the Trianon architecture - Moët and Chandon's Family estate. Dressed with an engraved medallion and real wax seal, both of which bear the celebrated stamp from Epernay, France, the Jeroboam also features a handcrafted reinterpretation of Moët's signature tie, which has appeared on the bottles since 1886.

Personalisation: The final touch is one's own

By signing with a specially-crafted pen, champagne lovers can create their very own Moët bottle and experience the luxury of personalisation. Adorned with one's own handwritten messages, each limited-edition is unique, creating a dazzling moment of celebration. With this grand gesture, anyone can take part in Moët's history of personalisation: for almost 300 years, Moët has created signature bottles as tributes to special events, such as the crowning of Queen Elizabeth II to the wedding of Grace of Monaco. Continuing this successful tradition, one can create an individual masterpiece that celebrates and shares the Moët magic.

Reflecting the brand's innovative and generous spirit, the Moët & Chandon Golden Premium Jeroboam offers the possibility of celebrating the end of the year with success and glamour.

### ABOUT MOËT & CHANDON

Moët & Chandon, the champagne of Success and Glamour since 1743. Renowned for achievements, firsts and a legendary pioneering spirit, the Maison celebrates life's most triumphant moments with elegance, extraversion and sensorial pleasure. For more than two centuries, the Maison celebrates accomplishments and charismatic appeals with grandeur and generosity.

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