



MARTELL

COGNAC

FONDÉE EN 1715



MARTELL COGNAC AND DAVIDO ANNOUNCE THEIR LATEST COLLABORATION, A RARE AND COLLECTIBLE LIMITED EDITION OF EXCLUSIVE XO

Maison Martell and its international brand ambassador Davido are celebrating their long-standing relationship with an exclusive edition of Martell XO cognac. This exclusive cognac, specially created for and with Davido, is inspired by his vibrant personality and mantra; “we rise by lifting others.”

Pushing the boundaries of collaboration

Martell’s newest cognac was created by Davido—the Nigerian-American singer/songwriter/producer making waves around Africa and the world. Exclusively available in Nigeria, the limited edition will be revealed at an exclusive, star-studded launch event in Lagos on November 7th with a guest list to match both the occasion and the essence of Martell.

Martell Limited Edition XO by Davido revisits Martell’s emblematic XO Cognac, and as Christophe Valtaud explains “it offers a round, smooth and balanced profile inspired by Davido’s personality. The nose is intense, with notes of fig, red fruits and blackcurrant buds. It is round and supple on the palate, its taste marked by fruit paste, cocoa, and vanilla. The remarkable long finish carries notes of candied orange, sweet spices and rancio.”



Released in very limited quantities, each of the 1,200 bottles of Martell XO Limited Edition by Davido features a label designed by local artist Chidinma Mordi. This one-of-a-kind label glows at night and illustrates Davido’s character, lifestyle and international success. The elegant circular patterns stand for community, music and people, layering upward to bring Davido’s mantra—“We rise by lifting others”—to life.

This exciting initiative further cements Maison Martell’s close ties with Davido, whose inspiring success and vibrant personality match Martell’s spirit of audacity and freedom. It follows the release of Davido’s Exclusive Blend in April 2023 to celebrate the launch of his latest album, Timeless.

About Davido

Born in Atlanta, Georgia and raised in Nigeria, 31-year-old Davido Adeleke popularly known as Davido is a singer-songwriter, producer & philanthropist. Davido has earned 30 awards including a MOBO for Best African Act, MTV EMA for Best International Act, three MTV Africa Music Awards, two BET Awards and two Nigerian Teen Choice Awards for “Top Featured Artist” and “Choice Male Artist.” With a rich discography, over a billion global streams and 500 million video views, The King of Afrobeats is truly established as a force to be reckoned with.

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.

