



**Maison Martell announces  
the release of ultra-rare  
L'Or de Jean Martell 1715 -  
Assemblage du Lapin**



January 2023 will see Maison Martell add a second, spectacular new limited release to the Zodiac Edition collection of their most prestigious cognac, *L'Or De Jean Martell 1715. Assemblage du Lapin* has been created as an ode to the Year of the Rabbit in the Chinese zodiac and follows the successful debut release of the *Assemblage du Tigre in 2022*.

The oldest of the great cognac houses, Maison Martell has, for over 300 years, been producing some of the most coveted fine spirits ever created. One of its most celebrated expressions is *L'Or de Jean Martell 1715*, an exceptional cognac named after the House's founder Jean Martell. *L'Or de Jean Martell 1715* represents the quintessence of Maison Martell's three hundred years of savoir-faire.

It is a remarkable and complex blend of 1400 eaux-de-vie, every one of which has attained its aromatic plenitude – its golden age, when it acquires the appearance of liquid gold. These precious eaux-de-vie have been carefully preserved in “Dames-Jeannes”, the glass demijohns traditionally used in the Cognac region, many in the legendary Jean Martell cellar, where Maison Martell's oldest and rarest eaux-de-vie are kept.

Elaborated with the contribution of eight generations of Cellar Masters, *L'Or de Jean Martell 1715* was presented to celebrate the legacy of the House with an exclusive, limited-edition collection.

**This exceptional cognac  
becomes the second collector's  
piece released in the Zodiac  
Edition, celebrating  
Chinese New Year -  
The Year of the Rabbit**





In 2022, Maison Martell launched the Zodiac Edition, the first limited edition of L'Or de Jean Martell 1715, inspired by the Chinese Zodiac and a tribute to the art of blending. In celebration of the Chinese New Year, Maison Martell will add to the L'Or de Jean Martell 1715 Zodiac Collection each year, unveiling an exclusive, individually numbered collection, evoking the character of the year's zodiac animal. This second release, L'Or de Jean Martell 1715 Zodiac Edition – Assemblage du Lapin, marks the Year of The Rabbit, 2023, and is a rich and complex cognac, available for a retail price of 9,000 €.

In *L'Or de Jean Martell 1715 - Assemblage du Lapin*, the Cellar Master preserved the aromatic profile of *L'Or de Jean Martell 1715* and enriched it with rare vintage eaux-de-vie which come from past Years of the Rabbit and give the cognac a certain sweetness, a

**In the palate, *L'Or de Jean Martell 1715 - Assemblage du Lapin* is round, supple and silky all at the same time.**

perfect balance and a wonderful elegance, with even more breadth, completeness and an increased richness and length in the mouth.

Notes range from candied apricots to dried prunes and honeyed fruits. A liveliness appears in the middle of the mouth, as well as a remarkable synergy between subtle notes, ranging from red fruits, to black fruits in syrup; maraschino and amarena cherries. A wood that has been perfectly melted can be detected in the persistent finish. An increased richness and length in the mouth are delivered by a roundness on the nose that starts with acacia honey and notes of chamomile and linden infusions. These evolve into notes of myrrh, represented by its tonicity, floral, fruity and vanilla side. As a result, L'Or de Jean Martell Zodiac Edition – Assemblage du Lapin has all the elegance of the original, combined with greater softness, subtlety and finesse, while its exceptional length on the palate conveys the endurance of the zodiac animal.

**Radiant with golden light and housed in an exquisite crystal carafe, *L'Or De Jean Martell 1715 Zodiac Edition - Assemblage du Lapin* showcases a legacy of brilliance like no other.**

It is presented in a beautiful crystal decanter adorned with gold-painted décor and a crystal stopper shaped in the form of a rabbit which has been crafted by the renowned French Crystal House Manufacture Daum. Each crystal stopper is numbered and requires countless hours of painstaking work by the manufacture's skilled artisans.



# About Maison Martell

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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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