



MARTELL

COGNAC

FONDÉE



EN 1715

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A LASTING LEGACY

PART I

A LASTING LEGACY



THE HISTORY

THE STORY OF THE OLDEST
OF THE GREAT COGNAC
HOUSES BEGAN MORE THAN
THREE CENTURIES AGO, IN
1715, WHEN JEAN MARTELL,
A NATIVE OF JERSEY IN THE
CHANNEL ISLANDS, SETTLED
IN COGNAC AND FOUNDED
MAISON MARTELL.

HE WAS JUST 21.





FROM JERSEY TO COGNAC

The seventh of a family of eight children, Jean Martell was apprenticed from the age of 12 to Lawrence Martin, a merchant and ship-owner on the neighbouring island of Guernsey.

At the turn of the 18th century, the Channel Islands' strategic position between England and France made them a key staging post for emerging international trade. Among the products they handled were eaux-de-vie produced in the Charente region of France, around the town of Cognac. Unlike wine, these distilled spirits did not turn sour during long sea voyages, and their quality was increasingly appreciated by English connoisseurs.

It was Lawrence Martin who – having given Jean Martell a solid grounding in the principles of business – advised him to seek his fortune in France.

CREATING CLOSE
CONNECTIONS

Having decided to settle in Cognac and to specialise in trading eaux-de-vie, Jean Martell wasted no time in gaining a deeper understanding of Charente and its people.

He was often to be seen on horseback as he travelled across the region in order to select the finest eaux-de-vie to send to his contacts in the Channel Islands, England and beyond. Not only did he become intimately acquainted with the specificities of the terroir and the secrets of the cognac-making process, but he also established close connections with the region's winegrowers. Some of these early partnerships – based not only on mutual respect and loyalty, but also on a shared quest for excellence – continue to this day. These local ties, as well as his own values and feeling for the land, gave Jean Martell the boldness to set new standards, to pioneer new know-how and to create the uniquely smooth, authentic cognacs which are his enduring legacy.



In 1737, Jean Martell married Rachel Lallemant, the daughter of a Cognac doctor. When her husband died in 1753, Rachel – a widow at the age of 33 – was left not only to bring up their children, the eldest of whom was just 14, but also to run the business single-handed. Fortunately, she proved more than equal to the challenge, upholding her husband's philosophy of integrity and excellence – notably reminding her suppliers when she took over the House that she required “*only the best, without artifice*”.

It was an ethos she impressed upon her sons, Jean and Frédéric, who joined her in the business, and which would be handed on through subsequent generations. In all, nine generations of the Martell family would preside over the destiny of the House.

ICONIC: MARTELL CORDON BLEU

Martell Cordon Bleu was created in 1912 by Edouard Martell, the great-grandson of Jean Martell. From the start, it was destined to be one of a kind: a new quality of cognac to be served in the world's leading hotels and restaurants; a cognac to delight even the most demanding connoisseurs; a cognac whose simple bottle, inspired by the traditional "montre" used by cellar masters, broke with the ostentatious conventions of the time.

Remarkable for its richness, elegance and finesse, Martell Cordon Bleu is a complex blend of more than 100 eaux-de-vie, which took Edouard Martell two years to perfect. Its legendary smoothness is the result of rare eaux-de-vie from the small Borderies cru, which represents just 5% of cognac vineyards. Emblematic of the Martell style, Martell Cordon Bleu is also a symbol of the House's philosophy and savoir-faire.

So proud was Edouard Martell of his creation that he named it after the blue ribbon which is an international emblem of excellence. Associated with some of the outstanding events and personalities of the 20th century, Martell Cordon Bleu became an icon in the world of cognac and beyond.



“
TURN YOUR DUTY
INTO
A PLEASURE,
AND YOUR
PLEASURE
INTO A DUTY.

”

Jean Martell



THE CHÂTEAU DE CHANTELOUP

A haven of serenity in the heart of the Borderies terroir near Cognac, the Château de Chanteloup was the Martell family estate for generations.

Its origins date back to the 16th century, when it was a fortified farm surrounded by woods and vineyards. In 1838, it was acquired by Jean Martell's grandson Théodore, who extended the domain and converted the original house into a residential château set in parkland. In the 1930s, Maurice Firino-Martell transformed it into the building we see today – a neo-medieval manor in a style more associated with Deauville than Cognac, all for the love of his wife Elisabeth, who was homesick for her native Normandy.

Today, the Château de Chanteloup retains the ambiance of a family home, ready to welcome special guests with the spirit of generosity for which the Martell family and Maison Martell have always been renowned.

In these tranquil surroundings, visitors can relax and explore the infinite possibilities of Martell cognacs – from delicious cocktails to innovative pairings with the refined cuisine of the in-house chefs – while, just beyond the windows, the estate's deer graze by the ornamental lake.

