

Press Release

Private Reserve METAXA Orama

A Story about a Future worth preserving

- The launch of Private Reserve METAXA Orama marks a new milestone for METAXA with the transition of the House's Master and a new chapter on sustainability. Konstantinos Kalpaxidis becomes the 6th Master in the history of METAXA succeeding Constantinos Raptis.
- METAXA takes long-term actions to help preserve the future of Muscat viticulture on the island of Samos.
- Through this launch, METAXA aims to further reinforce its position globally into the ultra-premium segment targeting premium brown spirit connoisseurs.

[11/10/2023, Paris] – The House of Metaxa reveals Private Reserve METAXA Orama to celebrate a once-in-a-generation Master transition and a new vision on sustainability for the House.

For the first time in 135 years of history, two Metaxa Masters, the current and the next, collaborate to co-sign a product. This new release of Private Reserve embodies the exceptional and rich METAXA taste coming from its Greek provenance and unique craftsmanship, while affirming an ever-strong commitment to sustainability. **This is the story about a future worth preserving.**

Turning a legacy into a future

METAXA Private Reserve is the first original creation by the 5th Master Constantinos Raptis, revealed in 1992. Symbolically, it will also become the starting point for Konstantinos Kalpaxidis as the new Metaxa Master.

For more than three decades, Constantinos (Costas) Raptis has released Private Reserve once a year, in a single batch, with blends that have reached the perfect peak of their expression.

METAXA Private Reserve is a sophisticated expression of the distinctive style of the House. I create it by bringing together Muscat wines from Samos with fine aged wine distillates and Mediterranean botanicals. The extended period of marriage of all the ingredients together in large oak casks brings out the smoothness and aromatic intensity of this exceptional spirit”, says Costas Raptis.

Like Costas Raptis and all the Masters before him, Konstantinos (Kostis) Kalpaxidis combines the savoir-faire of a Winemaker, a Distiller and a Cellar Master. On top of this, being an Agronomist, Kostis has a scientific background in vine cultivation. He thus brings an additional skill, closely working with the vine growers, supporting, and advising them towards adopting sustainable practices.

“My mission is to continue building on Costas' legacy, and to preserve the craftsmanship and consistency of the unique METAXA creation for the next generation. However, the impact of climate change makes this more challenging. Therefore, my ambition is to produce METAXA in a more sustainable way”, explains Konstantinos Kalpaxidis.

With the passing of the torch, the two Masters build a bridge between Heritage, Craftsmanship, Innovation and Sustainability.

Preserving the natural heritage of Samos

Especially close to the heart of the House and essential to the creation of its spirits, is the lush Aegean island of Samos, the home to the mountainous vineyards that grow sweet and aromatic Muscat grapes. An oasis of pristine nature and biodiversity Samos is ideal for growing high quality grapes.

To preserve this treasured Terroir, alongside the rich biodiversity of the island, METAXA has set up a series of initiatives to support the local vine growers in moving from conventional to sustainable farming practices. Indeed, fostering healthier soils and richer biodiversity is vital for the vineyards now and in the future. **METAXA aims to have all the Muscat grapes it sources from the island sustainably certified by 2027.**

Spearheading this initiative is the “*METAXA Orama Collective*”, a group of vine growers named after the Greek word *Orama* meaning *vision*. Step-by-step, METAXA advises the collective's vine growers in their transition to agroecological practices. The House's own vineyard on Samos, METAXA LIKNON, is leading the movement as it will be certified organic by the end of the year. Furthermore, due to the mountainous nature of Samos, cultivation is done entirely by hand, requiring more time and effort. METAXA's support for these hard laborers extends beyond the technical and educational aspect. The House offers higher prices for the grapes of the Collective, and additional compensation to those who cultivate organically. Ultimately, the goal is to unite the Collective into a stronger community, ready to take on the future.

Private Reserve METAXA Orama

The new Private Reserve Orama will be the first among the METAXA expressions to contain wines from sustainably grown Muscat grapes from Samos.

