

Martell Cordon Bleu





MARTELL
Cordon Bleu
**MARKS ITS 110TH ANNIVERSARY
 WITH A NEW DESIGN
 AND A NEW ADVERTISING
 CAMPAIGN**

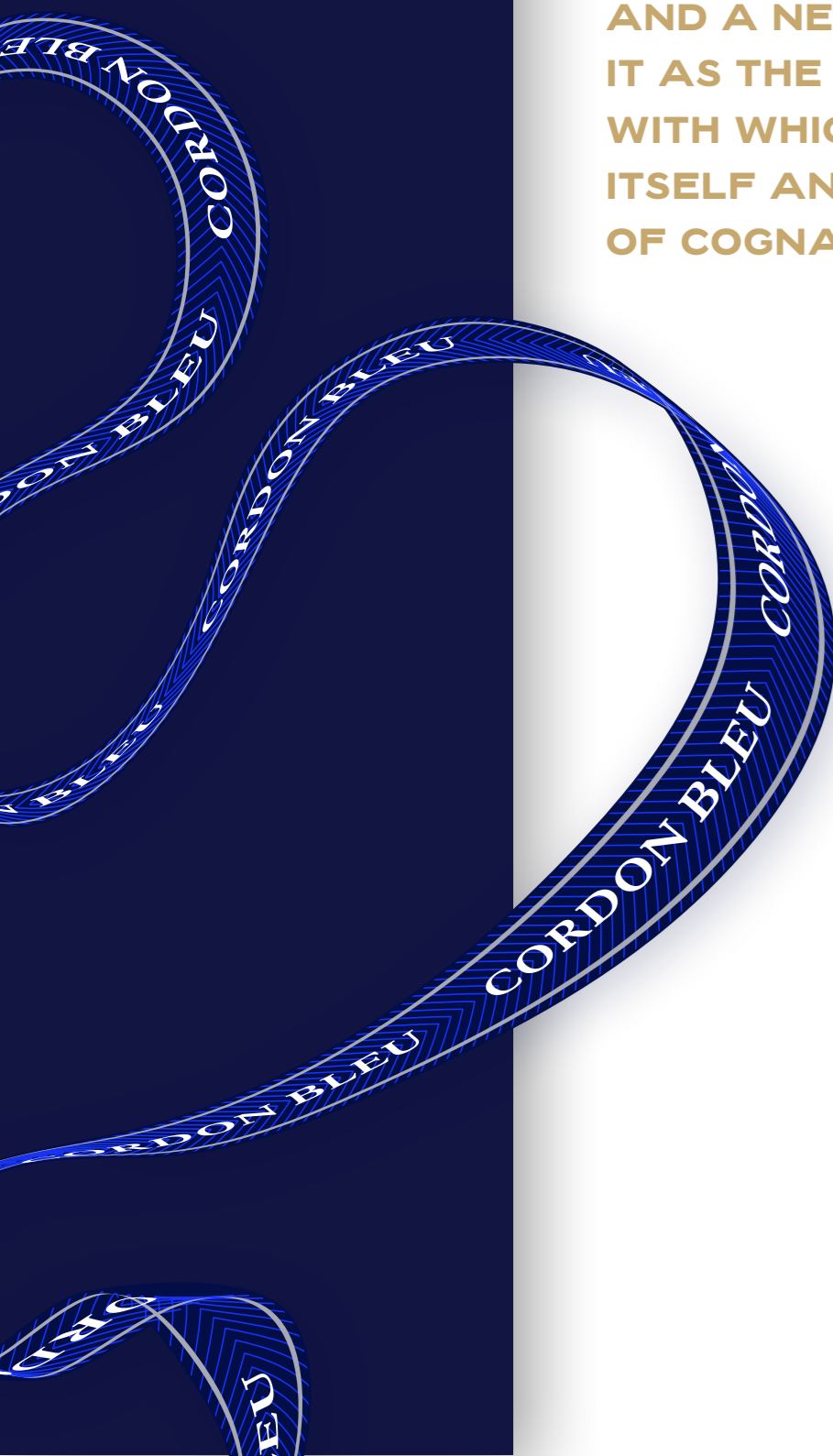
MARTELL CORDON BLEU, THE WORLD'S NUMBER ONE PRESTIGE COGNAC, IS CELEBRATING 110 YEARS OF SUCCESS BY UNVEILING A STRIKING NEW DESIGN AND A NEW ADVERTISING CAMPAIGN, ESTABLISHING IT AS THE ULTIMATE SYMBOL OF THE FREEDOM WITH WHICH MAISON MARTELL HAS REINVENTED ITSELF AND PIONEERED NEW EXPRESSIONS OF COGNAC FOR OVER THREE CENTURIES.



Its legendary blend of more than 100 eaux-de-vie, influenced by the Borderies terroir, is emblematic of the Martell style.



Widely regarded as one of the finest cognacs ever made, Martell Cordon Bleu was created in 1912 by Edouard Martell, the great-grandson of the founder 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, with a unique taste and a bottle which – for the first time – bore a name, referencing the blue ribbon of excellence. Its legendary blend of more than 100 eaux-de-vie, influenced by the Borderies terroir, is emblematic of the Martell style. Instantly identifiable for its richness, elegance and finesse, Martell Cordon Bleu has remained unchanged for more than a century.



