



MEDIA RELEASE
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MARTELL VS:

A contemporary new design
in line with the cognac's
signature smooth blend



**Martell VS is a cognac
that reflects a heritage
of savoir-faire, which
spans over 300 years.**

Unique in the VS category, this supremely smooth cognac is now being unveiled in a vibrant, new design that remains consistent with the House's heritage and legacy of audacity.

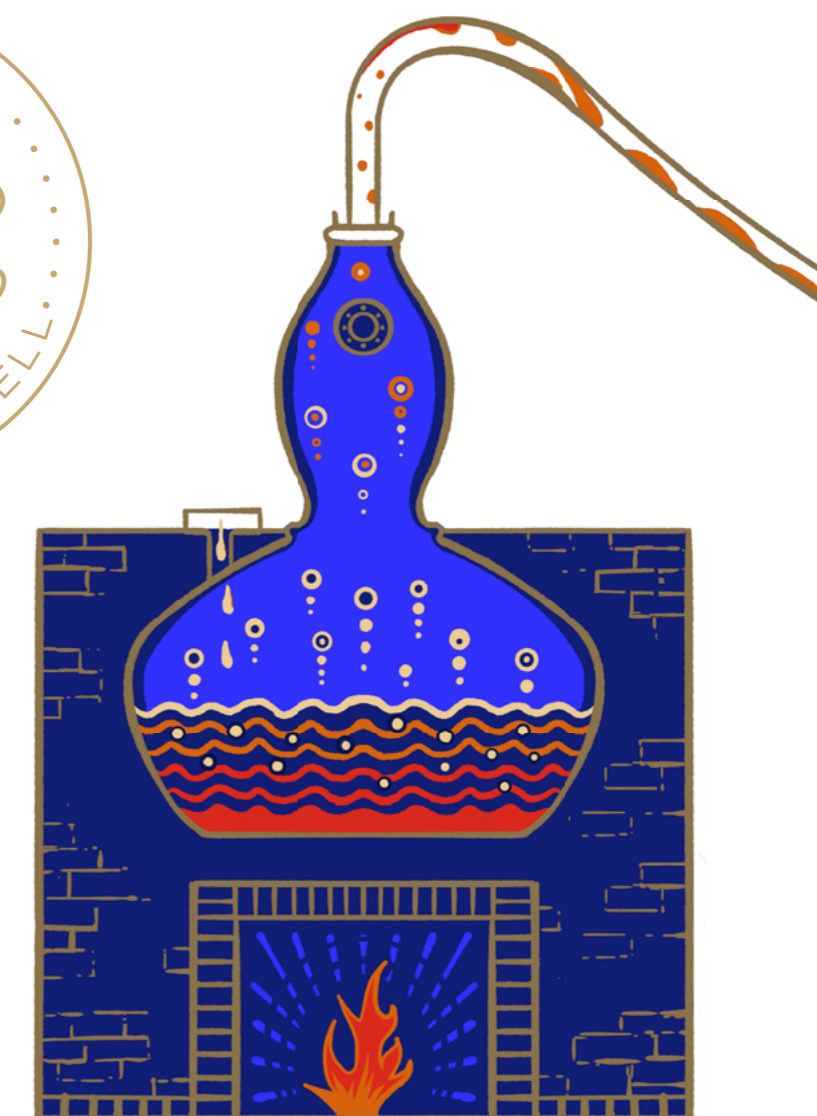
Maison Martell has always been a pioneering cognac house that consistently challenges the status quo in the world of cognac. With Martell VS, the House aims to propose a cognac that stands out in the category thanks to a particularly smooth, distinct taste. This pursuit of excellence also extends to the cognac's design.

Unveiled later this month, the new Martell VS 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 VS gift box in the form of a blue 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 VS.

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.



An unparalleled approach to distillation

With an uncompromising savoir-faire, Maison Martell is the only one among the great cognac houses to double distill exclusively clear wines, from which all sediments have been removed, in order to preserve the authentic fruity aromas of the grapes. This specificity results in the exceptional finesse, elegance and aromatic richness that are hallmarks of Martell's distinct style. As a result, the Martell eaux-de-vie reveal their incredible subtlety and are characterized by a remarkable refinement and delectability.

Martell VS has a design that is easily recognizable, reflecting the cognac's distinctive taste. Gold and shiny, with a certain transparency, it reveals notes of plum, apricot and candied lemon to the nose. These notes soon evolve in the mouth into very fruity, luscious round and sweet aromas. This exceptionally smooth cognac can be enjoyed neat or in cocktails.

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