



MARTELL

COGNAC

FONDÉE  EN 1715

CHANTELOUP
XXO



MARTELL REVEALS MARTELL CHANTELOUP XXO

A supreme expression of the Martell art of blending

A dazzling demonstration of the art of blending, in which 450 very old eaux-de-vie from the four finest cognac crus are united in perfect harmony – that is Martell Chanteloup XXO, the exceptional cognac Maison Martell unveils this autumn. An unprecedented combination of richness and complexity, Martell Chanteloup XXO offers cognac lovers a complete expression of the very best of the Cognac terroir. With this outstanding example of savoir-faire, the oldest of the great cognac houses pays tribute to the legacy of its founder, Jean Martell, whose audacious vision and authentic values lastingly shaped its destiny.





AN ENDURING HERITAGE OF SAVOIR-FAIRE

Martell Chanteloup XXO is named after the historic Château de Chanteloup near Cognac, France, which is the soul of Maison Martell. It is fitting, therefore, that Martell Chanteloup XXO takes cognac lovers right to the heart of the House – not only into the dedicated cellar on the Chanteloup estate where it is finished, but also to the very essence of the Martell art of blending. This legacy of savoir-faire, perpetuated through nine generations,

“Martell Chanteloup XXO embodies a heritage transmitted through nine generations, as the Martell art of blending has been passed on from one Cellar Master to the next. Today, just as I blend eaux-de-vie that were aged by my predecessors, so I nurture eaux-de-vie that will be blended by my successors.”

is today in the hands of Cellar Master Christophe Valtaud, who blends Martell Chanteloup XXO from up to 450 very old eaux-de-vie elaborated by his predecessors – indeed, even the youngest eau-de-vie in this outstanding cognac has been aged for a minimum of 14 years.

CHRISTOPHE VALTAUD,
Cellar Master of Maison Martell



A UNIQUE BLEND OF THE FOUR FINEST COGNAC CRUS

The richness and complexity of Martell Chanteloup XXO represent a significant challenge for the Cellar Master, Maison Martell is proud to combine all four of the most prestigious crus, Borderies, Grande Champagne, Petite Champagne and Fins Bois, in a single cognac. Rising to the challenge with a virtuosity founded on three centuries of savoir-faire, Christophe Valtaud blends the precious eaux-de-vie so that their different characteristics enrich and enhance each other, attaining a perfect harmony. The Martell art of blending is thus defined as the refinement of complexity, and Martell Chanteloup XXO as the culmination of it.

“Since 1715, Maison Martell has cultivated a reasoned audacity and imposed a singular vision. It has also preserved an ancestral savoir-faire in the art of blending, magnificently illustrated today by Martell Chanteloup XXO. More than 300 years after it was founded, I am proud that Maison Martell continues to open the way for new expressions of cognac.”

CÉSAR GIRON, CEO of Maison Martell

AN IMPRESSION OF RICHNESS AND HARMONY

Rich amber in colour, with shimmering highlights, Martell Chanteloup XXO is characterised, on the nose, by luscious aromas of honey, vine peach and apricot, complemented by notes of fig, almonds and walnuts. On the palate, intense fruity aromas predominate amid an impression of fullness, balance, power and elegance, which continues into a remarkably long finish.

Evocative of painstaking craft and attention to detail, the elegant design of Martell Chanteloup XXO underlines the prestige of this exceptional cognac. The sleek curves of the bottle are enhanced by graceful volutes inspired by the wrought-iron gates that guard the entrance to the Chanteloup cellar, while an unusual combination of gold and silver tones hints at the richness and harmony of the cognac inside.

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MARTELL CHANTELOUP XXO

Complexity, refined

Martell Chanteloup XXO will soon be available at a price of 390 euros at the Martell boutique in Cognac and partner distributors worldwide.

THE CHÂTEAU DE CHANTELOUP: *the heart and soul of Maison Martell*

A heaven of serenity in the Borderies terroir, 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 it is 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. The famous Chanteloup cellar, meanwhile, which is accessible to only a select few beyond the Martell Cellar Master, is where the precious eaux-de-vie for Martell Chanteloup XXO are kept.



MARTELL CHANTELOUP XXO

The only cognac to combine all four of the finest crus

BORDERIES

The smallest cru, representing just 5% of cognac vineyards, has been the signature of Maison Martell since it was founded. It is renowned for its delicate, elegant eaux-de-vie, whose aromatic profile is dominated by notes of flowers and candied fruit.

