



## **Rémy Martin Celebrates its 300th Anniversary with the Reopening of its Historic House in the Heart of Cognac**

*April 11, 2024 - Cognac, France - This year, the House of Rémy Martin celebrates 300 years of exceptional cognacs, along with its rich heritage, savoir-faire, and passion. The Maison is proud to reveal the new look of its historic Cognac site, transformed after three years of renovation. This ambitious project introduces a new era for the House and new experiences for visitors.*

### **Three centuries of heritage, sublimated.**

After three years of renovation, the House of Rémy Martin reopens its historic site in the heart of Cognac. Elevated through the collaboration with local artisans and internationally acclaimed artists, the project was fueled by a commitment to safeguard the heritage of the House, while also embracing its modernity and innovative spirit. This subtle balance between tradition, present, and future is reflected in every space, every detail, and every visitor itinerary, affirming the House of Rémy Martin's determination to (re)position itself as a landmark in the heart of the city.

*"The reopening of the historic Rémy Martin House opens a new chapter in our family heritage. By partnering with winemakers in Grande and Petite Champagne, and sponsoring new talent around the world, we strive to perpetuate this legacy for the next 300 years. It epitomizes three centuries of excellence and savoir-faire handed down from generation to generation, and testifies to our deep attachment to the terroir and those who cultivate it."* Marie-Amélie de Leusse, Chairwoman of the Rémy Cointreau Group

### **A journey to the heart of the historic Maison.**

Each space has its own identity and atmosphere, showcasing the exceptional heritage of the site:

**The historic residence.** The emblematic 19<sup>th</sup>-century building is the perfect backdrop for the history and treasures of the House of Rémy Martin, offering visitors the chance to immerse themselves in 300 years of heritage. Across three floors, visitors are invited to discover the House's evolution in over 500m<sup>2</sup> of scenographic space, featuring hundreds of collector's items. Guests can see everything from the royal



agreement of 1738 to today's CSR commitments, works inspired by the centaur, Rémy Martin's iconic emblem, to the history of LOUIS XIII Cognac and its exceptional pieces revealed by time and its unique know-how.

**Le chai Francis.** Majestic and monumental, this historic cellar features metal architecture reminiscent of Eiffel buildings and houses 20 oak barrels, some of which serve as the backdrop for an immersive 3D mapping experience.

**La cour d'honneur.** Designed by internationally acclaimed landscape architect Louis Benech, the Cour d'Honneur offers a subtle contrast between mineral and vegetation, local (evergreen oak) and exotic essences (from Japan, China, or even Mexico), and brings a touch of nature to this historic site.

**Le Club Rémy Martin.** This reception space embodies French hospitality. Housed in a former wine storehouse, it features a bar, lounge, and several salons suitable for all types of events. Outside of mealtime, the Club can host cocktail parties, meetings, seminars and training sessions.

Unfolding around the elegant central residence, the site is full of surprises, like the rue intérieure's street art, the chai d'Isly and its historic still, the spectacular glass roof overlooking the main courtyard, and the Rémy Martin and LOUIS XIII Cognac boutiques. The new complex is part of a wider project to harmonize some twenty buildings dating from the 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> centuries, as well as former wine storehouses and elegant gardens.

The experience extends beyond Cognac, with the Merpins site and its 32 cellars, so vast that it can be toured by miniature train; the Juillac-le-Coq distillery and its reception room facing the vineyards; and the Grollet family estate, specifically dedicated to LOUIS XIII.

In 2024, the House of Rémy Martin invites the whole world to rediscover its heritage through some 30 different themed experiences and a vast program of activations in every corner of the globe, offering an exceptional perspective on the Maison's past, present, and future. This anniversary anchors the brand in the cultural and economic landscape of Cognac, and consolidates its role in promoting French savoir-faire on the international stage.

*"Our Maison boasts a rich history of hospitality, and we are delighted to be sharing it once again with our customers. Reopening this historic site to mark Rémy Martin's 300<sup>th</sup> anniversary makes the event exceptional. Our roots in the Cognac region run deep, and the work we've accomplished over the past 300 years has established us as ambassadors of a savoir-faire that is as exceptional as it is enduring. The*



*Maison's transformation tells the story of a family history steeped in talent and passion, as well as a deep respect for the terroir and tireless pursuit of an unmistakable Fine Champagne Cognac. We look forward to welcoming you."* Jean-Philippe Hecquet, CEO of the House of Rémy Martin

Book your tour (from May 2<sup>nd</sup>, 2024) on [www.RemyMartin.com](http://www.RemyMartin.com) or call the +33 (0)5 45 35 76 66.  
Opening hours: from Monday to Saturday, 9:00am to 5:00pm.

## **ABOUT RÉMY MARTIN**

Since 1724, the House of Rémy Martin has produced exceptional cognacs. A profound love of the land, a continuity of family ownership and a passionate commitment to excellence has sustained Rémy Martin for three centuries. As a result of its masterful blends, generations of tradition in Cognac and multi award-winning achievements, it consistently appeals to the world's most discerning connoisseurs. Rémy Martin specializes in Cognacs Fine Champagne, including Rémy Martin® XO, Rémy Martin Tercet®, Rémy Martin 1738 Accord Royal®, Rémy Martin Club® and Rémy Martin® V.S.O.P.

## **ABOUT LOUIS XIII COGNAC**

Since 1874, LOUIS XIII Cognac is forever reborn from the precious eaux-de-vie of Cognac Grande Champagne, handed down through generations and artfully blended. Time is the raw material with which this rare spirit is crafted, its essence unwavering.

Guided by Cellar Master Baptiste Loiseau, LOUIS XIII is the symbol of an enduring bond with Nature and Terroir, strengthened by the patina of age. Each drop is a living legacy, each decanter a celebration of visionary minds and human hands that shape the future by making a mark on tomorrow, today.

Think a century ahead.

For additional information, visit [www.RemyMartin.com](http://www.RemyMartin.com) and [www.Louisxiii-cognac.com](http://www.Louisxiii-cognac.com)

**PLEASE DRINK RESPONSIBLY.**