




Les Fûts Uniques de Martell: Maison Martell unveils the first cask program ever launched by a major Cognac house

July 2024: In an audacious initiative, Maison Martell is proud to present Les Fûts Uniques de Martell, a collection of exceptional eaux-de-vie by the cask – the first to offer such an opportunity. The oldest of the great cognac houses, Maison Martell gestures both to the origins of cognac, which was traded in casks until the mid-19th century, as well as to the future, with this pioneering experience. Each year, a new selection of rare eaux-de-vie will be offered as single casks, bottled and shipped to clients in customised packaging, accompanied by exclusive experiences. No eau-de-vie will ever be released twice, making Les Fûts Uniques de Martell, quite literally, a one-and-only cask collection.



A selection of rare eaux-de-vie by the cask

Launching in September 2024, *Les Fûts Uniques de Martell* celebrates Maison Martell's 300 years of savoir-faire and its uncompromising philosophy of ageing. Four precious eaux-de-vie – one cask of each – were chosen for this debut collection by Cellar Master Christophe Valtaud. Drawn from the Réserve Héritage, a special reserve of eaux-de-vie singled out for their quality and rarity, these exceptional eaux-de-vie have aged in fine-grained oak, watched over by successive generations of Martell Cellar Masters. They are now being offered on their own, by the cask, to showcase their exceptional character.



From this special reserve, which represents just 2% of Maison Martell's library of 12,000 eaux-de vie, Christophe Valtaud made a rigorous selection, singling out four eaux-de-vie aged between 27 and 32 years in Martell cellars, and those with a special connection to the House. Each of the four were produced by members of the Martell family or one of the House's most esteemed Cellar Masters. And each comes from the two most prestigious terroirs of Cognac, Borderies and Grand Champagne.

Slowly matured in fine-grained oak casks, these eaux-de-vie have been carefully nurtured by Christophe Valtaud. The Cellar Master has patiently observed and guided the ageing process, tasting the eaux-de-vie each year, ensuring that their aromatic fullness is expressed at a precise alcohol level. For *Les Fûts Uniques de Martell*, the ABV is higher than that of bottled cognacs, offering a truly unique taste experience. The debut collection features four rare eaux-de-vie, each aged in a single cask in a single cellar:

Martell Borderies
27 Years Old (43°, 268 litres)

A pure product of the prized Borderies terroir, this eau-de-vie reveals an airy, floral personality, with luscious notes of blackcurrant and a hint of leather. It was produced by the Firino-Martell family and brought into the Martell reserve by the fifth Cellar Master, Patrick Ragueneau.

Martell Grande Champagne
30 Years Old (48°, 268 litres)

This eau-de-vie was produced by the Firino-Martell family and included in the Martell reserve by the fourth Cellar Master, Pierre Frugier. Rich, fruity notes as well as its power and remarkable long finish make it an outstanding expression of the sought-after Grande Champagne terroir.

Martell Grande Champagne
32 Years Old (43°, 263 litres)

Produced by Maison Martell's esteemed third Cellar Master, François Chapeau, this eau-de-vie was brought into the Martell reserve by his successor, Pierre Frugier. It offers luscious notes of citrus fruit, noble woods and leather – and an aromatic richness characteristic of Grande Champagne.

Martell Grande Champagne
32 Years Old (46°, 265 litres)

This eau-de-vie was produced by the Firino-Martell family and introduced to the Martell reserve by the fourth Cellar Master, Pierre Frugier. True to its origins in the Grande Champagne terroir, it has developed rich notes of dried fruit, nuts and potpourri, and a full, mellow character.



Reflecting the uniqueness of each eau-de-vie...and each connoisseur

Each of the four eaux-de-vie has a unique story to tell as does the client who chooses it. After selection by the acquirer, the chosen eau-de-vie will be carefully transferred by the Cellar Master and his team from its oak cask to a series of elegant *montre* bottles, a contemporary reinterpretation of the glass flasks traditionally used in the Cognac region. Each bottle will be presented in a refined wooden case. The client will be offered an array of personalisation options for the bottles and cases: gold-stamped text on the bottle, cord colours for the neck, nuances of wood and metallic plates for the boxes, and leather finishes for the closure.



A once-in-a-lifetime experience for the dedicated connoisseur

The privileged connoisseur who acquires a cask of *Les Fûts Uniques de Martell* will be invited to enjoy a spectacular three-day experience between Paris and Cognac. It all begins with a soft landing in the city of lights, and an immersion in its pleasures: a Michelin-starred meal and a stay in a palace. Then, it's onwards to Cognac for exclusive access to Maison Martell's history and heritage including a private tasting of the eaux-de-vie with Christophe Valtaud in the Cellar Master's Atelier and a tour of Martell's historic cellars and archives with the House archivist. The connoisseur will also enjoy a gastronomic meal created by three-Michelin-star chef Alexandre Mazzia in the enchanting setting of the Château de Chanteloup, once the home of the Martell family, and where they will spend the night in a luxuriously appointed room. To complete this journey, the connoisseur will finalise their choice of the eau-de-vie as well as all personalisation options during a private rendez-vous with a global brand ambassador at the Château.

It's a unique journey worthy of a unique collection.