THE BEST, WITHOUT ARTIFICE

PART II

THE BEST,
WITHOUT ARTIFICE

SAVOIR-FAIRE

THE WORDS OF RACHEL LALLEMAND EXPRESS TO PERFECTION THE UNIQUE SAVOIR-FAIRE OF MAISON MARTELL, WHICH WAS DEFINED FROM THE EARLIEST YEARS BY TWO UNCOMPROMISING DECISIONS: DOUBLE DISTILLATION OF EXCLUSIVELY CLEAR WINES AND AGEING ONLY IN BARRELS OF FINE-GRAINED OAK.

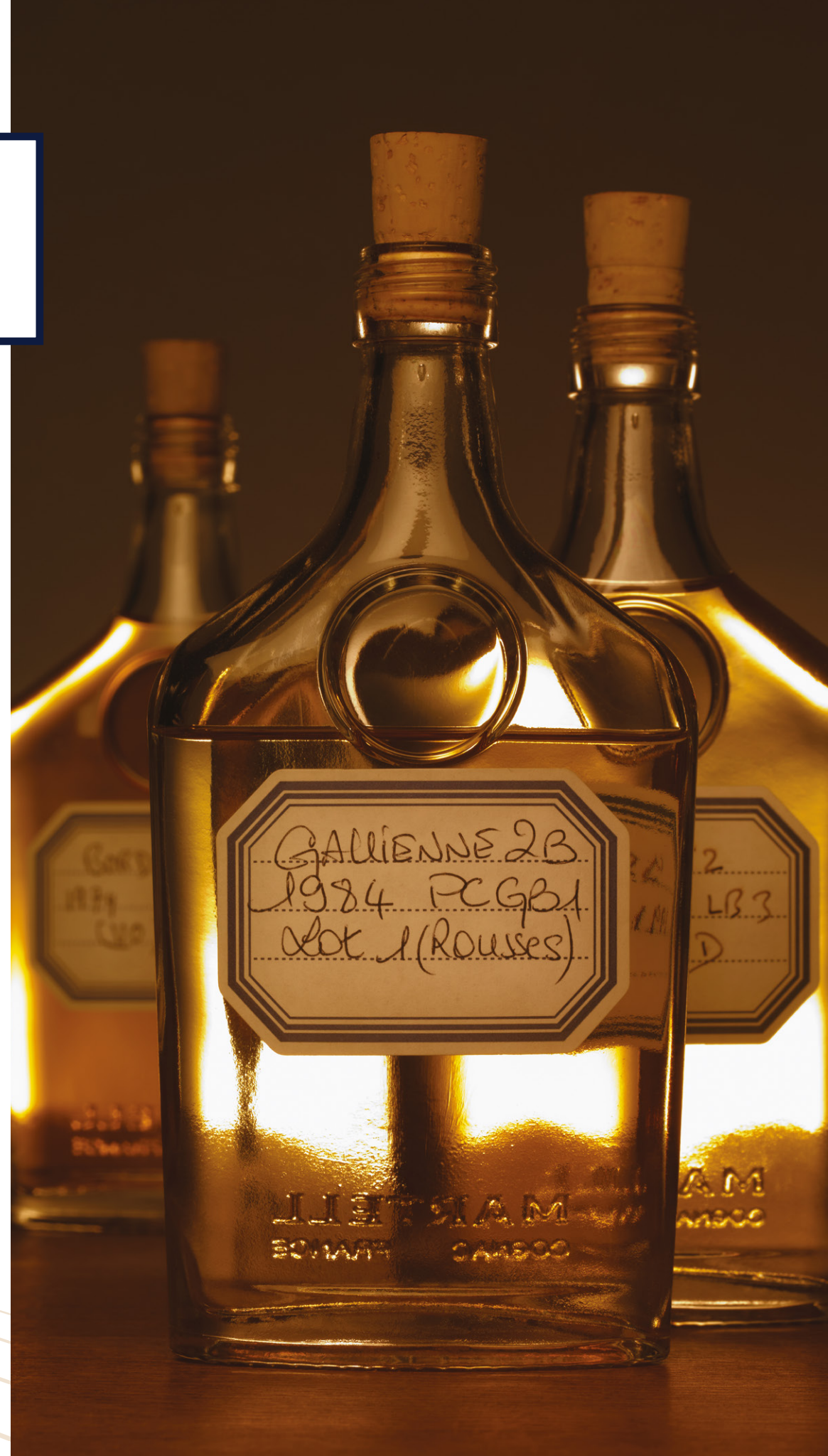
TOGETHER, THESE AUDACIOUS CHOICES HAVE SHAPED THE UNMISTAKABLE STYLE OF MARTELL COGNACS, WHICH ARE RENOWNED THROUGHOUT THE WORLD FOR THEIR ELEGANCE, SMOOTHNESS AND FINESSE.

DISTILLATION OF EXCLUSIVELY CLEAR WINES

Alone among the great cognac houses, Maison Martell distils only clear wines, from which all the lees have been removed.

After vinification, the wines are therefore left untouched for a week to prepare them for decantation, after which they offer – Martell believes – a purer, more authentic expression of their vintage and terroir.

