

FOOD AND BEVERAGE

Mot & Chandon, US Tennis Association reinstate partnership

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The French maison is preparing to bring toasts and touchpoints to the two-week-long competitions. Image courtesy of Mot & Chandon

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Mot & Chandon is circling back on the US Open.

Picking its partnership with the [United States Tennis Association](#) back up for the first time since 2014, when the duo's multiyear agreement that began in 2011 ended, the maison is reclaiming its role as the event's exclusive champagne provider this year. From Aug. 19 to Sept. 8, 2024, US Open attendees can enjoy Mot & Chandon branded spaces and limited-edition offerings at the USTA Billie Jean King National Tennis Center in New York City.

"We are excited to partner with the USTA and US Open as the official Champagne of this iconic event," says Sibylle Scherer, president and CEO of [Mot & Chandon](#), in a statement.

"At Mot & Chandon, we have a long-standing history of being at the forefront of leading moments in sports, to inspire and celebrate athletes and their teams with our love for excellence, elevating experiences worth sharing, just like the US Open."

On the court

The house's activations will unfold at a variety of locations around the US Open grounds.

Among them is the Mot & Chandon Clubhouse bar, which welcomes all Courtside Premier ticket holders and tournament attendees. Special offerings are only available on-site, including Mot & Chandon x US Open Golden Goblets, accessible with select purchases from the LVMH label.

At events such as the USTA Foundation's Opening Night Gala, held for the organization's 30th anniversary, toasts will feature Mot & Chandon. The same can be said for the US Open's Final 8 Club reception, of which the label is the inaugural presenting sponsor the party is held for players who reach quarterfinal and semifinal games.



Attendees and ticket holders will be able to enjoy the label's Champagne and limited-edition products. Image courtesy of Moët & Chandon

The French brand has often celebrated other sporting competitions and athletes, teaming up with courtside stars for campaigns and rolling out colorful programming for occasions like the Olympic Games ([see story](#)).

"Moët & Chandon is a partner befitting the US Open experience, and we're thrilled to have them on board," said Deanne Pownall, managing director of corporate partnerships at USTA, in a statement.

"Uniting a renowned global brand with one of the world's premier sports and entertainment events is a partnership that will make the US Open all the more spectacular for our fans."

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