



## **RÉMY MARTIN CROWNS THE GLOBAL WINNERS OF ITS 300TH ANNIVERSARY BARTENDER TALENT ACADEMY COMPETITION IN COGNAC**

**Cognac, 20<sup>th</sup> September 2024.** The House of Rémy Martin is thrilled to announce the winners of the Rémy Martin Bartender Talent Academy competition, a celebration of 300 years of mixology with the Centaur brand, and 300 years to come.

This week, 24 bartenders from the four corners of the world competed in the final of the Rémy Martin Bartender Talent Academy competition in Cognac. The bar was set high, but 3 extraordinary talents emerged: Marek Novak from Grand Hotel Oslo in Norway in 1<sup>st</sup> place, closely followed by Ellen Xu from Chimney in Hangzhou, China, in 2<sup>nd</sup> place and Matthis Verhaeghe, representing Benelux, from Bar Ran in Bruges in 3<sup>rd</sup> place.

The event took place after several months of competition. Since April, 300 bars around the globe have been showcasing their creativity with customers through innovative creations crafted with Rémy Martin Cognac Fine Champagne as part of the 300 years anniversary of the House.

### **A CHALLENGING CONTEST FOR AN EXCEPTIONAL ANNIVERSARY**

The thread for this 300<sup>th</sup> anniversary edition, which attracted the world's most talented bartenders, was the past, present and future: a celebration of timeless excellence, the fruit of a perpetual blend of ancestral wisdom and bold creativity since 1724.

Contenders were invited to concoct two cocktails for an exceptional jury, including international bartenders Steve Schneider, Shingo Gokan and Demie Kim - a Rémy Martin Bartender Talent Academy finalist in 2019 - as well as key on-trade and internal experts from the House of Rémy Martin and the Rémy Cointreau group: one simple and tasty long drink starring Rémy Martin VSOP and one iconic neo-classic cocktail featuring Rémy Martin 1738 Accord Royal, Club or VSOP. Two liquid legends in the making.

The new long drink starring Rémy Martin VSOP had to be refreshing, balanced and easy to produce at home using as few ingredients as possible (maximum 3, not including garnish), while the neo-classic iconic cocktail featuring Rémy Martin 1738 Accord Royal, Club or VSOP had to be balanced and flavoursome - a craft recipe in any style incorporating exciting and alternative ingredients reproducible by professionals.

Participants were rated on a rigorous set of criteria including the name and description of the drink, the technicity and appeal of the cocktail (glassware, garnish, overall design), its aromatic and flavor balance, respect and presence of Rémy Martin Cognac and creativity in line with the theme. Bonus points were awarded for extraordinary initiative, such as a sustainable angle or innovative service ritual.

### **THE RECIPES OF THE WINNERS**

The 300<sup>th</sup> anniversary Bartender Talent Academy competition was a pure demonstration of exceptional skill, outstanding creativity and passion for excellence. Today, Rémy Martin is unveiling the recipes for three cocktails crafted by the winners that can be reproduced at home.

#### **1. THE "FRAISE RÉMY" BY MAREK NOVAK**

##### **Ingredients:**



- 40 ml Rémy Martin VSOP
- 20 ml Strawberry cordial
- 100 ml Vanilla cream soda
- Garnish: Strawberry

**The recipe step by step:**

1. Stir Rémy Martin VSOP with Strawberry cordial to cool it down
2. Pour into highball glass with ice and top up with vanilla cream soda
3. Garnish with a strawberry

**2. THE “RÉMY-COCO” BY ELLEN XU**

- 40 ml Rémy Martin VSOP Drip Coffee Float
- 120 ml Coconut water
- 2 dashes Cocoa bitter
- Garnish: Spent Coffee Grinds Saccharum Grinds, Lime

**3. THE “TERRE À NOUS” BY MATTHIS VERHAEGHE**

- 45 ml of Rémy Martin VSOP cognac frozen
- 10 ml Pedro Ximenez sherry 30 years old
- 100 ml Christian Dourin dry cider
- 2 dashes absinthe

**RÉMY MARTIN 300<sup>TH</sup> ANNIVERSARY: WE DREAM FORWARD**

Born in 1724, the House of Rémy Martin is celebrating 300 years of exceptional cognac-making this year. To mark its tricentenary, the House has been connecting past, present and future with an array of events around the theme ‘We Dream Forward’. For three centuries, the House has been combining craft and innovation, passing it forward to build a sustainable exception for the future. The 300<sup>th</sup> anniversary edition of the Rémy Martin Bartender Talent academy competition pays tribute to the finest talents in the art of mixology of yesterday, today and tomorrow.

**ABOUT RÉMY MARTIN**

Since 1724, the House of Rémy Martin has one dream: to produce exceptional cognacs. A profound love of the land, a continuity of a visionary family ownership and a passionate commitment to excellence sustain Rémy Martin for three centuries. As a result of its masterful blends, generations of heritage and know-how 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. For additional information, visit [www.RemyMartin.com](http://www.RemyMartin.com).

**PLEASE DRINK RESPONSIBLY**