From November until late March, the Martell distilleries in Gallienne and Lignères operate 24 hours a day, seven days a week, transforming the clear wines into eaux-de-vie.



With the double-distillation method traditional in the Charente region, the wines pass through the still twice over. The first distillation produces the brouillis, a slightly cloudy liquid, while the second, known as the bonne chauffe, generates successively the head, the heart and the secondes.

At Martell, only the cœur de chauffe, the best and most perfect product, is retained. The skill of the distiller in controlling the temperature of distillation is a key factor in the aromatic profile of the resulting eaux-de-vie.

THE ART OF BLENDING

To create Martell cognacs, Cellar Master Christophe Valtaud and his team have an extraordinary reserve of eaux-de-vie at their disposal, many dating back decades, some even longer. The House's famous Jean Martell cellar contains a number of eaux-de-vie distilled in the early 1800s, which have been carefully watched over by generations of cellar masters.

A finely honed nose and palate, an encyclopaedic memory, outstanding powers of concentration and – last but not least – long years of practice are needed to master the art of blending. The painstaking creative process can take up to a year, with the most complex blends containing several hundred distinct eaux-de-vie.

AGEING ONLY IN FINE-GRAINED OAK

Maison Martell chooses to age its eaux-de-vie exclusively in barrels of fine-grained oak, sustainably sourced from some of France's most ancient forests. Typically crafted from wood between 180 and 200 years old, these barrels are characterised by finer, less pronounced tannins, which respect the delicacy of Martell's clear wines.

The aromas that develop during the long ageing process in the cellars, as a result of the constant interchanges between the air, the oak and the eaux-de-vie, are consequently more subtle, more generous and more refined.

COGNAC: ONE GRAPE VARIETY AND SIX CRUS

A single grape variety, Ugni Blanc, accounts for more than 98% of cognac vineyards. Its high yield and late maturation produce wines that are low in alcohol and high in acidity. The acidity preserves the wines naturally before distillation, while the low alcohol levels allow greater concentration of the aromas present in the wines.

Officially established in 1938 on the basis of studies carried out in the mid-19th century, the entire Cognac AOC (Appellation d'Origine Contrôlée) covers approximately 75,000 hectares, mainly across the regions of Charente and Charente-Maritime.

There are six recognised crus: Grande Champagne, Petite Champagne, Borderies, Fins Bois, Bons Bois and Bois Ordinaires. Martell, which has been renowned for generations for its attachment to the terroir, selects only the first four, with a particular predilection for Borderies. The smallest cru, covering just five hectares, it produces eaux-de-vie whose smooth, luscious aromas are a hallmark of the Martell style.



**CHRISTOPHE VALTAUD,
MARTELL CELLAR MASTER**

A native of the Cognac region, the son and grandson of winegrowers, Christophe Valtaud is the latest in a long line of Cellar Masters who have perpetuated the distinctive style of Martell cognacs. Just 38 when he was appointed in 2016, Christophe Valtaud gained an understanding of the vineyards and terroirs of Cognac from his earliest years, later enhancing it with university study.

As Cellar Master, he is central to Maison Martell's savoir-faire. His role enables him, not only to bring together his three areas of expertise – terroir, distillation and blending – but to orchestrate a dialogue between them.

In entrusting Christophe Valtaud with the key mission of Cellar Master, Maison Martell restated its commitment to keeping local heritage at the heart of the House. His innovative approach has resulted in the creation of new expressions of cognac, such as Martell Cordon Bleu Extra and Martell VS Single Distillery, which both respect the historic style of the House and take it forwards into the future.

“
IT MUST BE
THE BEST,
AND WITHOUT
ARTIFICE.
”

Rachel Lallemand

A TRADITION OF INNOVATION

From Martell Cordon Bleu to Martell Blue Swift, through Martell VS Single Distillery and the Martell Single Estate Collection, Maison Martell has consistently pushed the boundaries of cognac-making by exploring different facets of its savoir-faire.

Martell VSOP Aged in Red Barrels, introduced in 2018, explores the House's specific approach to ageing. Like all Martell cognacs, it is aged in barrels of fine-grained oak to encourage the development of subtle, delicate aromas. Going one step further, however, the barrels selected for this VSOP have already contained eaux-de-vie, so the influence of tannins is even less pronounced. Known as "fûts roux" owing to the reddish tinge of their wood, these precious barrels have reached the perfect stage of maturation for both the oak and the eaux-de-vie, thus allowing for an ideally balanced exchange between the two. The result is a rich and refined cognac that is an authentic expression of the Martell style.

For older cognacs, the influence of terroir increasingly comes to the fore, and Martell's specific savoir-faire is paramount in revealing the character of the different crus. A tribute to the legendary original, Martell Cordon Bleu Extra is blended with an especially generous portion of eaux-de-vie from the rare Borderies cru to create an even more sumptuous taste – smooth and sensual, intense and harmonious.



A PIONEERING SPIRIT

PART III

A PIONEERING SPIRIT



MARTELL AROUND THE WORLD

FROM THE BEGINNING,
MAISON MARTELL
HAD A GLOBAL OUTLOOK.
AS EARLY AS 1783,
IT BECAME THE FIRST
COGNAC HOUSE
TO SHIP ITS PRODUCTS
TO THE UNITED STATES.



