



TAITTINGER

OFFICIAL CHAMPAGNE OF THE FIFA WORLD CUP 2026™

A LONG-TERM COMMITMENT

In 2024, FIFA and Champagne Taittinger renewed a partnership that has been ongoing for 13 years.

After supporting the Men's World Cups in Brazil, Russia, and Qatar, as well as the Women's World Cups in Canada, France, Australia, and New Zealand, Champagne Taittinger will once again be the Official Champagne of the FIFA World Cup 2026™, hosted by Mexico, the United States, and Canada. It will also be present at the FIFA Women's World Cup 2027™, in Brazil.

THE ONLY FRENCH COMPANY PARTNERING WITH FIFA

Today, among all the leading international companies that partner with and sponsor FIFA, Taittinger is the only French one.

This partnership not only places Champagne Taittinger at the heart of major sporting and cultural events but showcases French savoir-faire during major global gatherings.





« It gives our family and teams great pride to represent France and its savoir-faire at such global-scale events, and make the champagne region, its history, and its image of joy, celebration, and togetherness shine through around the world and in the stadiums of the World Cup.

Sport, football, and Champagne have this one thing in common that they are universal, and in every ball and bubble lie memories, hopes, and moments of joy. »

VITALIE TAITTINGER
Chairman of Champagne Taittinger

A SIGN OF APPRECIATION AND RECOGNITION

For Taittinger, working with FIFA and its partners symbolizes lasting recognition, both for its independence and the quality and consistency of its champagnes.

« Working with FIFA and its partners across various events has been—and continues to be—a true mark of recognition for our independent company, for the elegance and consistent quality of our champagnes, and the excellence of our teams.

This 13-year journey is now an integral part of our lives.

Thanks to the trust of prestigious partners such as FIFA, Champagne Taittinger is more than ever among the world's leading brands, with international distribution in over 120 countries and the ability to support customers and consumers in their everyday lives and activities, as well as in the more fleeting moments of joy experienced during sporting events. »

VITALIE TAITTINGER
Chairman of Champagne Taittinger





A UNIQUE LIMITED EDITION

To celebrate the FIFA partnership, Champagne Taittinger has created a limited edition that will be available worldwide.

Entirely black, the bottle lights up with holographic gradients in the colors of the host countries—red for Canada, green for Mexico, and blue for the United States—symbols of unity and collective sports. Its design echoes the movement of a ball and the stitching of a football, enhanced by a vibrant texture and holographic effects.

The visual energy also evokes the intensity of a pinball game—fast and spectacular. The adrenaline of football, of sport, of action.

TAITTINGER, A COMPANY OF CULTURE

At the heart of Taittinger's life lies its mission to produce,
from an estate of exceptional quality, truly outstanding wines.

At the heart of Taittinger's life, there is also LIFE itself—the desire for Champagne
to be Champagne; to stand for celebration, sharing, fraternity, joy, optimism,
generosity, heritage, and culture.

Whether it is through its own dotation fund - Arsnova - or its direct commitments,
Champagne Taittinger actively supports creativity, the transmission of knowledge,
and cultural influence on an international scale. It partners with leading institutions
and events such as UNESCO, the Montreux Jazz Festival, FIFA, and many others,
while maintaining long-term patronage of iconic venues
such as the Paris National Opéra.



MONTREUX
JAZZ
FESTIVAL



OFFICIAL
CHAMPAGNE OF THE
FIFA WORLD CUP



PARIS
NATIONAL
OPERA



ARNOVA
CULINARY
PRICE

TAITTINGER