

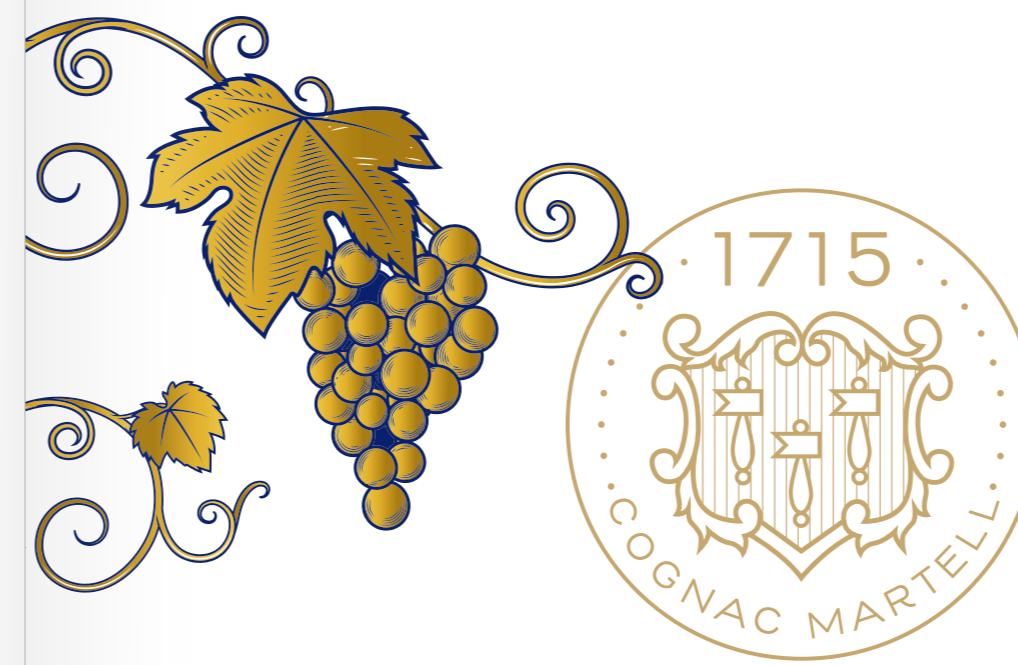


MARTELL VSOP:

A new design that reflects the cognac's unmistakable taste



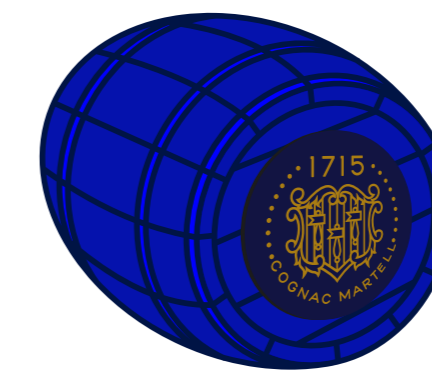
MEDIA RELEASE
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Martell VSOP is the result of an uncompromising savoir-faire, which is defined by ageing eaux-de-vie exclusively in barrels of fine-grained oak.

This elegant and harmonious cognac, exemplifying Maison Martell's approach to ageing, is now being unveiled in a vibrant, new design that is consistent with the House's heritage and legacy of audacity.

Revealed later this month, the new Martell VSOP signature and gift box ensure that each detail – and heritage identifier – is in line with the House's vibrant and contemporary identity. The bottle, inspired by Martell's heritage of craftsmanship, is a modern interpretation of a "montre" – the traditional sampling bottle used for cognac. The swift, featured on the Martell VSOP gift box in the form of a red abstract pattern, is leveraged in a bold and dramatic way. It also appears as an embossed motif in the bottle's glass, designed to catch the light and create a scintillating glimmer that captures the daring, free spirit of Martell VSOP.



ABOUT MAISON MARTELL

The oldest of the great cognac houses, founded by Jean Martell in 1715, Maison Martell is renowned throughout the world for the finesse and elegance of its cognacs, the result of a legacy of savoir-faire handed down through nine generations. Together with a passion for its craft and a profound attachment to the terroir, Maison Martell is defined by the audacity with which it has pioneered new expressions – from the icon Martell Cordon Bleu in 1912 to the trailblazing Martell Blue Swift today.

Fine-grained oak ageing: the epitome of Martell's excellence & savoir-faire

Since 1715, Maison Martell has perpetuated an uncompromising savoir-faire defined by the decision to age its eaux-de-vie exclusively in barrels of fine-grained oak.

This specificity encourages the development of refined, generous aromas throughout the ageing process, exemplified by the lusciously fine, subtle wood aromas of Martell VSOP. The fact that Martell uses fine-grained oak barrels means their tannins are even less pronounced, respecting the delicacy of its eaux-de-vie. The choice of fine-grained oak epitomizes Martell's heritage of excellence and savoir-faire. Fine-grained oak takes much longer to produce (the wood is 180 to 200 years old, compared with 100 to 120 years for a coarser grain), but its tannins are less pronounced – a key factor in the delicate, refined style of Martell cognacs. Martell ages its eaux-de-vie exclusively in barrels of Tronçais-type fine-grained oak in order to subtly enhance their delicate fruit aromas, which are revealed by the House's specific distillation method and perfected by the aging process. Martell VSOP unveils subtle woody overtones in the eaux-de-vie, which enrich the cognac's luscious fruit aromas. It is perfectly balanced and features a remarkable combination of delicacy and aromatic power. Martell VSOP has a design that is immediately identifiable, reflecting the cognac's distinctive personality. It is characterized by intense aromas of delectable yellow fruit – mirabelle plum, greengage, apricot and vine peach – that are harmoniously blended with subtle hints of wood and soft spices from the fine-grained oak barrels. True to Martell's philosophy of pioneering new cognac territories and experiences, Martell VSOP offers an in depth exploration of the influence of fine-grained oak and the House's savoir-faire in ageing.

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