

MARTELL VSOP REPACK: AN ELEGANT NEW LOOK FOR A “VERY SUPERIOR” COGNAC



Martell is proud to unveil a fresh new label and look for its classic Martell VSOP cognac.

This premium new appearance looks toward the future while paying tribute to the very roots of Martell VSOP, symbol of the House's refinement and savoir-faire.

A NEW PACKAGING FOR MARTELL VSOP

On 7 October 1831, Frédéric Martell, Jean Martell's great-grandson, first used the 'Very Superior Old Pale' label on a shipment of eau-de-vie products sent to a British customer. Since then, Martell VSOP has become one of Martell's spearhead products, symbolising the maturity and refinement of its savoir-faire.

To pay tribute to this unique legacy, those historical elements have been retained and given greater impact on the new VSOP packaging. The signature of Frédéric Martell now adorns the front label, updated with a more modern shape, an amber red background and a thinner gold border for more contemporariness. A regal blue cap sits atop the bottle, from which a new rich red ribbon leads to the 1715-embossed wax seal celebrating the House's birth.

A NEW VISUAL IDENTITY FOR MARTELL HOUSE

In the very same dynamic, the Martell House is embracing a new visual identity, coming only after in-depth research into Martell's heritage and inspired by a desire to highlight defining elements of the House while respecting their original significance. The three hammers - "marteaux" in French - evoke the Martell name in an even more refined way than before. The light and graceful swift soaring above the Martell name recalls designs from Martell's past, revisited with contemporary dynamism.



ABOUT MARTELL VSOP

Like all Martell cognacs, Martell VSOP is made exclusively by distilling clear wines (wines for which the sediments have been removed) created from the region's four iconic crus (Petite and Grande Champagne, Borderies and Fins Bois). This process endows Martell VSOP with a delicate balance that encompasses the inherent fineness of a Martell eau-de-vie and the wealth of aromas acquired from years of aging in a fine-grained oak cask.

With a beautiful, golden amber shade, Martell VSOP offers a bittersweet freshness to the nose with lime and liquorice notes. In their wake come candied fruit: quince, raisin and plum. Lastly, aromas of undergrowth in the spring, with the fresh notes of wood and hazelnuts from the fine-grain oak barrels are clearly discernable. In the mouth, the candied fruit notes linger, developing complexity. A pleasant supple, mellow feel, with an ample round body and long finish, makes it a cognac to enjoy neat or on the rocks, as a long drink or in a cocktail.

“A balanced cognac, marked by an oaky taste. Its time spent ageing in a barrel infuses it with complex aromas along with notes of caramelised dried fruits and plum. This tone adds a number of rich qualities to a cocktail.” Benoit Fil, cellar master

ABOUT MARTELL HOUSE

Martell, the oldest of the great cognac houses, was founded by Jean Martell in 1715, at the height of the French Art de Vivre movement; a period of time in which gastronomy, tasting and craftsmanship were all celebrated and enjoyed with style. As such, these became the three pillars of the Martell House and are the three core areas which still remain intrinsic to Martell's vision today.

Since 1715 Martell has produced, exported and marketed cognacs whose quality is recognised worldwide for their outstanding finesse and delicacy brought through the double distillation of clear wines exclusively and ageing in fine grained oak barrels.



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