A VIBRANT NEW DESIGN ELEVATING TIMELESS ELEGANCE

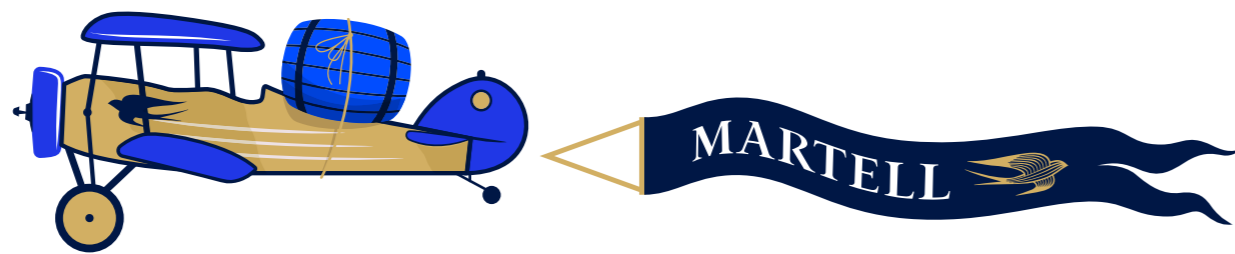
The distinctive Martell Cordon Bleu bottle, which was inspired by the slender *cognaçaises* traditionally used in the Cognac region, has become a symbol of timeless elegance. Today, it is revisited in the same spirit of audacity, with a new design that infuses energy while respecting the continuity imposed by the cognac's iconic status. The heritage cues of Martell Cordon Bleu – the seal of the Martell family and the eponymous blue ribbon – have been reworked with vibrancy and modernity, with plays on different shades of blue creating a sense of dynamism.

**A new design
that infuses
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The swift, the historic emblem of Maison Martell, which expresses the free, daring spirit of the House, appears both as a raised motif on the glass bottle and as a contemporary, abstract pattern on the box. The punt in the base of the bottle has been redesigned with an accentuated curve, evoking the famously round, generous taste of Martell Cordon Bleu. Finally, its name is printed in handwritten letters on the label to emphasise the unique character of this cognac and the almost personal bond it creates with its legions of admirers.

**AN INSPIRING
NEW ADVERTISING
CAMPAIGN**



The contemporary story stars Tony Leung in a scenario inspired by his own life and career, while the historic story features Vincent Cassel in the role of Edouard Martell.



As it debuts the redesign, Maison Martell will also unveil the new Martell Cordon Bleu advertising campaign in China. It stars two actors of international standing, one French, the other Chinese: Vincent Cassel and Tony Leung, both chosen for their free, audacious personality. The film – directed by the Hong Kong-based artist, photographer and filmmaker Wing Shya, a long-time collaborator of Wong Kar-wai – tells two parallel stories.

The contemporary story stars Tony Leung in a scenario inspired by his own life and career, while the historic story features Vincent Cassel in the role of Edouard Martell. The two scenarios are juxtaposed and finally woven together in a forceful evocation of those who challenge convention in order to conquer new horizons – just like Martell Cordon Bleu, which – 110 years on – continues to build its legacy and soar beyond the expected.



“A cognac any cellar master dreams of creating.”



**INTERVIEW
WITH
CHRISTOPHE
VALTAUD,
MARTELL
CELLAR MASTER**

HOW WOULD YOU DESCRIBE MARTELL CORDON BLEU TO SOMEONE WHO HAS NEVER TASTED IT?

It is one of a kind – the most delicate XO cognac in the world, completely unlike any other. The first thing people always say to me about Martell Cordon Bleu is that it has a style, a signature, all its own. In fact, the launch of Martell Cordon Bleu in 1912 represented a landmark for the House, in that it actually defined the Martell style, with those luscious floral and fruity aromas characteristic of the Borderies, the historic terroir of Maison Martell.

The other thing I would say is that Martell Cordon Bleu is approachable: it is a cognac that allows itself to be discovered. In my opinion, that is because it was created not only by the Martell Cellar Master, but also by Edouard Martell, who was a real visionary, intuitively aware of what people wanted. Together, they came up with this extraordinary cognac – a combination of richness, elegance and finesse – which has stood the test of time.



IS IT TRUE THAT THE TASTE HAS REMAINED UNCHANGED SINCE 1912?

Absolutely! We still have a small number – no more than 10 – of the first bottles of Martell Cordon Bleu, and we open one very occasionally, just to be sure that the taste is indeed the same. Actually, something funny happened to me a few years ago at a Martell event in London. A client approached me with a bottle of Martell Cordon Bleu from the 1950s and wanted to know if we had changed the taste in the decades since. I crossed my fingers that he had stored it in the right conditions, because that can obviously have an impact, but I needn't have worried – when we opened the bottle, the cognac inside was unmistakably Martell Cordon Bleu!

IS IT DIFFICULT TO RECREATE THE TASTE OF MARTELL CORDON BLEU YEAR AFTER YEAR?

It's a challenge. At Martell, we pay great attention to all our cognacs, but none more so than Martell Cordon Bleu, for

which we still have Edouard Martell's original, handwritten notes. Our task is actually to recreate an entire sensation – not just the aromas, but the colour, the texture and so on. Quite simply, there can be no variation. Because cognac is made from grapes, there are obviously significant differences between vintages. That's where the art of blending comes in: it allows us to overcome the impact of nature.

Ever since 1912, the signature of Martell Cordon Bleu has been its high proportion of old Borderies eaux-de-vie, but it also contains a significant quantity of Grande

Champagne, which gives it its wonderful length on the palate. Without revealing all our secrets, there is a very specific order in which we create the blend to ensure that the fine, floral Borderies eaux-

de-vie are not overwhelmed by the more powerful ones from Grande Champagne.

“The first thing people say to me about Martell Cordon Bleu is that it has a style, a signature, all its own.”

CORDON BLEU CORDON BLEU



There is also the precise time we allow for the blend to settle before we bottle it. In terms of ageing, we barely use any new oak for Martell Cordon Bleu. Its delicacy comes from the fact that we select so-called “red barrels”, which have already held eaux-de-vie and therefore impart fewer tannins. We have really mastered this savoir-faire with Martell Cordon Bleu.

HOW DO YOU PERSONALLY ENJOY MARTELL CORDON BLEU?

Every which way: neat, on ice, with ginger ale! I have some great memories of meals in Asia when it was served with raw, marinated fish, which really brought out its smooth, fruity facets. Martell Cordon Bleu is also incredible with chocolate – particularly chocolate with orange, which accentuates its notes of candied orange peel.

“With the new design, I feel we’re approaching perfection in capturing what Martell Cordon Bleu represents.”