Though the French Revolution of 1789 and the Continental Blockade during the Napoleonic Wars in the early 19th century temporarily disrupted international trade, successive generations of the Martell family established a robust commercial network across the globe, which – combined with the excellent reputation of Martell cognacs – enabled the House to export to South America by 1817, Africa by 1848 and Asia by 1858.

Today, Martell cognacs are enjoyed throughout the world – and in an astonishing variety of ways. In France, the traditional image of cognac as a digestive, to be savoured after a good meal, may have persisted, but other cultures have invented their own, more innovative pleasures.

In China, for example, Martell cognacs are not only a staple of the nightclub scene, but are also enjoyed with the very finest cuisine, while in the US and Africa they represent the cutting edge of urban style. Neat, on the rocks or with a splash of water, Martell cognacs also make a perfect aperitif, while the fashion for cocktails has endured since the Roaring Twenties when – ironically – it emerged during Prohibition in the US, initially to mask the taste of substandard contraband spirit.

Today, the Indigo by Martell bar on the roof of the historic Gâtébourse tower in Cognac offers an inventive array of cocktails created by expert mixologists.



AUDACIOUS: MARTELL BLUE SWIFT

The first ever spirit drink made with VSOP Cognac then finished in Kentucky bourbon casks, Martell Blue Swift is the uniquely modern expression of the 300-year heritage of Maison Martell, which has consistently challenged convention when it really counts.

A tribute to the House's long-standing ties with the United States, Martell Blue Swift breaks the boundaries of the cognac category with the bold, unapologetic spirit associated with both the founder Jean Martell and the land of the pioneers.

Like the swift, the House emblem for which it was named, Martell Blue Swift knows no frontiers, and it has flown far and fast since it was launched in the US in 2016, taking international markets by storm and recruiting new consumers with its singularly rich, smooth taste. Once again, with this most daring of initiatives, Maison Martell rewrote the rules of cognac with its unique combination of audacity and elegance.

“
EVERY MARTELL
COGNAC HAS
ITS OWN UNIQUE
CHARACTER,
YET EACH IS AN
UNMISTAKEABLE
EXPRESSION OF
THE LEGENDARY
MARTELL STYLE.

”

Christophe Valtaud, Cellar Master

A SENSE OF LOCAL PRIDE

PART IV

A SENSE
OF LOCAL PRIDE

MARTELL IN COGNAC

MAISON MARTELL
HAS ALWAYS BALANCED
ITS GLOBAL VISION WITH
A STRONG ATTACHMENT
TO ITS ROOTS IN THE QUIET
TOWN OF COGNAC,
ON THE BANKS OF THE
CHARENTE RIVER.



Successive generations of the Martell family were actively involved in the economic, public, cultural and sporting life of the town. Jean-Gabriel Martell, one of the grandsons of Jean Martell, was elected mayor of Cognac in 1830, and represented the Charente region at the National Assembly in Paris from 1846. His son, Edouard Martell, in addition to blending the iconic Martell Cordon Bleu, also had a distinguished parliamentary career.

In every generation, the Martell family shared their success by donating generously to charitable causes and institutions in and around Cognac.

In 2016, Maison Martell reaffirmed its commitment to Cognac with the opening of the first stage of the Fondation d'Entreprise Martell, whose mission is to become a major culture and heritage destination within the town, the Charente region, and beyond. The Fondation occupies the historic Gâtébourse building, which until 2005 housed the company's bottling lines. Built in 1929, with an imposing tower that is a local landmark, it is a major example of modernist industrial architecture. Sympathetically renovated to the highest environmental standards, often with natural materials inspired by the cognac-making process, it not only showcases Maison Martell's architectural and industrial heritage, but also highlights its resolutely contemporary outlook.

The Fondation d'Entreprise Martell presents a rich and varied programme of events promoting local, national and international collaborations. Envisioned as a cultural and creative ecosystem, it aims to reflect the diversity of contemporary creation and to reveal outstanding talent and savoir-faire. Open and transversal, it offers new experiences in terms of artistic production, research and mediation in complementary spheres (*art, design, architecture, craft, fragrance, digital, dance, literature, music etc.*) through exhibitions, workshops, a living lab, events and in-residence programmes.

In 2018, Maison Martell unveiled the latest stage of its ambitious renovation programme with the opening of Indigo by Martell, an open-air bar on the roof of the Gâtébourse tower. Spring 2019, meanwhile, will see the transformation of the guided-tour circuit to offer an entirely new, multi-sensory experience, in which visitors can map out their own individual journey of discovery through the 300-year history and savoir-faire of Maison Martell.



“
THE GENEROSITY
OF THE LAND,
A WEALTH OF
HUMAN TALENT,
THE AUDACITY
OF THE BLEND – PUT
THEM TOGETHER
AND YOU GET
MARTELL COGNAC.

