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ART + DESIGN

MONEY | WINTER of 2018 | ISSUE N°17

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FOR YOUR
HOME*

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WARM & CHIC
FASHION**

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Carlos Aires

MONEY ISSUES

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TOUCH**

AH, PARIS!

FROM THE RUNWAY WITH LOVE

Master of the Hunt
THE HIND'S HEAD

LONDON

MARIAN

**RIDING OUT
THE STORM HILL**

**THE
BETTENCOURT
AFFAIR LOVE OR MONEY**

**BOLLINGER
CHAMPAGNE**

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by ANGELA DANSBY

GENTLEMAN'S

In the 1979 film *Moonraker*, Roger Moore's James Bond spies a bottle of Bollinger R.D. Champagne chilling in the center of Holly Goodhead's hotel suite. "If it's '69, you were expecting me," he says coolly. With so much innuendo and gold lamé flashing onscreen, it's easy to miss this clever bit of product placement. Bollinger Champagne appears in nearly every single Bond film, dating back to 1973's *Live and Let Die*. What's more impressive: the French champagne maker has never paid a cent for the privilege.

The first time Bollinger and James Bond met was in Ian Fleming's 1956 novel *Diamonds Are Forever*. Several books and films later, 007's preference for the world-class sparkling wine was noticeable onscreen but not guaranteed. In the beginning, former company president Lily Bollinger was upset about the brand's association with the Bond franchise. She said champagne was for gentlemen, not films. But when Bollinger saw how much sales went up after those early movies, she decided secret agents must get thirsty, too.

It wasn't until 1978, when Bond producer Albert Broccoli met Bollinger president—and Lily's nephew—Christian Biot, that a

kind of gentleman's agreement was formed between the two houses. Bollinger soon became the official beverage of Bond.

In 2012, to celebrate the 50th anniversary of this partnership, Bollinger issued a special Grande Année 2002 champagne with a 007 label and box. It sold out in three days. Another 007 label featuring a 2009 vintage champagne followed in 2015, with the release of the film *Spectre*. According to Bollinger CEO Jérôme Philippon, 2016 was another record year in volume and value despite the family-owned company not releasing new vintages or products.

Bollinger's roots in England actually predate Bond, beginning nearly a century ago when Queen Victoria awarded the House a Royal Warrant in 1884 as Britain's best bubbly—an honor maintained to this day. According to Cellar Master Gilles Descotes, 30 percent of all Bollinger champagne is still shipped to the U.K. Bollinger's superior champagne stands on its own, but nothing moves bottles quite like having the world's most elegant ambassador. ●

photographs provided by BOLLINGER CHAMPAGNE



**BOLLINGER DECIDED
SECRET AGENTS MUST
GET THIRSTY, TOO.**



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**“IF IT’S ’69, YOU
WERE EXPECTING ME.”**

~ JAMES BOND