“This is a taste of France.” We drank it on ice, watching the sun set over the ocean. It was amazing! I truly believe that nothing embodies French style around the world better than Martell Cordon Bleu.

WHAT MAKES MARTELL CORDON BLEU SO ICONIC?

Obviously, there’s the blend, the taste, which has remained unchanged for over a century, but there’s also the bottle, which is completely timeless. We tweak it now and then, but the essence of the design is what it always was, and that is very rare. The first contact with Martell

One of my favourite memories is of a beach holiday with a group of friends. We struck up a conversation with some tourists from the other side of the world, and we ended up inviting them to share a bottle of Martell Cordon Bleu. I said to them:



Cordon Bleu is visual, so for me, it was fundamental to respect that heritage. With the new design, which adds a touch of dynamism, I feel we’re approaching perfection in capturing what Martell Cordon Bleu represents.

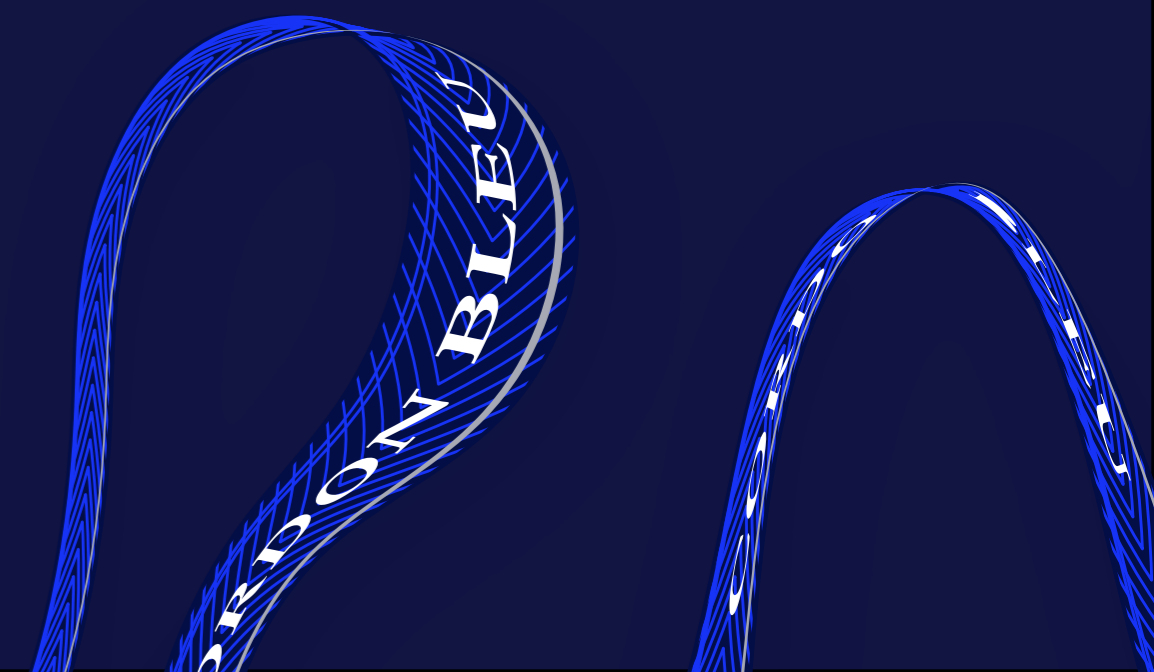
IF YOU HAD THREE WORDS TO DESCRIBE MARTELL CORDON BLEU?

Generous. Martell Cordon Bleu is all about conviviality. It’s a cognac that envelops you in smoothness and richness and warmth, with the result that it brings people together, as it did that day on the beach.

Distinguished. To me, distinction is being elegant without being distant. XO cognacs are often described in terms of complexity, almost of difficulty, but Martell Cordon Bleu is a spontaneous pleasure.

Universal. Any Cellar Master dreams of creating a cognac so universally admired that it remains unchanged for more than a century, and the very fact that I didn’t create Martell Cordon Bleu means I can talk about it more freely. When I think that I tasted this cognac with my grandparents and that, in many years to come, I will still be able to taste it with my grandchildren, I find that really extraordinary, don’t you?

“Nothing embodies French style around the world better than Martell Cordon Bleu.”