”

Christophe Valtaud, Cellar Master



INDIGO BY MARTELL

Twenty-four metres up at the top of the Gâtébourse tower, Indigo by Martell offers spectacular views over the rooftops of Cognac, from the historic town centre to the banks of the Charente river. Making extensive use of the same French oak from which Maison Martell's cognac barrels are crafted, the 420-m² terrace bar is the perfect place to meet during the summer months, its convivial atmosphere conducive to sharing a drink tête-à-tête or relaxing with friends.

The contemporary cocktail menu features all-time classics alongside imaginatively revisited recipes, such as the bar's signature Indigo Collins cocktail, mixed from Martell Blue Swift, buckwheat syrup, blackberry and lemon. Indigo by Martell also offers the complete range of Martell cognacs, some of which cannot be found anywhere else in France.



TIMELINE

- 1715
Maison Martell was founded in Cognac by Jean Martell.

1737
Jean Martell married Rachel Lallemand, the daughter of a Cognac doctor.

1753
Following the death of Jean Martell, Rachel Lallemand took over Maison Martell, declaring she wanted “only the best, without artifice”.

1783
Maison Martell became the first cognac house to ship its products to the United States.
- 1809
An import licence signed by King George III exceptionally allowed Martell cognac to be imported into England during the continental blockade.

1817
Martell made its first shipments to South America.

1831
Maison Martell first used the “Very Superior Old Pale” (VSOP) label.

1838
Théodore Martell acquired the Château de Chanteloup estate.
- 1848
Martell made its first shipments to Africa.

1858
Martell made its first shipments to China.

1911
Martell cognac was served at the coronation of King George V of England.

1912
Edouard Martell, the great-grandson of Jean Martell, created Martell Cordon Bleu, an icon in the world of cognac and beyond.

1918
Martell cognac was served at the signing of the World War I armistice in Compiègne, France.

1936
Martell Cordon Bleu was served on the maiden voyage of the Queen Mary, the world’s most luxurious transatlantic liner.

1951
Martell hit the headlines when the famous explorer Paul-Emile Victor, a great connoisseur of cognac, took eight cases with him on a polar expedition.
- 1977
Martell Cordon Bleu was served on the inaugural Concorde flight between Paris and New York.

2001
Maison Martell was acquired by the French group Pernod Ricard, the world number two in wines and spirits.

2005
Martell launched Martell XO, famed for its intense, powerful taste and striking arch-shaped bottle.

2006
Maison Martell joined the Comité Colbert, a prestigious association representing French luxury brands internationally for the promotion of French art de vivre.

2009
Martell launched L’Or de Jean Martell, the quintessence of three centuries of savoir-faire.
- 2015
Maison Martell marked its tercentenary with a glittering celebration at the Palace of Versailles.

2016
Martell Blue Swift, the first ever spirit drink made with VSOP Cognac then finished in Kentucky bourbon casks, broke the boundaries of the cognac category.

2018
Opening of the Fondation Maison Martell officially inaugurated the Fondation d’Entreprise Martell, its new culture and heritage destination in the heart of Cognac. For the two previous years, while renovation work continued, the Fondation had maintained a varied programme of events.



MARTELL

COGNAC

FONDÉE



EN 1715



A SINGLE DISTILLATION SOURCE.
A RICHER COGNAC EXPERIENCE

MARTELL VS SINGLE DISTILLERY

Alone among the great cognac houses, Maison 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.

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 – one of Maison Martell’s carefully selected partner distilleries in the Cognac region. Sharing the same sensorial profile and taste characteristics, these eaux-de-vie blend together in perfect harmony, resulting in an even richer, smoother cognac.

EYE

Rich, clear gold.

NOSE

Intense aromas of plum, apricot and candied lemon.

PALATE

A supremely smooth sensation, in which the luscious fruity notes associated with Martell cognacs are taken to new heights.

SERVING AND FOOD PAIRING

Martell VS Single Distillery’s rich fruity flavours and luscious mouthfeel make it an ideal cognac to enjoy in long drinks or cocktails, including mixology classics such as the Martell Sidecar.

TRUE ELEGANCE LIES
IN PERFECT BALANCE

MARTELL VSOP AGED IN RED BARRELS

Martell VSOP Aged in Red Barrels further explores the ageing dimension of Martell's savoir-faire. Like all Martell cognacs, it is matured exclusively in casks of fine-grained oak, which respect the delicacy of Martell's clear wines.

Uniquely, however, for Martell VSOP Aged in Red Barrels, the Cellar Master selected oak casks already used to age eaux-de-vie, where the influence of tannins is even less pronounced. Known as fûts roux owing to the reddish tinge of their wood, these barrels have reached the perfect stage of maturation for both the oak and the eaux-de-vie, thus allowing for an ideally balanced exchange between the two. Not only are the eaux-de-vie able to fully express their natural fruit aromas, but these blend with subtle woody overtones from the red barrels, resulting in a refined cognac that is an authentic expression of the Martell style.

EYE

Warm copper with glints of gold.

