



## Maison Martell enters the metaverse

Iconic Cognac House is launching in The Sandbox to inspire creativity

**Cognac, 13 July 2022:** Maison Martell has today announced that it is creating a new immersive experience in The Sandbox, marking the first time that one of the great cognac houses has entered this metaverse open world.

Steeped in over 300 years of history and tradition, the iconic House has always led the way as a pioneer and innovator within the drinks category. Maison Martell is now harnessing the creative potential of the Web3 platform to find new ways of engaging with consumers about its rich heritage and celebrated cognacs.

This new digital world will launch exclusively in The Sandbox later this year and consumers can look forward to discovering a post-contemporary vision of Maison Martell that will immerse them in three centuries of history. For the first time, they will have the opportunity to discover Maison Martell first-hand and unearth the secrets of its famous cognacs, as well as open the virtual doors to the exclusive Martell chateau, a location that has previously been closed to the public. Brought to life through ever-evolving content and enhanced digital theatre, features will include unique games and challenges, a marketplace for limited editions, collectible NFTs and exclusive live events (the details of which will be shared closer to the official launch), which will offer explorers the opportunity to expand their knowledge of Martell savoir-faire.

Furthermore, there will be opportunities to virtually meet iconic figures from Maison Martell, both past and present, including the founder of the House, Jean Martell, his wife Rachel Martell, and current Cellar Master, Christophe Valtaud, amongst others, not just to learn about the passion, skill and craft that runs through Maison Martell, but to empower users with the knowledge to create their own virtual cognacs in the Martell world.

To provide greater access to Maison Martell than ever before, the House is also partnering with gaming community platform Discord to launch a branded Maison Martell server. Offering existing advocates and curious gamers a channel to engage directly with the brand, as well as interact with like-minded individuals, this will be the top destination for those who want to be kept 'in the know' through exclusive news, updates and announcements.

Maison Martell's audacious and generous mindset has been demonstrated throughout its three-century history, from challenging preconceptions around how a luxury cognac business should be run, to creating new expressions of cognac, such as finishing cognac in bourbon casks. Maison Martell is continuing this



tradition with the launch of a digital world which aims to encourage people to embrace the limitless potential of The Sandbox to unlock their own creativity and build unique digital legacies.

The Sandbox is an ever-evolving environment and Maison Martell will be continuously developing and building its world to reflect the bold spirit of the House and the opportunities within Web3, and to ensure that there is always something new for returning users to discover.

César Giron, Chairman & CEO of Maison Martell, said: *“We are delighted to be following in the footsteps of our bold and pioneering founder, Jean Martell, who laid the foundations for the audacious ethos that runs throughout Maison Martell today. We have long been a House that isn’t afraid to push boundaries and challenge the status quo of how things should be done, and the opening of the Maison Martell world in The Sandbox represents a landmark occasion.*

*“As we look towards a future of new beginnings driven by digital innovation, this digital world offers the opportunity to reimagine Maison Martell’s rich heritage by bringing our unique universe to life digitally and allowing consumers to feel more connected to the brand than ever before.”*

Richard Black, Marketing Director of Maison Martell, added: *“We are excited to partner with The Sandbox and open the doors to the Maison Martell brand world in ways that have never been done before. The metaverse environment allows almost limitless creativity and we aim to leverage this to empower the Sandbox community to shape their own virtual legacies - supported by the unique opportunities and benefits that we have specially created for visitors to the Maison Martell virtual world.”*

Maison Martell will be launching in The Sandbox in Q4 2022. Visit [martell.com/en-ww/martell-metaverse](https://martell.com/en-ww/martell-metaverse) or scan the QR code below for more information.



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**CONTACTS**



Visit <https://digitalpressroom.martell.com/press-releases/> for more information.

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### **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 challenged convention to create new expressions of cognac, including the icon Martell Cordon Bleu in 1912. The free spirit of the House is symbolised by its historic emblem: the swift.

[www.martell.com](http://www.martell.com)

### **About The Sandbox**

The Sandbox team is a leading creator of world-building experiences with over 40 senior staff with 10+ years of experience building and maintaining game live operations with millions of players. The Sandbox is a community-driven gaming platform that will allow creators to monetize assets and gaming experiences on a blockchain, allowing them to benefit from their creations. Scheduled for release in December 2020 and building on existing The Sandbox IP that has more than 40 million global installs on mobile, The Sandbox will offer players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize creations through blockchain. For more information, please visit [www.sandbox.game](http://www.sandbox.game) and follow the regular updates on [Medium](#) and [Discord](#).