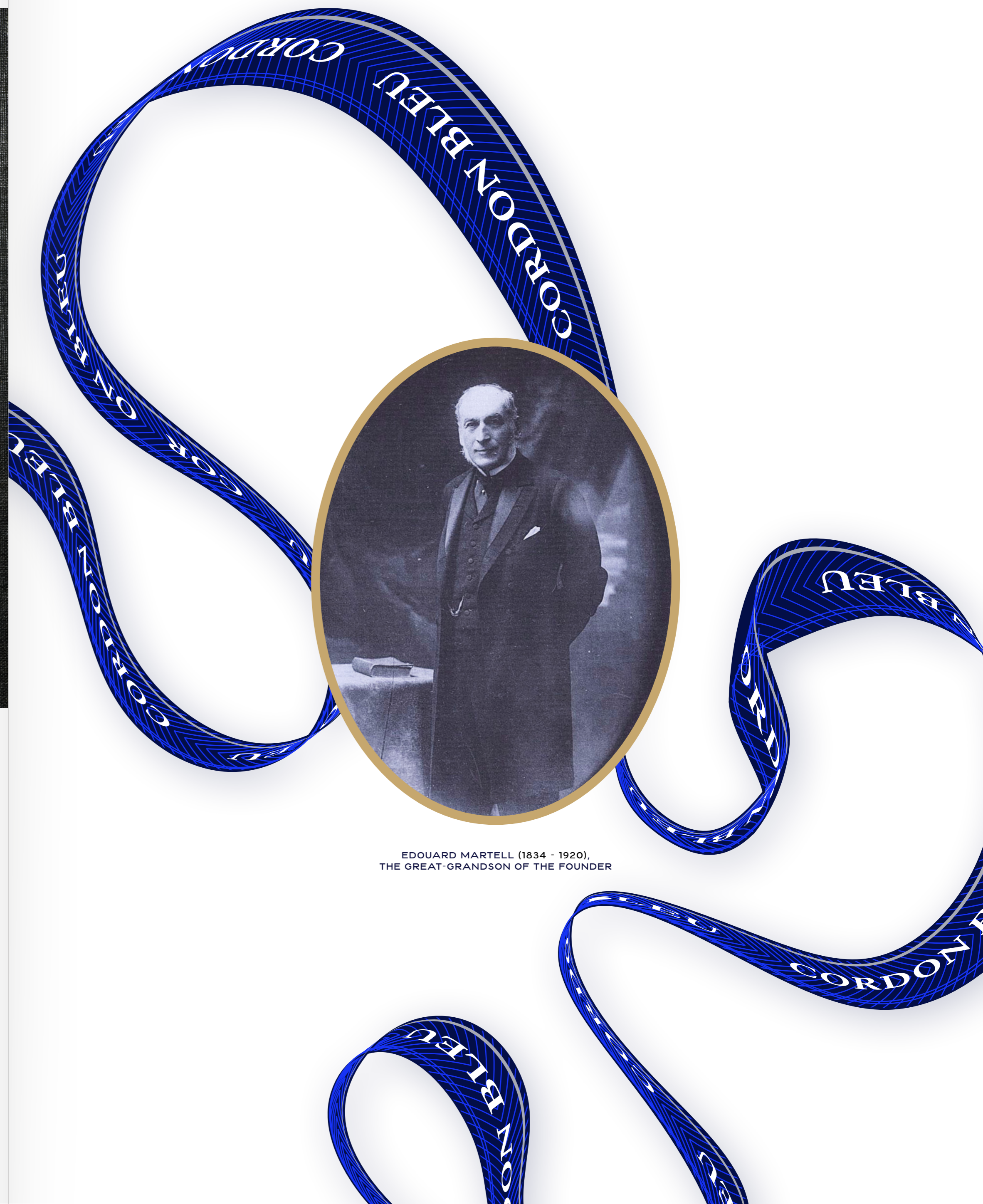




An icon in the world of cognac and beyond

IN THE BEGINNING

Martell Cordon Bleu was created by Edouard Martell, the great-grandson of the founder, and his Cellar Master, Auguste Chapeau. It was to be a new quality of cognac, destined for the demanding clientele of luxury hotels and restaurants, notably on the fashionable French Riviera. Accordingly, it was launched at the Hôtel de Paris in Monaco. Martell Cordon Bleu was an instant success, and its fame spread rapidly across the globe. By 1914, it was being exported to India, with Spain following in 1925, China in 1927, Denmark in 1929 and Korea in 1931.

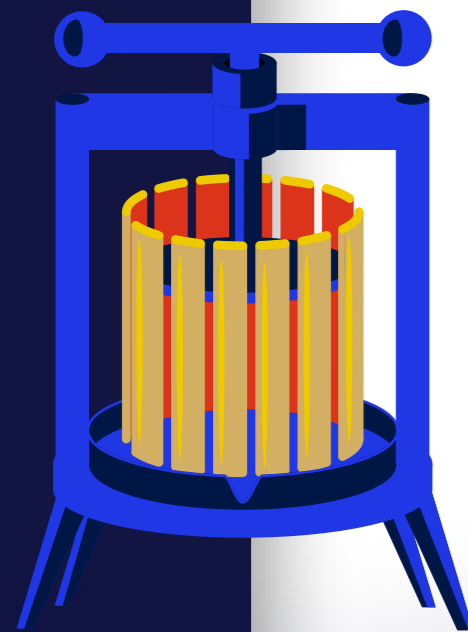


EDOUARD MARTELL (1834 - 1920),
THE GREAT-GRANDSON OF THE FOUNDER



THE FIRST COGNAC WITH ITS OWN NAME

From the start, Martell Cordon Bleu was destined to be one of a kind – so, naturally, it was the first cognac to be given a name, breaking with the conventions of the time, which consisted in simply combining the name of the House with the quality of the cognac. It is thought that the “cordon bleu” (blue ribbon) has its origins in a French order of chivalry founded in the 16th century. However, when Martell Cordon Bleu was launched in the early 20th century, it was perhaps more closely associated with the prestigious Blue Riband, awarded for the fastest Atlantic crossing by a passenger liner.





Reflecting Age and Quality . . .



THIS is an unretouched photograph of glasses containing a little "Cordon Bleu" Brandy.
See how they reflect the shadow of the casks in which it lay, recalling, as you will when you taste it, the fact that it matured in them for thirty-five years.
Life in cask makes the perfect Brandy; the bottle is but a handy means of transferring it to your liqueur glass.

*Martell's
Cordon Bleu*



MARTELL BLUE

Blue has been the signature of Maison Martell since 1848, when it first appeared on Martell bottle labels. It is a reference to indigo, the plant-derived blue pigment which was one of the first products traded by the young Jean Martell on his arrival in Cognac, and also to the fact that the Martells were a family of seafarers.

*Deusdignitas quæ me cependunt, non parva dans le
goût de vous abandonner pour le discepter.
J'ai connu le Cordon Bleu en question, comme mais point
meilleur que les Montreux, si vous en avez couru par la
feuille de papier, ados conditions un peu plus d'ouces vous
pourrions continuer ce petit Commerce, Mais sous mes
goût ne me faut que du meilleur sans Artifice.
Le mal causé aux vignes par la gelée d'elles semaines
d'été j'en suis sûr, mais voilà un vin qui n'est pas
de saison, si peu moins que peu, ce ados les années les vendues
d'été, ont leur offrir ainsi inutilement y. C. J. J. J. J. J. J. J. J.
J'ai l'honneur d'être toujours très sincèrement*

