



PERRIER-JOUËT

Exclusive Champagne Supplier of the POLO RIDER CUP

#POLORIDERCUP

GAME POLO is delighted to announce that Perrier-Jouët, a brand of the Pernod Ricard Group since 2005, will be the Exclusive Champagne Supplier for the next two editions (2023 & 2024) of the POLO RIDER CUP.

Perrier-Jouët, Royal Salute – the Luxury Blended Scotch Whisky, and the iconic Grand Cru Classé of Provence, Château Sainte Marguerite, of the Pernod Ricard Group will be present in the VIP Hospitality area with Champagne and Royal Salute Bars, as well as during the podium ceremonies.

One of France's most historic and distinctive champagnes, Perrier-Jouët is world-famous for its elegant floral champagnes, produced only in small volumes.

From the iconic Belle Époque Brut to the jewel of the collection, Blanc de Blancs, the destiny of Perrier-Jouët has always been shaped by audacious choices, starting with the founders' decision to make the Chardonnay grape the signature of the House.

Olivier Godallier, President & Founder of GAME POLO, comments: "GAME POLO is delighted to collaborate with Perrier-Jouët as our exclusive Champagne supplier and we are proud that all our VIPs at the POLO RIDER CUP will be able to enjoy a fabulous champagne experience."

"Not for France"

About PERRIER-JOUËT (www.perrier-jouet.com)

Perrier-Jouët is a Champagne producer based in the Épernay region of Champagne. The house was founded in 1811 by Pierre-Nicolas Perrier and Rose Adélaïde Jouët, and produces both vintage and non-vintage cuvées, approximately 3,000,000 bottles annually, with its prestige label Belle Époque.

Perrier-Jouët owns 266 acres of vineyards in the Champagne region. Today the house is under the Pernod Ricard umbrella of brands. Perrier-Jouët owns over 160 acres of vineyards, with more than half in the Grand Crus of Cramant and Avize

About GAME POLO (www.poloridercup.com)

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the Organizer and Promoter of the POLO RIDER CUP

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