



### THE BOLLINGER & 007 COLLECTOR BULLET

ON THE OCCASION OF THE RELEASE OF QUANTUM OF SOLACE, CHAMPAGNE BOLLINGER HAS COMMISSIONED THE FRENCH DESIGNER ERIC BERTHÈS TO CREATE A COLLECTOR'S ITEM WHICH WOULD MARK THE ASSOCIATION BETWEEN THE HOUSE AND HER MAJESTY'S SECRET AGENT. THE CONCEPT IS THAT OF THE BULLET OF A GUN (IN THE SPIRIT OF THE WALTHER PPK), AND LYING ON A CARBON COVERED BASE.

THIS BULLET, WHICH HAS AN IMPRESSIVE SIZE (ABOUT 65CM) WILL CONTAIN A MAGNUM OF BOLLINGER 1999 DRESSED IN BLACK AND SILVER. ONCE THE MAGNUM RELEASED FROM ITS CRADLE, THE INSIDE OF THE BULLET CONVERTS INTO A SET OF COMPARTMENTS IN WHICH A MODERN GENTLEMEN CAN STORE HIS PERSONAL ACCESSORIES. THE BULLET CLOSES WITH A LEATHER GARNISHED KEY.

ONLY [200+007] COPIES OF THIS COLLECTOR'S ITEM, EACH INDIVIDUALLY NUMBERED, WILL BE PRODUCED. ONE OF THEM WILL BE AUCTIONED TO RAISE MONEY FOR AN INTERNATIONAL CHARITY.

THIS ITEM WILL BE SOLD WORLDWIDE WITH A RECOMMENDED RETAIL PRICE OF 4.000 €.

#### BOLLINGER 007 CONTEST:

PLEASE VISIT [WWW.BOLLINGER007.COM](http://WWW.BOLLINGER007.COM)

[WWW.CHAMPAGNE-BOLLINGER.FR](http://WWW.CHAMPAGNE-BOLLINGER.FR)

CONTACT BOLLINGER  
[a.westel@champagne-bollinger.fr](mailto:a.westel@champagne-bollinger.fr)



THE CHAMPAGNE OF JAMES BOND

IN  
QUANTUM OF  
SOLACE  
7<sup>F</sup>



## COMMON VALUES – HISTORY OF THE ENCOUNTER

JAMES BOND WAS BORN FROM THE IMAGINATION OF IAN FLEMING, ALTHOUGH ALSO INFLUENCED BY HIS PERSONAL EXPERIENCE OF WORKING WITHIN HER MAJESTY'S SECRET SERVICE.

AS JOHN CORK, CO-AUTHOR OF THE LEGACY (2002) WROTE IT, «WHAT EVER GREAT BRITAIN MIGHT HAVE LOST IN THE WAY OF GLOBAL POLITICAL IMPORT DURING THE LATE 1950S AND EARLY 60S, THE NATION GAINED BACK IN TERMS OF CULTURAL IMPACT DURING THE FIRST PART OF THE NEW DECADE. JAMES BOND WAS EVERYTHING THAT MADE MODERN BRITAIN SO ATTRACTIVE TO THE OUTSIDE WORLD: FASHION, MUSIC, FILM, ARCHITECTURE, DESIGN... JAMES BOND ALSO SYMBOLIZED TRADITION AND ELEGANCE, AND STABILITY».

AND WHAT ABOUT THE RELATIONSHIP WITH BOLLINGER?

IT ACTUALLY BEGAN WITH A SERIES OF FORTUITES COINCIDENCES.

