

Image key to champagne ranking

The success of a champagne is tied closely to its image, which can never be taken for granted. Among the Champagne houses, Mumm holds a strong hand in this regard.

The Cordon Rouge bottle upholds an image that bespeaks both tradition and modern lifestyle. The short name Mumm is distinctive, with an attractive ring. Some will even claim that it has given rise to the slogan, "Mumm's the word," known throughout the English-speaking world.

Mumm is the master of slogans that catch the consumer's attention. "Give spirit to the moment" or "To underline the moment" are ageless phrases used by this champagne house.

Cordon Rouge is often used to symbolize champagne and the joie de vivre it represents. The Mumm Cordon Rouge image has been heightened by references in contemporary literature, and Mumm Champagne even appears on stage. Offenbach's opera *La Perichole* is frequently performed with a Cordon Rouge ballet.

MUMM WAS founded in Reims in 1827 and launched its sparkling Cordon Rouge in 1876. The non-vintage bottling is a majority blend of the black-grapes pinot noir and pinot meunier and 25 percent chardonnay. Vintage-dated Cordon



focus on wine
Eleanor and Ray Heald

Rouge is produced only in the best years and is always a more full-bodied rendition.

Mumm is the leading champagne firm in Reims. Currently, 9.8 million bottles are released annually. About 6.4 million bottles are exported outside France with 2.3 million coming to the U.S. In general, champagne exports account for one-third of all champagne production. Mumm's share of export production is two-thirds.

After many years of development, Mumm has once again taken on the best that the champagne world has to offer with introduction of the 1985 vintages of Mumm Grand Cordon Brut and Mumm Grand Cordon Rose, available on a limited basis in major U.S. markets.

"These two prestige cuvées embody the 'best of the best' in all that we represent," explains Champagne Mumm President Hubert Millet. "The wines are produced exclusively from 100-percent-rated vineyards,

WINE SELECTION OF THE WEEK

1985 Mumm Grand Cordon Brut (\$80) is one of life's special moment champagnes. Its luxury qualities are exemplified by the steady, small beading and gentle mousse. The aromas of bread dough and toast linger over apple scents. An elegant, creamy mouthfeel is balanced by solid acidity in the finish to keep the wine refreshing. This is a stellar addition to the line of champagnes from Mumm.

with extensive selection, nuanced vinification, hand-riddling, hand bottling, hand-ribboning and packing.

Champagne vineyards are classified on a percentage basis known as the "échelle des crus." This "ladder" is the mechanism determining grape prices in the region. Vineyards rated between 90 and 99 percent are called *premiers crus* while those

classified at 100 percent are *grands crus*. Within the Champagne region, there are 17 *grands crus* and 98 *premiers crus*.

THE NAME Mumm Grand Cordon and the red-ribbon packaging refer to Champagne Mumm's flagship cuvée Mumm Cordon Rouge.

"It was my life's dream to create such superb champagnes," said Chef de Caves Andre Carre, whose 40 years of expertise stand behind his work.

The 1985 Mumm Grand Cordon Brut is produced of approximately 50 percent pinot noir from grand crus vineyards in Ay, Avenay and the Vallée du Marne and 50 percent chardonnay from the grand crus vineyards of Cramant and Avize. A total of 12 grand crus compose the cuvée.

The 1985 Mumm Grand Cordon Rose represents approximately the same assemblage as the Brut, with the addition of still red wine from Bouzy for color.

Chef de Caves Carre will continue to use the same proportions of grape varieties in future vintages, although he may select from different grand crus. "Champagne is an affair of the crus, not of the grape varieties," he explains.

This menu offers 'taste of history'

The way to America's heart is through its stomach at the Greenfield Village special weekend event "A Taste of History" this Saturday and Sunday.

During the weekend, two centuries of culinary artistry will be explored with food demonstrations and samples.

"We all love to eat, but food has been taken for granted in history," said Jim Maier, the museum's executive chef. "In fact, food really reflects history by showing how resources were used to put a meal on the table."

Visitors can watch sausages, soups and baked goods cooked throughout the village, then purchase samples from special village food stalls.

Historian Jan Longone will be on hand to discuss the history of American recipes and cookbooks.

At THE Connecticut Saltbox House, visitors can trace a path from the garden to the dinner table in the 1760s. Costumed interpreters will prepare a typical New England-style summer meal, including rabbit ricasso and queen cakes, with elder to drink.

Visitors can see what's cooking at the Firestone Farm and discover how a Midwestern family in the 1880s brought food to the table from the fields and the farmyard.

Visitors of all ages can lend a hand churning butter or turning the crank to make ice cream. Kids can enjoy an old-fashioned pie-eating contest. And guests can sample "switchel," a sweet gingery drink that helped generations of farm workers keep cool on hot days.

Admission to "A Taste of History" and all special weekend programs is free with Greenfield Village admission. Village hours are 9 a.m. to 5 p.m. daily.

Henry Ford Museum and Greenfield Village is at Oakwood Boulevard and Village Road in Dearborn.

On vacation

Betsy Breithen is on vacation. Her column, "Family-Tested Winner Dinner," will return in September.

new products

LOW-FAT BEEF

GFI America, a Minneapolis-based meat processor, has introduced SmartMeat, beef which it says has less saturated fat, total fat, cholesterol and calories than grain-fed

beef.

Smartmeat will be available at selected supermarkets and restaurant chains. For more information, call (612) 872-6252.

A Man's Gotta Do What A Man's Gotta Do

All young men have one responsibility in common. They have to register with Selective Service within 30 days of their 18th birthday. All it takes is five minutes at any post office to fill out a simple form. So if you know a young man about to turn 18, remind him to register. It's one of those things he's got to do.

Register with Selective Service
It's quick. It's easy. And it's the law.

A public service message of this publication and Selective Service System.



Family Reading Challenge 1991

Family Discussion

Ask members of your family to choose the story in today's newspaper that interests them the most. At dinner this evening, have each person share his or her story, and discuss why it is interesting or important.

After you choose your story, you can organize your thoughts in the space below:

Headline _____

Write a sentence here that tells the story's main idea: _____

We hope you enjoyed this. Don't forget to complete the entry form below as soon as you have met the requirements of the challenge.

Family Reading Challenge 1991 Entry Form

Yes! I have read at least:

- ☐ 2 newspaper articles ☐ 2 books ☐ 2 magazine articles
and discussed them with my parents, guardian or other adult

Signature of young reader _____

Signature of adult _____

Please register me for the Sept. 6 drawing of awards. The grand prize this year will be a IBM Writing to Read Laboratory for the young reader's school, and an IBM PC for his or her family. Other awards will include Rex and Rita hand puppets and shirts, World Book encyclopedias, books, bicycles and more!

Name _____

Street _____

City _____

State _____

Zip _____

Date of Birth _____

My newspaper _____

Family Reading Challenge 1991 rules:

- You must be 5-12 years old to enter. Only one entry per child.
- Print clearly or type the information on the entry form.
- Entries must be signed by you and an adult and postmarked by Aug. 19. The drawing will be held Sept. 6, 1991. Winners will be notified by mail.
- Void where prohibited by law or where restricted. All federal, state and local rules and regulations apply. No purchase is necessary.

Questions? Call READ America, (304) 876-0569

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