Borderies eaux-de-vie have an ageing potential of 20-30 years.

GRANDE CHAMPAGNE

The eaux-de-vie produced by the chalk-and-limestone soils of Grande Champagne are characterised by their rich aromatic profile with dominant notes of nuts and red fruit. Powerful and structured, they have great length on the palate and an ageing potential in excess of 40 years.

PETITE CHAMPAGNE

The eaux-de-vie of Petite Champagne present aromatic characteristics akin to those of Grande Champagne, and a similar ageing potential.

Notes of nuts and red fruit are complemented by dried fruit.

FINS BOIS

The eaux-de-vie produced by this terroir are known for their freshness and lightness, with an aromatic profile of fresh fruit, including notes of pear and peach.

They have an ageing potential of 10-20 years.



THE MARTELL CHANTELOUP XXO MASTERPIECE

*A unique experience, an exceptional cognac:
the pure expression of the Martell art of blending*

Since 1715, Maison Martell has preserved an exceptional savoir-faire in the art of blending, epitomised today by Martell Chanteloup XXO, in which 450 very old eaux-de-vie from the four finest terroirs in the Cognac region are united in perfect harmony. To accompany cognac lovers in their discovery of this rich and complex blend, the House has created the Martell Chanteloup XXO Masterpiece. This exquisitely crafted, made-to-order trunk represents an experience unique in the world of cognac, which not only gives clients an unprecedented insight into the expertise of the Martell Cellar Master, but also allows them to express their own personal tastes and preferences.





A UNIQUE ENCOUNTER AROUND COGNAC

The Martell Chanteloup XXO Masterpiece opens to reveal, around the centrepiece of the cognac itself, two *montres*, the glass sampling bottles traditionally used in the Cognac region, both of which are personally chosen by the client in consultation with Martell Cellar Master Christophe Valtaud. For the “Montre des Années”, the connoisseur selects an eau-de-vie from among the oldest and most representative vintages of either the Borderies or Grande Champagne. The Borderies, the smallest and rarest cognac cru, has been the signature of Maison Martell since it was founded, while Grande Champagne is the terroir where Christophe Valtaud was born and raised, the son and grandson of winegrowers. The “Montre des Arômes”, meanwhile, is chosen to express the client’s preference for

“The Martell Chanteloup XXO Masterpiece is above all an encounter – an encounter between Maison Martell and cognac lovers looking for a new experience around cognac. It is an encounter, too, of craftsmanship and expertise – between the savoir-faire of Maison Martell in the art of blending and the ancestral skills of the artisans who created this unique piece.”

CHRISTOPHE VALTAUD,
Cellar Master of Maison Martell

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AN OUTSTANDING EXAMPLE OF CRAFTSMANSHIP

Painstakingly crafted by Ateliers Normand, the Martell Chanteloup XXO Masterpiece revisits the traditional codes of trunk-making with its bold, contemporary design, in which the signature blue of Maison Martell is complemented by mirror-polished steel, brass and copper. Each trunk is made to order, individually numbered and personalised by the client after a private consultation with Christophe Valtaud. Six different propositions are offered for the inside, which is finished in natural oak, enabling the cognac lover to choose the colour of the leather-covered panels and Corian® serving space. The finishing touch is provided by a brass plaque engraved with the client's choice of wording. In an accompanying letter, Christophe Valtaud wishes the connoisseur great pleasure in tasting Martell Chanteloup XXO with family and friends.

The moment the client opens the Martell Chanteloup XXO Masterpiece is thus the culmination of an entire experience spanning more than six months, during which regular updates and information are provided by the client's personal Martell contact. By this time, a special relationship has been formed and a one-to-one conversation has afforded a unique insight into the savoir-faire of Maison Martell.

ATELIERS NORMAND

A commitment to craftsmanship

Founded in 1930, Ateliers Normand is renowned for its expertise in prestige outfitting, partnering with leading luxury brands on exceptional projects in France and abroad. It holds the Entreprise du Patrimoine Vivant (Living Heritage Company) label awarded by the French government to distinguish exceptional savoir-faire. Committed to the transmission of ancestral skills, it has established its own centre of excellence where apprentices are trained by master craftsmen in traditional techniques of woodworking and carpentry.

Martell Chanteloup XXO will soon be available at a price of 390 euros at the Martell boutique in Cognac and partner distributors worldwide.

The Martell Chanteloup XXO Masterpiece is available by special order. Price on request.

Contact: chanteloupXXO.masterpiece@martell.com