LETTER FROM RACHEL MARTELL TO M. AUGIER,
IN WHICH SHE REQUESTS "THE BEST WITHOUT
ARTIFICE", 18 APRIL 1753

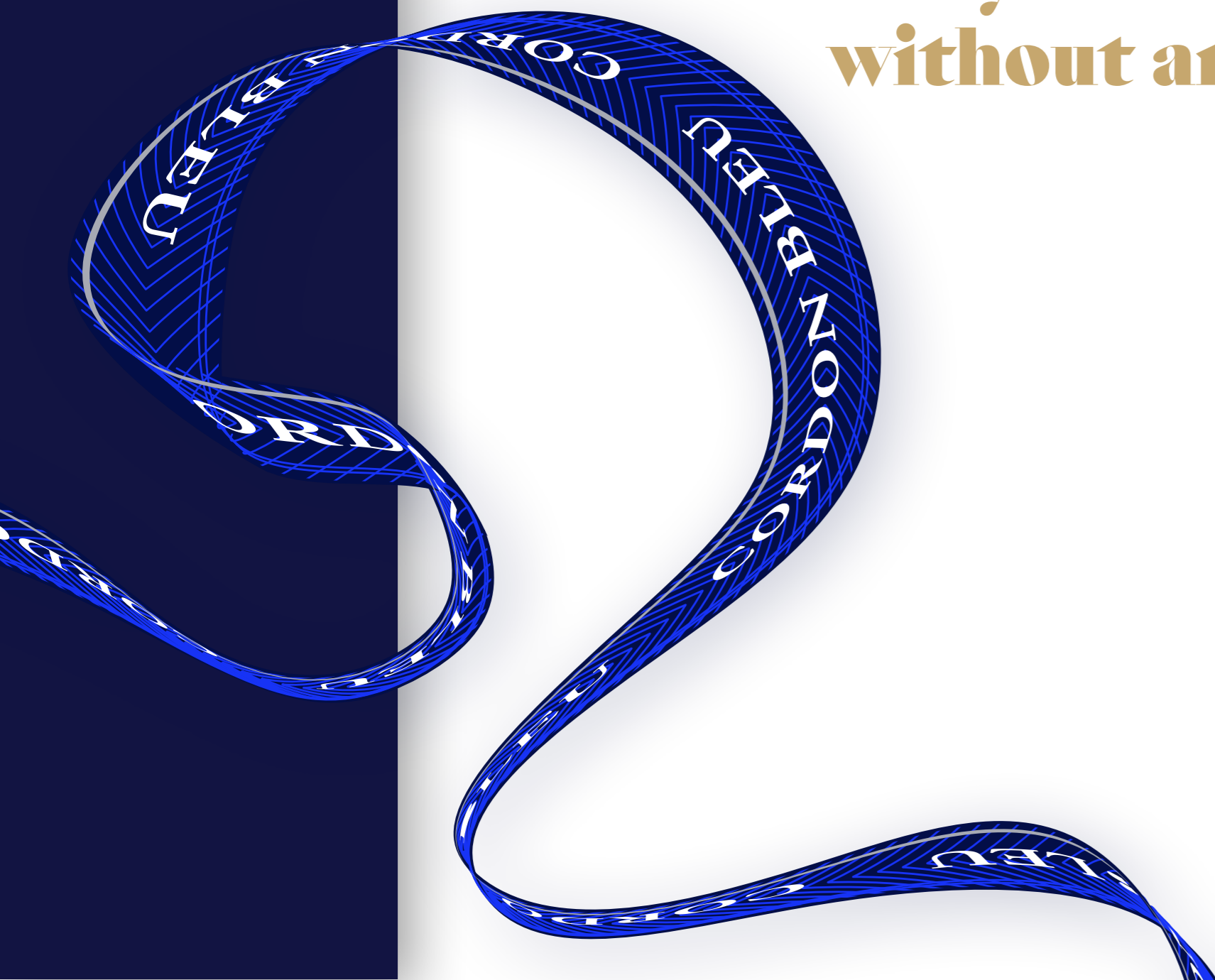


AN ETHOS OF EXCELLENCE

Martell Cordon Bleu is the perfect illustration of the philosophy of Rachel, the wife of Jean Martell, who – when she took over the House following her husband’s death in 1753 – reminded her suppliers that she wanted “only the best, without artifice”. This also applies to the Martell Cordon Bleu bottle, whose sleek lines recall the *cognaçaise* bottle traditional to the Cognac region. The shape has changed little over the years, becoming an icon of timeless elegance and simplicity.

**“Only the best,
without artifice.”**

RACHEL MARTELL



HISTORY

IN THE MAKING

EVER SINCE 1912, MARTELL CORDON BLEU HAS BEEN ASSOCIATED WITH LANDMARK EVENTS AND ILLUSTRIOUS PERSONALITIES, SERVED ON HISTORIC OCCASIONS OR PRESENTED TO WORLD LEADERS AS A SYMBOL OF FRENCH ART DE VIVRE.

1936

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

1948

The first Martell cognac to take to the skies, Martell Cordon Bleu flew from Cognac to London on a Dakota operated by British Nederland Air Services.

