

### **Martell Refreshes the Cognac Category with New VS Liquid and Packaging**

- Martell is contemporising the cognac category with a brand new refresh of its VS expression; introducing Martell VS Single Distillery
- Martell aims to drive growth by appealing to younger consumers with a new liquid and modern bottle design, demonstrating a fresh strategy for the brand
- Crafted from a single distillery, for a richer and more intense cognac, the new Martell VS Single Distillery is inspired by the brand's heritage and craftsmanship

Launching in the UK in May 2017, Martell is bringing a contemporary new look to the cognac category with a refresh of its original VS expression. Martell VS Single Distillery (RRP £27.19) is specially crafted from a single distillation source and brings a richer and more intense cognac expression to the Martell collection as well as a new, contemporary bottle design. The modernised packaging and liquid is part of a wider strategy to make cognac more relevant to a younger audience and increase growth by driving new consumers to the category.

Inspired by the iconic bottle of Martell Cordon Bleu, Martell VS Single Distillery is a reflection of Martell's heritage and renowned quality. The new design reinvents the traditional shape of the cognac 'montre' – the traditional sampling bottle used for cognac – whilst retaining Martell's prestigious image.

Magin Trehwella, Head of Marketing (Dark Spirits) at Pernod Ricard UK, explains: "We are hugely excited to be refreshing our VS expression with the introduction of Martell VS Single Distillery, which will invite new consumers to explore the category by providing an up-to-date cognac experience. The new liquid is exceptionally rich and fruity, and further highlights the finesse of the Martell distillation style."



"We are doing more to support the category with this brand refresh by creating real standout against other cognac offerings through a revitalised, modern look and a totally differentiated liquid

concept. We are confident that our new proposition and contemporary bottle design will appeal to a younger audience and help reinvigorate the category.”

Martell is the only cognac brand to double distil exclusively clear wines that have been cleared of all sediments, revealing and preserving the authentic fruit aromas of the grapes which characterises the unique, high quality Martell style. New Martell VS Single Distillery takes this same approach a step further, as each bottle is blended from eaux-de-vie derived from a single distillation source – one of Martell’s carefully selected partner distilleries in the Cognac region.

The result is a richer and more intense cognac expression of the trademark Martell style, complementing the same taste characteristics and eaux-de-vie profile, but with a smoother and fruitier blend. Intense notes of plum, apricot and candied lemon are revealed to the nose, allowing the round and sweet aromas to be enjoyed neat and in long drinks.

Proudly bearing the Martell swift emblem on the bottle, Martell VS Single Distillery’s simple and elegant design is complemented by an artisanal cap with a visible cork and a beige colour paper ribbon, stamped with Martell’s founder signature. The bottle’s textured white label with discreet gold edges is printed with the arms of the House and the signature of its founder, Jean Martell.

Martell VS Single Distillery will be exclusively available in the UK from May 2017 with an RRP of £27.19.

**-ENDS-**

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#### **Notes to editor**

#### **Tasting Notes**

- **Aspect:** gold and shiny, with a certain transparency
- **Nose:** plum, apricot, candied lemon
- **Mouthfeel:** very fruity, luscious, round and sweet

Martell VS Single Distillery will be launched in 70cl and 1L in May 2017, with the rest of the range to follow in September 2017.



Martell, the oldest of the great cognac houses, was founded by Jean Martell in 1715 at the height of French art de vivre, when gastronomy, taste and craftsmanship were celebrated and enjoyed with style. These became the three pillars of the House of Martell and remain intrinsic to the Martell vision today. For three centuries, Martell has produced exported and marketed cognacs which are recognized worldwide for their outstanding quality and finesse, obtained through double distillation of exclusively clear wines and aging in fine-grained oak casks.

#### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,682m in 2015/2016. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Havana Club, Malibu, Lamb's, Kahlúa, Plymouth Gin, Monkey 47, Chivas, Jameson, The Glenlivet, Martell, Perrier-Jouët, G.H. Mumm, Brancott Estate, Campo Viejo, Graffigna and Jacob's Creek. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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