IT ALL STARTED IN 1952, IN HIS ESTATE OF GOLDENEYE IN JAMAICA, THAT FLEMING WROTE HIS FIRST NOVEL, THEREBY CREATING THE MYTH. NINE YEARS LATER, IN 1961, ALBERT R. «CUBBY» BROCCOLI AND HIS PARTNER PRODUCED THE FIRST BOND MOVIE (DR NO), PUTTING IN FRONT OF THE ASTONISHED AUDIENCE THE EXPLOITS OF THE SOON TO BE ICONIC FAMOUS SPY. MEANWHILE, IN Aÿ, MADAME BOLLINGER – AFFECTUALLY KNOWN AS AUNT LILY – FIRST RELEASED BOLLINGER R.D., WHICH WAS TO BECOME ONE OF THE DEFINITIVE CUVÉES OF THE HOUSE. A VINTAGE 1952 OF COURSE... AND BORN RATHER IN THE COOL HUMIDITY OF THE CHAMPAGNE CELLARS THAN IN THE TROPICAL MOISTURE OF GOLDENEYE...

THIS CHRONOLOGICAL STRANGE COINCIDENCE ASIDE, ONE CAN LEGITIMATLY QUESTION HOW THE 2 MYTHS CAME TOGETHER.

SINCE 1829, BOLLINGER HAS BEEN A FAMILY HOUSE, INCARNATED BY 6 GENERATIONS OF MEMBERS WHICH HAVE SUCCEEDED TO EACH OTHER, WITH AN ENGAGEMENT AND COMMITMENT FIRMLY GROUNDED UPON VALUES OF DIFFERENTIATION, AUTHENTICITY AND EXCLUSIVITY, WITH A TOUCH OF DISCRETION. A HOUSE WHICH HAS BUILT ITS GLOBAL REPUTATION THANKS TO ITS VERY SPECIAL RELATION TO THE BRITISH CROWN, WHICH DATES FROM QUEEN VICTORIA'S GRANTING OF THE ROYAL WARRANT IN 1884, MAKING BOLLINGER PERHAPS THE MOST BRITISH OF CHAMPAGNE HOUSES AND MAY BE OF ALL FRENCH BRANDS.

A CERTAIN RUTHLESSNESS IN THE PURSUIT OF EXCELLENCE WITHOUT COMPROMISE, A DOUBT HERE AND THERE, CHARM AND ELEGANCE, WITH A HINT OF UNDERSTATEMENT AND SELF DEPRECIATION... THESE ARE SOME OF THE VALUES WHICH WE BELIEVE CHARACTERIZE BOLLINGER AND WHICH WE ARGUABLY SHARE WITH BOND HIMSELF. AND ABOUT SEDUCTION, EVEN THOUGH IT IS EXPRESSED WITH SLIGHTLY DIFFERENT WEAPONS, IT ALWAYS WORKS.

AS NATURAL AS THE ASSOCIATION MAY BE, IT MIGHT NEVER HAD HAPPENED IF CUBBY BROCCOLI AND CHRISTIAN BIZOT, BOTH MEN OF DECISION AND ACTION HAD NOT MET AND INSTANTLY FORMED A CLOSE FRIENDSHIP BETWEEN THE 2 FAMILIES. BOND WAS THE ARCHETYPE OF GRAND STYLE, THE MOST 'BRITISH' OF SPIES, AND BOLLINGER WAS PROUD TO BE INCARNATED BY SUCH A FIGURE THAT EVERY SINGLE MAN DREAMT OF BEING ONE DAY, WHETHER SEAN CONNERY, ROGER MOORE, PIERCE BROSNAN AND... DANIEL CRAIG.

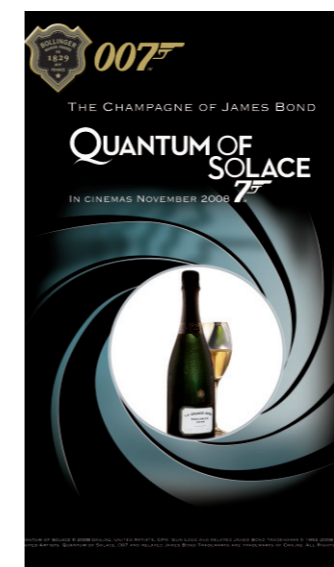
THE SECOND BOOK OF IAN FLEMING, LIVE AND LET DIE (WHICH SEES BOLLINGER ON SCREEN FOR THE FIRST TIME) STARTS WITH THIS SENTENCE: «THERE ARE MOMENTS OF GREAT LUXURY IN THE LIFE OF A SECRET AGENT». ONE HAS AN IDEA OF WHAT HE MEANT...

