



Veuve Clicquot Invites Canada's Design Community to Deliver

Re-Creation Awards offer Canadian designers a chance to compete in global competition

Montreal, October 1, 2014 — The House of Veuve Clicquot, an emblem of innovation, introduces the Re-Creation Awards – a global design competition that invites designers from Canada, and around the world, to twist Veuve Clicquot's 'Mailbox' packaging.

Inspired by Madame Veuve Clicquot's history of correspondence with her Champagne-adoring clientele, the Mailbox package allows a bottle of Veuve Clicquot to be sent via traditional mail. The Re-Creation competition encourages the public submission of original designs from 10 host countries (including Canada). Two finalists, from each nation, will be invited to participate in the final competition at Veuve Clicquot's Hôtel du Marc, in the Champagne region of France.

There, a prestigious international jury will select a single global winner and his/her design will enter production as the official 2015 Veuve Clicquot Mailbox. The creation will be internationally distributed and featured in Wallpaper magazine. In addition, the global winner will earn 10,000 euros in prize money and a trip to Milan Design Week in April 2015.

The Re-Creation Awards challenge launches October 1, 2014, with all online submissions due by November 15, 2014. One finalist from each country will be determined by an online public vote between November 15 and December 15, 2014. The second finalist for each country will be selected via national jury from participating regions.

The Re-Creation Awards' Canadian jury consists of:

- Stephane de Meurville, General Manager of Moët Hennessy Canada
- Shauna Levy, President of the Design Exchange, Canada's Design Museum
- Diane Chan, Managing Editor, *AZURE* Magazine
- John Tong, award-winning designer and founder of +tongtong inc.

"The Re-Creation Awards are a vehicle for innovation—an attribute the Maison holds very dear," says de Meurville. "We are looking forward to discovering original, inspiring designs from around the world and – in particular – celebrating Canada's up-and-coming designers."

Submitting a Mailbox design is easier than licking a stamp. The website <http://awards.veuve-clicquot.com> provides all the information and tools necessary to submit a unique design.

Instructional videos and additional information can be found on YouTube and Facebook:

youtube.com/veuveclicquotseason

facebook.com/veuvecliquotinternational

ABOUT VEUVE CLICQUOT

Founded in 1772, the Veuve Clicquot House has over 200 years of extraordinary knowledge and an incredible legacy due to Barbe Nicole Ponsardin, otherwise known as Madame Veuve Clicquot. Following the death of her husband and House founder, Phillippe Clicquot, Madame Clicquot, with her remarkable intuition, purchased plots of land now classified as 'Grand Cru' and gradually built up the Veuve Clicquot property through determination and acumen to make it one of the foremost vineyards in all of Champagne. True to its heritage, the House is proud of Madame Clicquot's motto: "Only one quality, the finest." A short lineage of 10 Cellar Masters have led this quest for quality, ensuring the continuity of the Veuve Clicquot style: strength and complexity.

- 30 -

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*Drink Veuve Clicquot responsibly.