1957

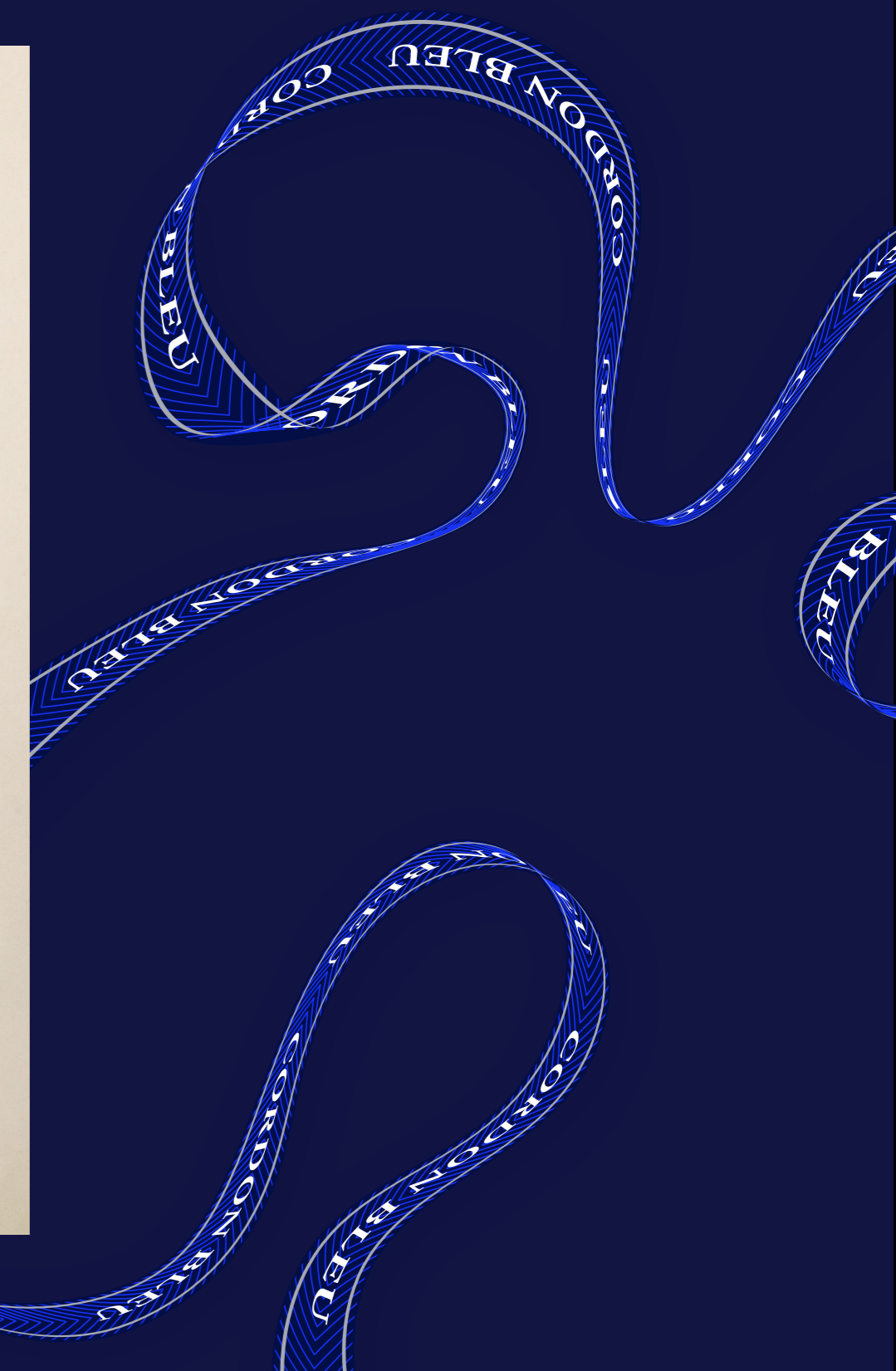
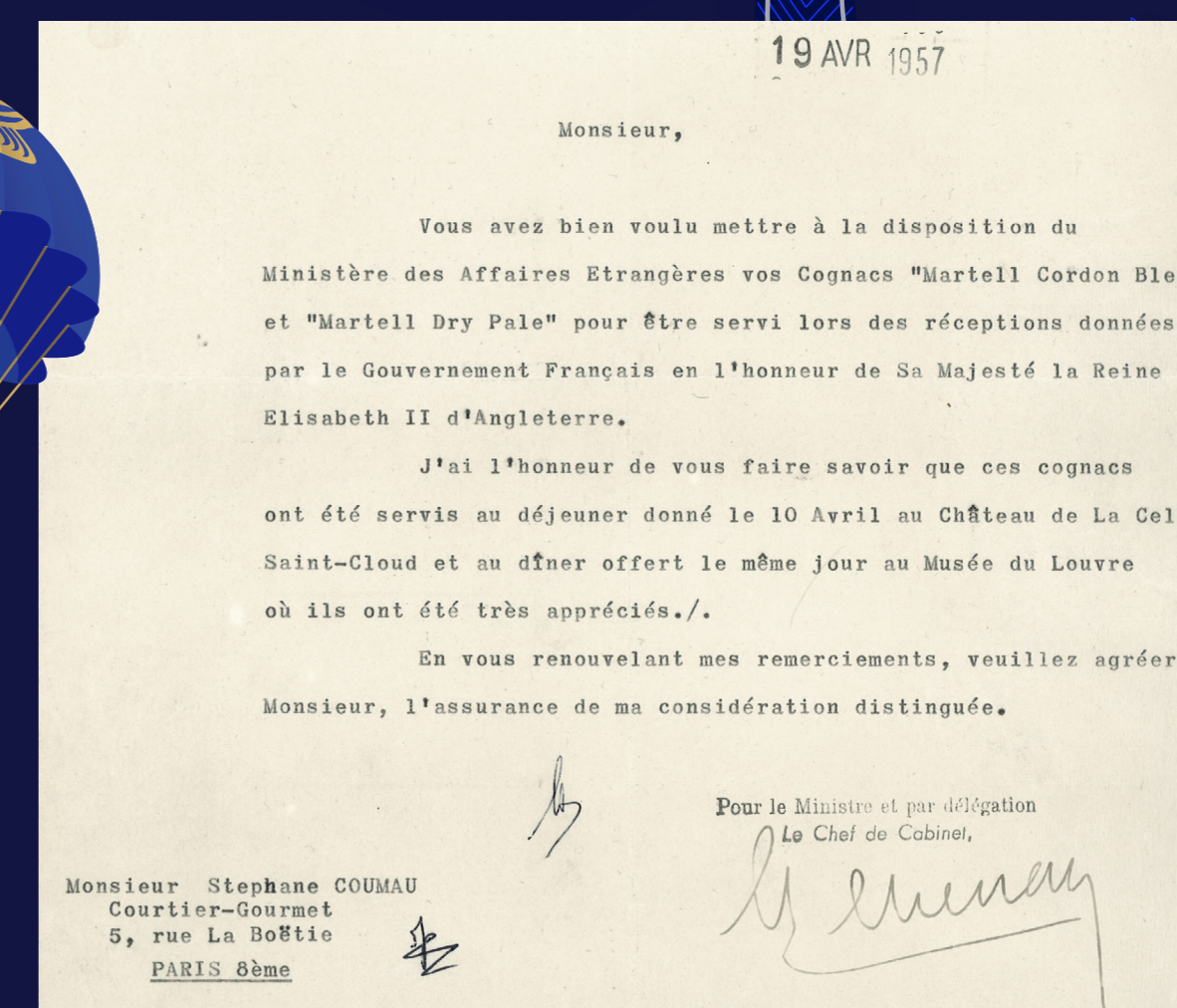
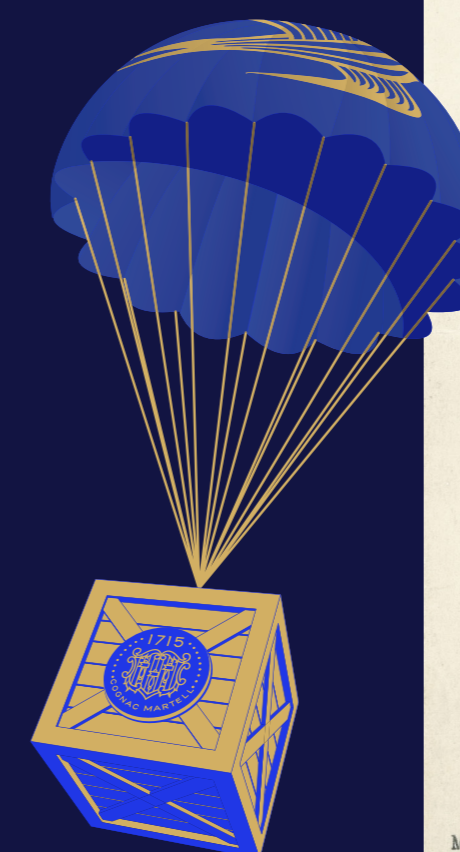
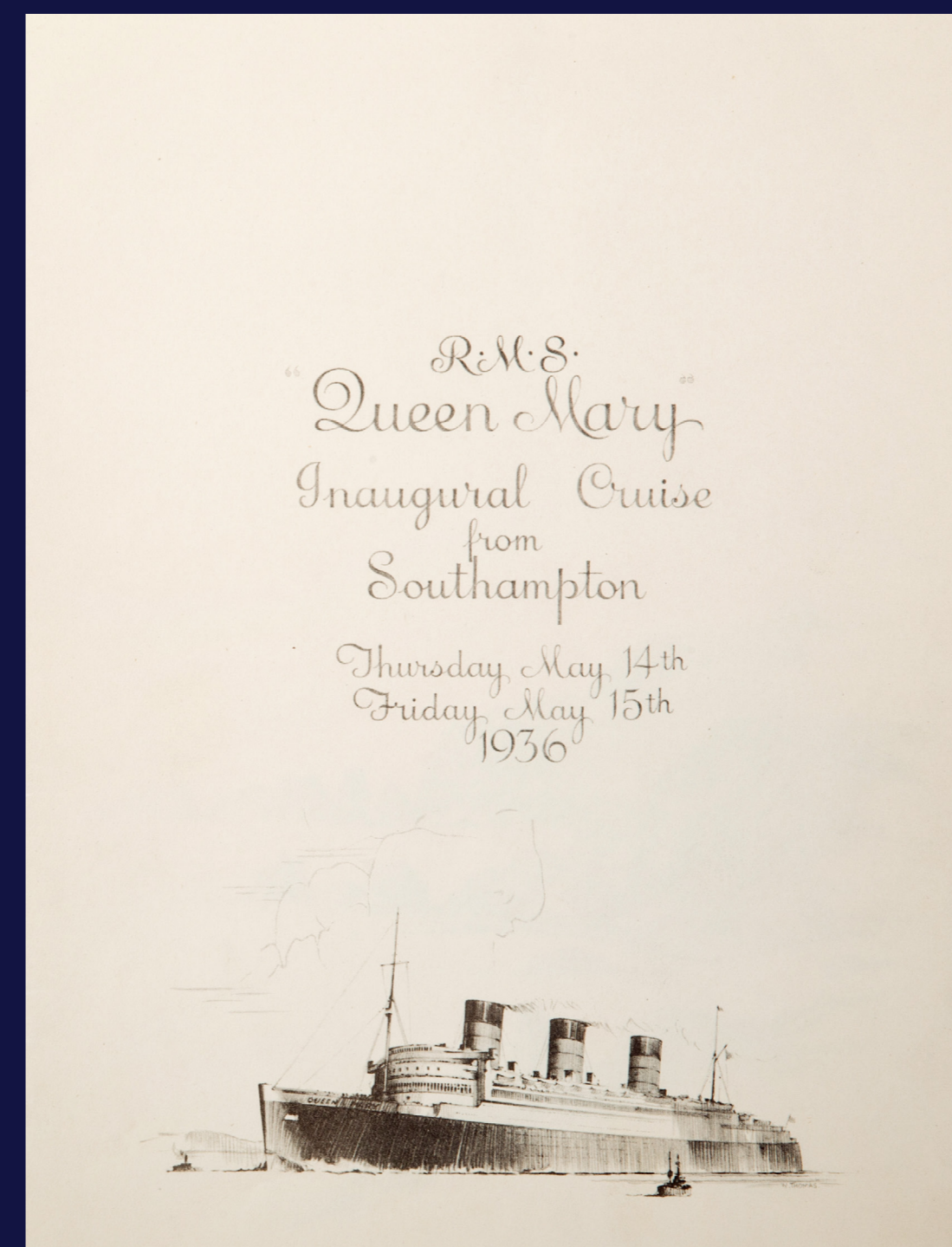
Martell Cordon Bleu was served during a reception at the Louvre in honour of Her Majesty Queen Elizabeth II during her first state visit to France.