NOSE

Intense aromas of ripe yellow fruit: mirabelle plum, greengage, apricot and vine peach.

PALATE

Luscious fruit notes fuse deliciously with hints of wood and soft spices from the red barrels, creating an impression of elegance and perfect balance.

SERVING AND FOOD PAIRING

Martell VSOP Aged in Red Barrels can be enjoyed neat, on ice or in long drinks and cocktails.





THE AUDACIOUS VSOP COGNAC
FINISHED IN BOURBON CASKS

MARTELL BLUE SWIFT

Martell Blue Swift is a unique spirit drink – the first ever Martell VSOP cognac finished in Kentucky bourbon casks. Encapsulating the pioneering spirit with which Jean Martell founded the House in 1715, Martell Blue Swift also celebrates Maison Martell’s historic ties with the United States: it was the first cognac house to ship barrels across the Atlantic in 1783.

Maison Martell’s signature double distillation of exclusively clear wines produces eaux-de-vie of exceptional purity, which subsequently absorb rich aromatic tones from the bourbon oak casks, resulting in a lusciously smooth and original interpretation of the Martell style.

EYE

Copper with golden highlights.

NOSE

Gourmet notes of banana and caramelised pear introduce the subtle sweetness of vanilla, coconut and spices.

PALATE

A sensation of fullness and generosity with notes of ginger and candied fruit, followed by distinctive hints of toasted oak from the Kentucky bourbon casks.

SERVING AND FOOD PAIRING

Martell Blue Swift can be served neat, on the rocks or with ginger ale, and will also bring a French twist to classic bourbon cocktails.



A REFRESHING
NEW EXPRESSION OF COGNAC

MARTELL NCF - NON CHILL FILTERED

For three centuries, Maison Martell has consistently pioneered new expressions of cognac, but none as refreshing as Martell NCF. Whereas most cognacs are filtered below 0°C, Martell NCF – the House’s first ever non-chill-filtered cognac – is filtered at room temperature with the specific aim of preserving its full potential to unleash irresistibly smooth, intense aromas when served with ice.

Martell NCF is a refreshing experience for men and women who want a modern, sophisticated and deliciously easy signature drink.

EYE

Golden amber with copper highlights.

NOSE

An exceptionally fresh, vibrant style, with sensual hints of apricot jam and vanilla which, after swirling, are enriched with notes of mandarin and pink grapefruit

PALATE

Chilled by the ice, Martell NCF feels sumptuously smooth and velvety, revealing notes of citrus peel, candied fruit and vanilla, which linger into the rounded, well-balanced finish.

SERVING AND FOOD PAIRING

Serve on ice with a mixer – peach or lemon tea or soda water, for example – or simply a dash of freshly pressed orange juice.



MARTELL NOBLIGE



A SUPERBLY STYLISH COGNAC
WITH A CONTEMPORARY TOUCH

Martell Noblige, whose name was inspired by the old French saying “Noblesse oblige”, embodies the exacting standards and unfailing commitment that have been the philosophy of Maison Martell since it was founded. Blended from more than 70 eaux-de-vie from the most prestigious crus, Martell Noblige highlights the woody quality typical of old eaux-de-vie from the Fins Bois terroir.

Characterised by superb style, structure and balance, it is a cognac for those who value authentic savoir-faire and natural elegance, to which its distinctive bottle design adds a touch of contemporary sophistication.

EYE

Dark gold with copper highlights.

NOSE

Abundant fruit notes of pear and prune, exotic hints of vanilla pod and caramelised grape, and a distinctive woody character with notes of myrrh, cedar and fine-grained oak.

PALATE

An elegant, generous structure marrying strength and smoothness. A good length.

SERVING AND FOOD PAIRING

Martell Noblige can be enjoyed neat, on ice or in long drinks and cocktails.

A ROUNDED AND RICHLY
AROMATIC COGNAC

MARTELL DISTINCTION



Maison Martell is renowned for the elegance of its cognacs.

True to this style, Martell Distinction is a rounded and richly aromatic VSOP specifically blended to reveal the complex flavours of fine cuisine.

Its energy and elegance make every ambiance more vibrant, every meal more memorable.

EYE

Amber with copper highlights.

NOSE

Notes of candied fruit and vanilla, as well as aromas of spices like saffron and ginger.

PALATE

A frank, generous attack gives way to a sensation of roundness and sensuality, balanced by a hint of citrus, which is revealed in a long, spicy finish.

SERVING AND FOOD PAIRING

Martell Distinction can be enjoyed on its own, with ice, or a dash of spring water. Paired with food, it reveals its full originality, opening up a new realm of flavours.



AN ICON IN THE WORLD
OF COGNAC AND BEYOND

MARTELL CORDON BLEU



Martell Cordon Bleu was created in 1912 by Edouard Martell, the great-grandson of the founder. Named after the blue ribbon which is an international emblem of excellence, it was destined to be one of a kind: a new quality of cognac to be served in the world's leading hotels and restaurants; a cognac to delight even the most demanding connoisseurs.

