

Rémy Martin celebrates 300-year legacy with 300th Anniversary Coupe launch



Celebrating a 300 year legacy: Introducing the Rémy Martin 300th Anniversary Coupe

Rémy Cointreau Global Travel Retail is continuing its year-long celebrations as the House of Rémy Martin commemorates its 300-year anniversary with the launch of a 300th Anniversary Coupe.

To mark its tricentenary, the House is connecting past, present and future with a year of special activities around the theme 'We Dream Forward'.

According to Rémy Martin, the release of an exceptional cognac “represents the next exquisite milestone”. Available now at selected airports around the world, the 300th Rémy Martin Anniversary Coupe is a testament to the timeless art of cognac perfection. For three centuries the House has combined craft and innovation, passing it forward to build sustainable exception for the future.

Marie-Amélie de Leusse, Chairwoman of the Rémy Cointreau Group, said, “For 300 years, the House of Rémy Martin has shared its knowledge and expertise from one generation to the next. Today, this extends beyond the legacy of the family, and we work as a team with all stakeholders of Rémy Martin to reach sustainable excellence together.

“We have all inherited a responsibility to protect our soils for future generations. By partnering with winegrowers from Grande and Petite Champagne, by mentoring new talents all over the world, we strive to perpetuate this family legacy for another 300 years.”

The 300th Anniversary Coupe is a tribute to the heritage of the House and an invitation to dream forward. This special release has been created by Cellar Master Baptiste Loiseau from the Rémy Martin 'Réserve Perpétuelle', a collection of exceptional eaux-de-vie, exclusively from the Grande Champagne terroir, saved and passed forward by generations of Cellar Masters. Located in the centre of the Cognac region, Grande Champagne is known for the exceptional aromatic quality and aging potential of its eaux-de-vie.

For the 300th Anniversary Coupe, Loiseau has drawn on the previous Coupe of the 290th - itself nourished by the eaux-de-vie from the 275th Coupe - and enriched this work with a collection of harmonious eaux-de-vie from Grande Champagne. His creation is said to forge "an invisible link between past and present, between generations of talent always dreaming forward".

"The perpetual reserve is as much a process as a legacy," Loiseau said. "When a new blend is created, part of it is set aside for future cellar masters. In turn, they will use it for the next Anniversary Coupe. To create the 300th Anniversary Coupe, I have come to enrich this blend with the treasures of our cellars and Grande Champagne terroir, which will be the legacy I leave to the next generation. By reserving some eaux-de-vie from this precious Coupe 300th Anniversary, the story will continue for future generations."

Inspired by the shape of the 250th Anniversary Coupe created in 1974, the glass carafe is enhanced with embossed lines, symbolizing the forward motion of the Rémy Martin Centaur's javelin, the emblem of the House since 1870. The carafe is presented in a bespoke wooden case containing a special note from the Cellar Master and a QR code to access exclusive digital content on www.RemyMartin.com.



The 300th Rémy Martin Anniversary Coupe was toasted and tasted at exclusive dinners in Hong Kong and Singapore

The 300th Rémy Martin Anniversary Coupe made its debut in global travel retail at a series of exclusive dinners in Hong Kong and Singapore, hosted by Baptiste Loiseau. A multi-sensory journey through time, terroir and transmission, VIP guests were invited to experience first-hand the exceptional qualities of the fine cognac, its iconic carafe and dedicated tasting ritual.

The launch is also accompanied by the Rémy Martin Dream Forward Expedition, a series of activations within global travel retail set to take place throughout 2024. The opulent anniversary experience, available in select key airport locations such as Hong Kong, Singapore, Dubai, Paris, London and Frankfurt, among others, will ensure a tailored experience at every touchpoint of the travelling client's journey.

Fida Bou Chabke, CEO, Global Travel Retail, Rémy Cointreau, commented, "As we celebrate Rémy

Martin's remarkable 300-year journey, we honor a commitment that transcends time, a dedication to craftsmanship, tradition and innovation. From the origins of Rémy Martin to the release of the 300th Anniversary Coupe, each milestone reflects our pursuit of excellence. We are thrilled to share this with travelers through the Rémy Martin Dream Forward Expedition, inviting them to join us in savoring the essence of Rémy Martin and to dream forward with us."

The 300th Anniversary Coupe is available in travel retail at selected airports in major cities with a RSP of €2,500 (US\$2,700).