1963

President John F. Kennedy was welcomed to the US Embassy in Rome with a glass of Martell Cordon Bleu.

1977

Martell Cordon Bleu was served on the inaugural Concorde flight from Paris to New York.





**INFINITE
INSPIRATION**

To celebrate the centenary of Martell Cordon Bleu in 2012, Maison Martell partnered with Boucheron, one of France's oldest jewellery houses, to create "The Ultimate Jewel" – a unique, one-off bottle crafted from the finest crystal, with a stopper in lapis lazuli referencing the blue of Martell, and the emblematic Martell swift represented in gold with a diamond eye.



MATHILDE DE L'ÉCOTAIS

Since this landmark collaboration, leading contemporary artists have been inspired by Martell Cordon Bleu. Mathilde de l'Écotais evoked its uniquely generous taste with sweeping brushstrokes captured by cyanotype, an early photographic technique which produces vibrant blue images, while Mathias Kiss played on its iconic status by covering the bottle with an antique marble motif in gold and blue.



MATHIAS KISS

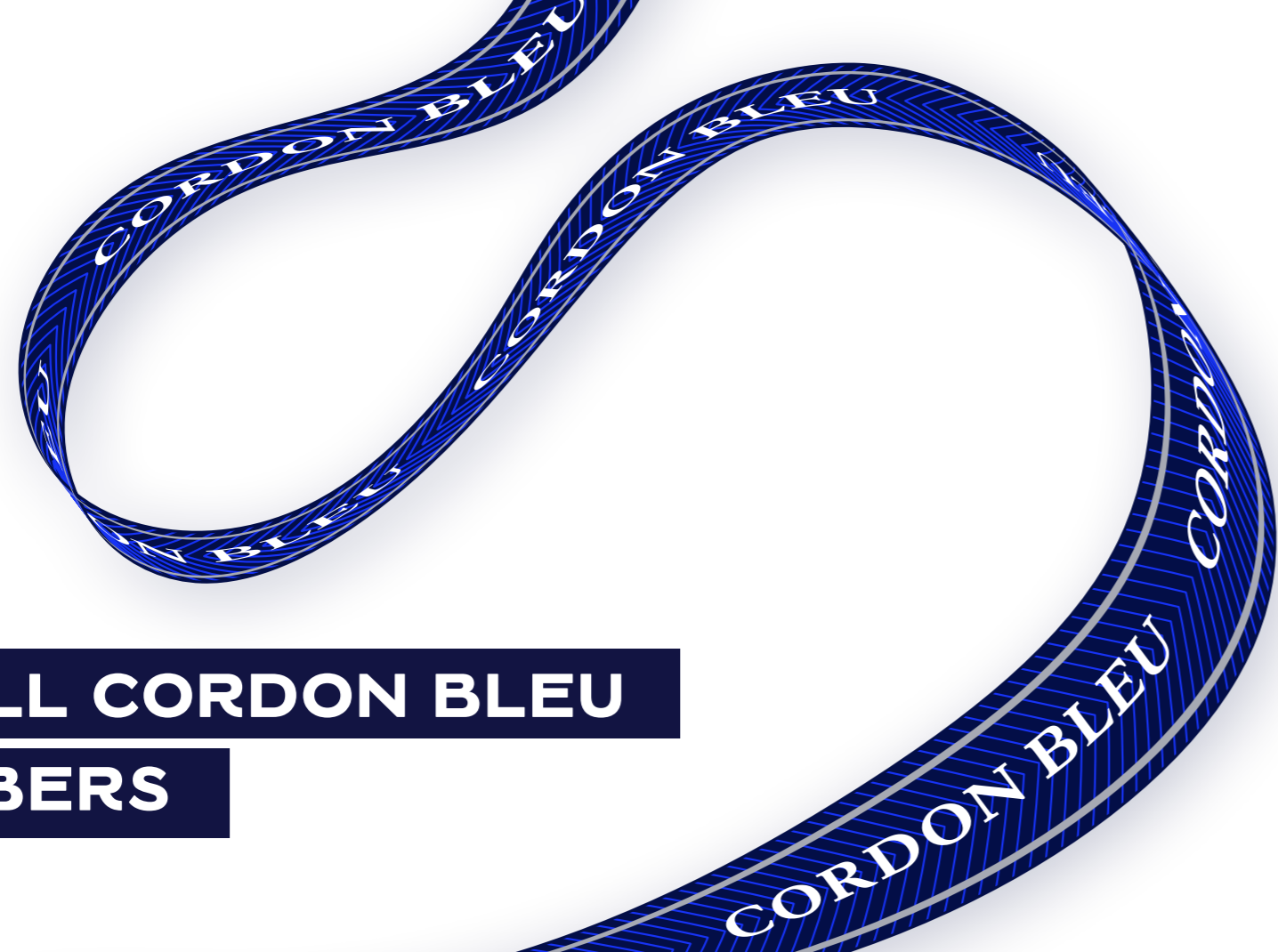


PIERRE MARIE



**Since this landmark
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inspired by Martell
Cordon Bleu.**

Most recently, ornamentalist Pierre Marie recounted the international success of Martell Cordon Bleu in richly detailed images illustrating its epic voyage around the world.



MARTELL CORDON BLEU IN NUMBERS



1912

The year Martell Cordon Bleu was launched – at the glamorous Hôtel de Paris in Monaco.

1 Martell Cordon Bleu is the world's number one prestige cognac.

7 The number of bottles of Martell Cordon Bleu that are sold every minute around the world.

64 The number of countries in which Martell Cordon Bleu is sold.



10

The minimum age of the eaux-de-vie used in Martell Cordon Bleu.

The minimum number of eaux-de-vie blended together to create Martell Cordon Bleu.

100

2

The number of years it took Edouard Martell and his Cellar Master, Auguste Chapeau, to perfect the blend of Martell Cordon Bleu.



The percentage of cognac vineyards represented by the small Borderies cru, whose elegant floral aromas are characteristic of Martell Cordon Bleu and emblematic of the Martell style.

5

110

The number of years the legendary taste of Martell Cordon Bleu has remained unchanged.



MARTELL

COGNAC

FONDÉE  EN 1715



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