



## The Taste of Maison Martell : Master mixologist Remy Savage blends savoir-faire with innovation



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For more than 300 years, Maison Martell, the oldest of the great cognac houses, has worked with some of the best experts to elaborate its fine cognacs. This made Remy Savage a natural choice when it came to appointing a Martell Master Mixologist at the end of 2021. A worthy ambassador for Maison Martell and world-renowned for his craft, Savage, dubbed “the world’s most imaginative bartender”, has won countless awards for his work, including International Bartender of the Year and Best New International Cocktail Bar at the esteemed 2022 Tales of the Cocktail Spirited Awards.

Admired for his creative flair, Remy Savage is obsessive about all nuances of flavour and has shaken up the world of mixology and bucked convention for the benefit of all – much like Maison Martell, which has been championing creativity and innovation throughout its history.

In 2019, for example, Remy Savage controversially released a menu of 22 cocktails, each created with just two ingredients. He explained that the idea was to usher in a “radical change” in how flavours are paired; to think instead about what could be removed, thus allowing the hero ingredients to shine and “speak for themselves”. The menu was awarded Best Drinks List at the 2020 Class Bar Awards.

As Martell Master Mixologist, Remy Savage is promoting Maison Martell around the world and creating new mixology experiences, influenced by his trademark excellence; a blend of tradition and originality all his own. He has been developing and hosting mixology experiences both in and outside France, whilst acting as the face of the brand for customers



and Martell’s extensive, global community of bartenders. Commenting on the partnership, Remy Savage mentions that,

**“Cognac has always been one of my must-have ingredients. I particularly like Maison Martell’s cognacs for their versatility and for the House’s rich history. Its expressions are all very delicate and subtle, with a refined taste.»**

Remy Savage brings new mixology experiences to life by developing cocktails that showcase Martell’s cognacs in new, innovative and audacious ways. He developed a collection of signature serves for Martell VS, Martell VSOP and Martell Blue Swift along with new custom glassware. Some of his new recipes include the iconic Blue Swift Sour, which features Martell Blue Swift, yuzu liquor, honey, lemon and egg white and the Fine à l’eau, a mix of Martell VS, verjus, simple syrup and sparkling water prepared in a soda syphon and served with ice in a vintage balloon glass. Starting from the Blue Swift Sour signature drink, he created the “Nigerian Swift Sour”, to suit the Nigerian palettes - a twist on the classic sour.

Remy Savage also worked closely with bartenders in Singapore to create two signature serves that blend Martell Noblige and coffee, satisfying and delighting the local consumers. Additionally, for anyone looking to enjoy the cocktails in the comfort of their own kitchen or bar, Remy Savage has developed at-home versions of the drinks.

In the next months, Remy Savage will embark on an exciting journey around the world to share his love for his signature Martell cocktails – starting with the opening of his new “Bar Nouveau” in Paris’ trendy Le Marais before bringing his creative flair to Lagos Cocktail Week. A world traveller just as much as Jean Martell was, Remy Savage’s attraction to Maison Martell lies fundamentally, in its uncompromising attitude to flavour, consistently showcased over time. Maison Martell ages its eaux-de-vie exclusively in barrels of fine-grained oak, encouraging the development of more delicate aromas. The oak is sustainably sourced from some of France’s most ancient forests, and the barrels are typically crafted from wood between 180 and 200 years old. This specific ageing process, as well as the distillation of exclusively clear wines, represent the uncompromising choices which define Martell’s savoir-faire and the distinctive style of its cognacs.



### About 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.

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