IN THE LEGACY, JOHN CORK WRITES, «IF IAN FLEMING HAD NOT INVENTED SECRET AGENT 007, THE WORLD WOULD HAVE BEEN MORE ORDINARY, LESS FULL OF INTRIGUE, MORE PASTEURIZED, INELEGANT...» IN THE MODERN ERA OF THE CHAMPAGNE BUSINESS, HAVE BOLLINGER AND ITS AUTHENTICITY NOT CREATED AN EQUIVALENT ROLE, A WORLD APART?

*BOLLINGER. CHAMPAGNE BOLLINGER. SIMPLY AND CONSISTENTLY THE BEST.*

YEAR	FILM	DIRECTOR	VINTAGE
1973	LIVE AND LET DIE	GUY HAMILTON	BOLLINGER
1979	MOONRAKER	LEWIS GILBERT	R.D. 1969
1983	OCTOPUSSY	JOHN GLEN	R.D.
1985	A VIEW TO A KILL	JOHN GLEN	R.D. 75
1987	THE LIVING DAYLIGHTS	JOHN GLEN	R.D. 75
1989	LICENCE TO KILL	JOHN GLEN	R.D. 79
1995	GOLDENEYE	MARTIN CAMPBELL	LA GRANDE ANNÉE 88
1997	TOMORROW NEVER DIES	ROGER SPOTTISWOODE	LA GRANDE ANNÉE 89
1999	THE WORLD IS NOT ENOUGH	MICHAEL APTED	LA GRANDE ANNÉE 90
2002	DIE ANOTHER DAY	LEE TAMAHORI	BOLLINGER 1961 & LA GRANDE ANNÉE 95
2006	CASINO ROYALE	MARTIN CAMPBELL	LA GRANDE ANNÉE 90
2008	QUANTUM OF SOLACE	MARC FORSTER	LA GRANDE ANNÉE 99

## QUANTUM OF SOLACE : SYNOPSIS / STORY LINE



Betrayed by Vesper, the woman he loved, 007 fights the urge to make his latest mission personal. Pursuing his determination to uncover the truth, Bond and M (Judi Dench) interrogate Mr White (Jesper Christensen) who reveals the organisation which blackmailed Vesper is far more complex and dangerous than anyone had imagined.

Forensic intelligence links an Mi6 traitor to a bank account in Haiti where a case of mistaken identity introduces Bond to the beautiful but feisty Camille (Olga Kurylenko), a woman who has her own vendetta. Camille leads Bond straight to Dominic Greene (Mathieu Amalric), a ruthless business man and major force within the mysterious organisation.

On a mission that leads him to Austria, Italy and South America, Bond discovers that Greene, conspiring to take total control of one of the world's most important natural resources, is forging a deal with the exiled General Medrano (Joaquin Cosío). Using his associates in the organisation, and manipulating his powerful contacts within the CIA and the British government, Greene promises to overthrow the existing regime in a Latin American country, giving the General control of the country in exchange for a seemingly barren piece of land.

In a minefield of treachery, murder and deceit, Bond allies with old friends in a battle to uncover the truth. As he gets closer to finding the man responsible for the betrayal of Vesper, 007 must keep one step ahead of the CIA, the terrorists and even M, to unravel Greene's sinister plan and stop his organisation.

IN QUANTUM OF SOLACE, 007 MEETS BOLLINGER ON 3 OCCASIONS: 2 SPECTACULAR RECEPTIONS IN SOUTH AMERICA AND IN HAÏTI AND... AS OFTEN, IN THE SUITE OF A PALACE.