

# Forbes

## The Obscure Story Behind Champagne Bollinger's History With James Bond

For over 40 years, Champagne Bollinger has been James Bond's preferred bubbly.



When most people think of James Bond's signature drink, chances are they're going to guess it's a martini. But fewer people probably realize the (fictional) spy has also had a preferred champagne for four decades and counting.

[Champagne Bollinger](#), renowned for its association with James Bond, is celebrating over 40 years of collaboration with the legendary 007 franchise with a new wine and collector's kit.

Since the release of *Live and Let Die* in 1973, Bollinger has been featured prominently in numerous Bond films. The partnership is particularly notable for its informal origins, initiated with a gentleman's handshake between the Bollinger and Broccoli families, who oversee the production of Bond films.

In 1978, Cubby Broccoli, the producer behind the Bond franchise, met with Christian Bizot, head of the Bollinger family, at their estate. The two agreed to a partnership that continues to this day, without a formal contract or exchange of money. This agreement has fostered a strong bond between the two families.

"Bollinger has remained the international man of mystery's preferred champagne of choice, without any money ever exchanging hands," said Charles-Armand de Belenet, managing director of Champagne Bollinger, via email. The longstanding friendship and partnership is one that we're extremely proud of and grateful for. Both family-owned brands share similar values, striving for excellence with each new vintage release and film, without compromise.

The 2024 release of the Champagne Bollinger 007 Goldfinger Limited Edition cuvée and collector's box marks both the 60th anniversary of the iconic Bond film *Goldfinger* and the continuation of the partnership. This exclusive collector's item features a magnum of the 2007 vintage Bollinger, housed in a bespoke Globe-Trotter Air Cabin Case, complete with four Champagne Bollinger 007 glasses. Only 200 individually numbered pieces will be available, making it a rare acquisition for collectors and Bond aficionados.

“The carrying case needed to be as spectacular and elegant as the man himself—sleek and classic, but with an air of sophistication and mystery,” De Belenet said.

The wine release is especially significant given the 2007 vintage was crafted after [a difficult but ultimately successful harvest](#) that year. After an early spring that benefited the vines, Champagne experienced a summer of harsh weather conditions. The adverse weather had a significant impact on pinot meunier (one of the three core grapes used to make champagne, along with chardonnay and pinot noir), leading to disappointing results. Pinot noir, often picked too early, also lacked the necessary ripeness, but [the chardonnay saved the day](#), or rather, the year.

Extended maturation plays a significant role in the production of this limited edition. Aged for 17 years in Bollinger's cellars, the wine is said to develop extraordinary depth of flavor, aromatic intensity, and complexity. The decision to release the champagne in magnum format ensures that it will continue to age gracefully, preserving its character for years to come.

“Extended maturation is a key pillar at Champagne Bollinger, and this limited edition aged for an incredible 17 years in the cellars to develop extraordinary depth of flavor, aromatic intensity, and complexity—not unlike the persona of Bond himself,” De Belenet said.

In addition to the 007 Goldfinger Limited Edition cuvée, Bollinger is also launching the PN AYC18, the latest addition to its permanent collection and the first since its rosé in 2008. This champagne, made entirely from pinot noir grapes sourced from the grand cru village of Aÿ. De Belenet described it as bold and complex, with tasting notes that include marzipan, blood orange, and sweet spices, balanced by a hint of menthol.

“Each release of PN highlights the Pinot Noir grape from a different cru from the base year to bring its distinctive terroir and taste to light,” De Belenet said. The AYC18, in particular, benefits from pinot noir sourced from Tauxières and Verzenay, which add aromatic complexity to the blend.

“We are obsessed with the details, from labor-intensive hand-riddling and small-batch vinification to a dedicated on-premise cooperage—the only one in the region—Bollinger, like Bond, is constantly striving for excellence—both in craft and style,” De Belenet said.

Amid fluctuating [champagne shipments](#) (and [French wine exports](#), in general) in recent years, Bollinger's long standing association with James Bond could offer a valuable boost. The partnership, deeply rooted in both luxury and pop culture, helps keep the brand in the spotlight. As consumer preferences shift, the enduring connection to an iconic film franchise provides Bollinger with a unique platform to appeal to a broader audience, suggesting that pop culture ties could play a key role in maintaining relevance during challenging times for the champagne industry.

“By evoking a sense of celebration, whether it's on screen or in a glass, we're toasting to the excellence of the human experience year after year. We are a part of each other's legacies now and take great inspiration from the magic of movies,” De Belenet said. “Leveraging the Bond name provides us with an extremely powerful platform to connect with a wider audience globally and play a part in a massive pop culture phenomenon.”