More than a century later, it is widely regarded as one of the finest cognacs in the world.

Remarkable for its richness, elegance and finesse, Martell Cordon Bleu is a masterful blend of more than 100 eaux-de-vie. Its lusciously full, floral aromas are the result of rare eaux-de-vie from the small Borderies cru, which represents just 5% of cognac vineyards. Emblematic of the Martell style, Martell Cordon Bleu is not only an authentic expression of the Borderies, but also a symbol of Maison Martell's savoir-faire and attachment to its terroir.

EYE

Deep, golden copper.

NOSE

Vibrant, rich and complex, with aromas of orchard fruit – candied plum and apple – harmonising with roasted notes of mocha coffee, toasted almonds and vetiver. A subtle spicy dimension can be detected in aromas of candied orange, cinnamon, honey and beeswax.

PALATE

An exceptionally rounded, mellow sensation further enhanced by the preponderance of Borderies eaux-de-vie, which lend elegance and complexity. An impressively long finish characterised by notes of fruit and spices.

SERVING AND FOOD PAIRING

Neat or with a splash of water, Martell Cordon Bleu is a natural choice for special occasions. Some chefs recommend it to accompany pasta with truffles, scrambled eggs with morels or chocolate-based desserts.



THE EXTRAORDINARY
NEW EXPRESSION OF AN ICON

MARTELL CORDON BLEU EXTRA

Martell Cordon Bleu Extra is a tribute to Martell's most iconic cognac – a respectful reinterpretation that is also an invitation to explore a classic and discover intriguing new dimensions.

The celebrated smoothness of Martell Cordon Bleu is attributed to the influence of rare, highly sought-after eaux-de-vie from the small Borderies cru, which represents just 5% of cognac vineyards. For Martell Cordon Bleu Extra, Martell has added an especially generous portion of very old Borderies spirits to create an even more sumptuous taste – smooth and sensual, intense and harmonious.

EYE

Amber with mahogany highlights.

NOSE

The initial nose is characterised by delicious notes of tarte tatin and sweet spices (cinnamon). After swirling, notes of dried fruit and nuts emerge – apricot, raisin, cashew and almond.

PALATE

On the palate, Martell Cordon Bleu Extra is round and mellow, with a vivid hint of blackcurrant that makes way for notes of dried fruit and nuts. It is a superbly elegant, balanced cognac with a luscious, lingering finish distinguished by notes of candied orange peel.

SERVING AND FOOD PAIRING

Martell Cordon Bleu Extra is best enjoyed neat or on the rocks.



MARTELL XO

POWER
AND INTENSITY

Martell XO is instantly identifiable for its intense taste and bold, contemporary design.

Blending the power of eaux-de-vie from Grande Champagne with the elegance of the rare Borderies terroir, this prestigious cognac has a bold and charismatic personality, which is reflected in the striking arch of its bottle.



EYE

Golden amber with dark copper and mahogany highlights.

NOSE

A piquant, spicy sensation with notes of black and pink pepper and coriander, rounded out by rich aromas of fig, walnut and sandalwood.

PALATE

Intense notes of fig, red fruit and blackcurrant bud give full expression to the power and finesse of eaux-de-vie from Grande Champagne, leading into an exceptionally long, robust finish.

SERVING AND FOOD PAIRING

Martell XO is best enjoyed neat, on ice or with a dash of water.



HARMONY
IN COMPLEXITY

MARTELL CHANTELOUP PERSPECTIVE



Martell Chanteloup Perspective is a tribute to the Château de Chanteloup, the Martell family estate since 1838. A haven of serenity in the heart of the Cognac region, it is where the Martell family still gather to celebrate their most important events and – true to their enduring spirit of generosity – welcome their special guests.

Martell Chanteloup Perspective is an exceptional blend of 450 rare eaux-de-vie drawn from the four most prestigious cognac crus – Grande Champagne, Petite Champagne, Borderies and Fin Bois – and created in a dedicated cellar on the Chanteloup estate. A supreme demonstration of the Cellar Master's art of blending, it is also the essence of the Martell style, in which the personalities and complexities of different crus ideally complement each other.

EYE

Rich amber with shimmering highlights.

NOSE

Luscious notes of honey and fresh fruit – vine peach and apricot – intensified by candied fruit, notably fig. Notes of dried fruit, almonds and walnuts add the finishing touch.

PALATE

Intense fruity aromas predominate amid an impression of fullness, balance, power and elegance. A lovely lingering finish.

SERVING AND FOOD PAIRING

Martell Chanteloup Perspective is best enjoyed neat to fully appreciate its aromatic complexity.

AN OUTSTANDING EXPRESSION
OF THE TERROIR

MARTELL SINGLE ESTATE COLLECTION



The Martell Single Estate Collection is an invitation to explore the Cognac region in all its fascinating diversity. It offers a selection of outstanding cognacs, each produced in limited quantities not only from a single cru, but by a single domain. This prestigious collection also highlights another dimension of Maison Martell's celebrated savoir-faire: its unrivalled knowledge of the terroir and close relationships with winegrowers.

