

MARTELL VS SINGLE DISTILLERY A SINGLE DISTILLATION SOURCE. A RICHER COGNAC EXPERIENCE.



Throughout its 300-year history, the House of Martell has constantly explored new territories, from geography – it was the first cognac house to export to the United States in 1783 – to design and taste. Now, its spirit of curiosity has resulted in an exciting new cognac which offers a deeper exploration of the unique Martell distillation style. Introducing Martell VS Single Distillery.



Alone among the great cognac houses, Martell double distils exclusively clear wines – from which all sediments have been removed – in order to preserve the authentic fruity aromas of the grapes. This choice of quality over quantity produces the fine, luscious cognacs that are the hallmark of the Martell style.

New Martell VS Single Distillery takes this exacting approach further still, since each bottle is blended from eaux-de-vie derived from a single distillation source. Sharing the same sensorial profile and taste characteristics, these eaux-de-vie blend together in perfect harmony, resulting in an even richer cognac. The colour of liquid gold, Martell VS Single Distillery caresses the palate with intense notes of plum, apricot and candied lemon. In this supremely smooth blend, the luscious fruity aromas associated with Martell are truly taken to new heights.

Inspired by Martell's heritage of craftsmanship, the bottle of Martell VS Single Distillery is a contemporary interpretation of a "montre" – the traditional sampling bottle used for cognac. Proudly bearing the iconic Martell swift emblem on the bottle, its simple yet elegant design is complemented by an artisanal look cap with a visible cork and a beige color paper ribbon, stamped with Martell seal. The bottle's textured white label with discreet gold edges is printed with the arms of the House and the signature of its founder, Jean Martell. From its rich taste to its refined design, Martell VS Single Distillery is thus a pure expression of the authentic Martell style.

Martell VS Single Distillery will be exclusively available in the US in March 2017, in the UK in May and worldwide starting in September.

ABOUT MARTELL

Martell, the oldest of the great cognac houses, was founded by Jean Martell in 1715 at the height of French art de vivre, when gastronomy, taste and craftsmanship were celebrated and enjoyed with style. These became the three pillars of the House of Martell and remain intrinsic to the Martell vision today. For three centuries, Martell has produced, exported and marketed cognacs which are recognized worldwide for their outstanding quality and finesse, obtained through double distillation of exclusively clear wines and aging in fine-grained oak casks.

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