Its relaunch, as a co-creation between both Masters, will capture this meaningful moment for the House, honouring Costas Raptis' precious heritage and welcoming Kostis Kalpaxidis' promising talent. This new product showcases their combined craftsmanship and desire to offer a more sustainable product.

Moreover, METAXA's commitment to sustainability is reflected in the new packaging. For the relaunch of Private Reserve, the decanter was redesigned to become lighter and its giftbox has become more compact, **thus reducing 10.4% of CO2 emission compared to the previous packaging.**

The perfect reflection of the House's ambition

Private Reserve METAXA Orama targets premium brown spirits drinkers and connoisseurs. It aims to further strengthen the House's position within the ultra-premium segment, as global trends for premiumization are rising. Its taste will particularly delight quality driven 30–40-year-old city dwellers and taste makers, who are conscious about what they consume and highly knowledgeable about what they drink.

Finally, the release of Private Reserve METAXA Orama is the perfect reflection of the House's ambition. It marks the appointment of the next Metaxa Master along with the House's fresh direction, affirming an ever-strong commitment to sustainability, while preserving its timeless craftsmanship.

Ends

Notes to Editors

Tasting Notes

ABV: 40°

Colour: Intense amber

Sense: Dry apricot, dry prune, honey and black raisins

Taste: Black raisins, caramel, mix of peppers

Aftertaste: Very long and rewarding with dry fruit and sweet spices

How to drink

Private Reserve METAXA Orama can be enjoyed after dinner. Its taste is distinctively fruity, mature and accomplished while expertly blending elegant wine distillates, sweet aromatic Muscat wine and Mediterranean botanicals. The liquid's amber colour embodies the warmth and richness of Greece.

Available on [metaxa.com](https://www.metaxa.com).

Recommended RSP 80€

About METAXA

Since 1888, The House of Metaxa is on a journey to offer a one-of-a-kind amber spirit. Born in Greece, from a fascinating marriage between Muscat wine from the Aegean Island of Samos, fine aged wine distillates and aromatic Mediterranean botanicals, METAXA delivers a unique sensorial tasting experience with fruity and sweet yet intense flavours. METAXA is neither a cognac nor a brandy; it defies conventions standing in a category of its own, an invitation to "Taste the Unexpected". In 2000, the House of METAXA proudly became part of Rémy Cointreau. Today, METAXA has established itself as one of the most famous Greek spirits in the world. It is the No.1 'grape brandy' in Europe (IWSR 2022) and is exported to over 40 countries worldwide.

Discover more about "The Original Greek Spirit" at [metaxa.com](https://www.metaxa.com).

About Constantinos Raptis

As the designated keeper of the House's secrets on taste, Constantinos (Costas) Raptis, the 5th Metaxa Master, excels at the arts of selecting, ageing, and blending. He gives life to the extraordinary style of METAXA guaranteeing the continuity of the House's authentic character. Costas Raptis' devotion to METAXA began 38 years ago when he joined the House fresh out of the University of Athens, with degrees in Chemistry and Oenology, and a passion for wine making.

Costas' creations include all the premium and super premium creations: METAXA 12 Stars, METAXA Private Reserve, METAXA Angels' Treasure and the three METAXA AEN editions, in 2008, 2018 and 2021.

About Konstantinos Kalpaxidis

Born and raised in Thessaloniki, Konstantinos (Kostis) Kalpaxidis is a graduate in Agricultural Science. He also holds a Masters Degree in Viticulture, Enology and Wine Economics from SupAgro in France and Hochschule Geisenheim University in Germany, as well as an MBA from ALBA Graduate Business School, Athens. Kostis joined the House of Metaxa in 2016 after having acquired valuable experience in winemaking across Europe. Within his role as the next Metaxa Master, Kostis is leading the efforts of

the House of Metaxa to support the sustainable transformation of the Samos vineyard. In 2022 he signed his first original creation METAXA 5 Stars Greek Orange.

Press inquiries

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Please drink responsibly