Each estate was chosen for the quality and character endowed by its location, soil and climate, yielding grapes and, subsequently, eaux-de-vie with a distinctive identity. The owner of each estate contributes the very best from his vineyards, while the Martell Cellar Master selects the most outstanding eaux-de-vie.

DOMAINE DE CHARBONNIÈRE – BORDERIES

The Charbonnière estate, a Martell property, is situated in the prestigious Borderies growth near the village of Cherves-Richemont. The vineyards lie on fertile land that was once marshes. Their deep, heavy clay soils are cool and damp, producing eaux-de-vie whose rare aromatic complexity is underpinned by subtle fruit notes from the presence of limestone. The Martell Cellar Master selected a single, remarkable eau-de-vie that reveals the extraordinary character and richness of this terroir.

TASTING NOTES

With a finesse typical of the Borderies, the nose opens on a complex fusion of plum, peach and candied lemon, with delicate hints of vanilla and clove. On swirling the glass, gingerbread and honey aromas emerge.

On the palate, the attack is rounded with notes of peach, fleshing out into gingerbread, before unleashing a long finish punctuated by notes of candied citrus fruit.



AN OUTSTANDING EXPRESSION
OF THE TERROIR

MARTELL SINGLE ESTATE COLLECTION



VIGNOBLE C. MONGILLON GRANDE CHAMPAGNE VINTAGE 1989

The C. Mongillon vineyard, consisting of 9.5 hectares of vines in 1989, is situated on particularly fertile land in the prestigious Grande Champagne cru. The vines lie at the bottom of the Genté hillside on marly limestone soil, producing grapes and, in turn, eaux-de-vie of exemplary balance and finesse.

The Martell Cellar Master selected a 1989 eau-de-vie to express the full character of this terroir. The year had all the ingredients for a grape harvest of exceptional quality. Favourable weather brought the vines on unusually early, enabling the grapes to reach full ripeness. Exceptionally high temperatures followed by rainstorms helped the fruit swell and grow rapidly. The vines remained remarkably healthy throughout the cycle.

TASTING NOTES

The nose features notes of old walnuts, figs and almonds, as well as more roasted-coffee aromas. The palate displays the rounded, structured balance characteristic of Grande Champagne with intense flavours of dried fruit, walnuts and almonds. A subtle hint of blackcurrant appears at the end, beautifully sustained.



AN OUTSTANDING EXPRESSION
OF THE TERROIR

MARTELL SINGLE ESTATE COLLECTION



VIGNOBLE A. COUILLAUD PETITE CHAMPAGNE VINTAGE 1978

This five-hectare vineyard in the village of Clam at the heart of Petite Champagne spreads out over hillsides between a stream, the Trèfle, and the Seugne river. The chalky limestone terroir holds enough water for the vines all year round, which helps the grapes ripen properly and express their full aromatic potential.

The Martell Cellar Master chose a rare eau-de-vie from 1978 to convey the character of this terroir. The 1978 vintage was a late one owing to a relatively cool, damp spring and early summer. A sunny, dry, late summer and autumn provided good conditions for the berries to ripen with, consequently, a healthy, high-quality grape harvest. The fruit was picked entirely by hand.

TASTING NOTES

The nose is very distinctive with leafy, fruit notes of blackcurrant, candied orange peel, light beeswax and walnuts.

The palate is powerful and well-structured, with prominent notes of blackcurrant leaf lending a slight bitterness while supporting a remarkably long finish.





THE QUINTESSENCE
OF THE MARTELL STYLE

L'OR DE JEAN MARTELL



This exceptional and complex cognac expresses the myriad nuances of over 400 rare and precious eaux-de-vie, some of which have aged for more than a century in Maison Martell's famous Jean Martell cellar. It is distinguished by the union of eaux-de-vie from Grande Champagne and the Borderies, the smallest and most exclusive terroir in the Cognac region, which create a blend of elegance, richness and power.

The jewel bottle, whose shape evokes a drop in which the cognac is enclosed and protected, is the work of master craftsmen from the prestigious Manufacture de Cristal de Sèvres. The hand-blown glass is enhanced with delicate gilded volutes – a timeless design representing the enduring excellence of Maison Martell.

EYE

Intense amber with shimmering mahogany highlights.

NOSE

The freshness of a citrus harmony around bergamot and orange peel, complemented by the fruity overtones of dark berries and blackcurrant. Notes of gingerbread, clove and cinnamon, subtly enveloped by vanilla. Hints of oriental forests with woody notes of oud and myrrh, undergrowth and rancio.

PALATE

A smooth, subtle attack, before the flavours unleash their fullness and intensity. Harmonious notes of blackcurrant and undergrowth encounter gingerbread and orange peel. An impression of strength and structure provided by long-aged eaux-de-vie from Grande Champagne. An exquisite lingering finish with the "peacock's tail" effect that only great cognacs can produce.

SERVING AND FOOD PAIRING

An exceptional cognac to savour neat, for a sensory experience like no other.

