



Moët & Chandon: Over 270 Years of Champagne Success

Listening Questions 1:

1. When did Moët and Chandon start making champagne?
2. Who is Jean Remy Moët?
3. According to legend, who started the tradition of opening champagne bottles with a saber?
4. How many bottles of champagne did the company sell in 1880?

Listening Questions 2:

1. What are the values of Moët and Chandon?
2. How much was the merger of Moët Hennessy and Louis Vuitton worth?
3. Who became Moët and Chandon's brand ambassador in 2012?
4. What special item did Moët and Chandon provide for the 2014 New Year's Eve celebration in Times Square?

Transcript 1:

Moët and Chandon has been making champagne since 1743. To give you a sense of how long ago that was, it was 143 years before the car was invented and 33 years before the United States declared independence from Great Britain.

The company was founded by Claude Moët in Champagne, France. At the time, the popularity of sparkling wine was growing in France. Toward the end of the century, Jean Remy Moët, the grandson of Claude, took over the company and helped spread the popularity of champagne around the world.

Prominent French people including Napoleon celebrated success with Moët champagne. It is said that the tradition of using a saber to open a bottle of champagne came from Napoleon and his soldiers celebrating military victories that way.

In 1880, Moët and Chandon reportedly sold 2.5 million bottles and the company had about 2,000 employees.



Transcript 2:

Although the business has changed quite a bit over the years, Moët and Chandon continues to be one of the top champagne producers in the world. The brand promotes the values of success and glamour.

The French government limited the area of land that could be used to grow champagne grapes so in order to expand its business, Moët and Chandon merged with the cognac producer Hennessy in 1971. In 1987, Moët Hennessy merged with the fashion house Louis Vuitton to form LVMH in a deal valued at \$4 billion. LVMH is the world's top luxury goods conglomerate with control of dozens of luxury brands in product categories ranging from skin-care products, to leather handbags, to alcohol.

In 2012, the Moët and Chandon brand started using tennis player Roger Federer as its brand ambassador. With a record 17 Grand Slam titles as a male singles player, Moët and Chandon feels that he is a great match for their values of success and glamour.

Moët and Chandon was the official champagne of the 2014 New Year's Eve celebration in Times Square. As part of the promotion, the company provided an 11-foot tall bottle of champagne for the event.