

Martell Maison continues to raise the bar for commemorative products

By **Jas Ryat** on January, 28 2020 | Spirits & Tobacco



To celebrate its 40-year partnership with CDFG and show its commitment to valued retail partners, Martell released Martell Legacy Release Limited Edition

With the launch of Martell Legacy Release Limited Edition, esteemed cognac house, Maison Martell, continues to lead the way for innovative and culturally meaningful collaborations. To celebrate its 40-year partnership (1979-2019) with China Duty Free Group (CDFG), the team produced the exclusive bottling, which is a unique limited edition of the luxurious Cordon Bleu.

Honoring Maison Martell's tradition of generosity, *savoir-faire* and attachment to the signature terroir, the legendary Martell Cordon Blue is paired with a 40-year-old blend of eaux-de-vie sourced exclusively from the Borderies, the smallest of France's Cognac crus. This treasure of the 1979 harvest will allow cognac connoisseurs to appreciate the rich and rounded characteristics associated with this region.

To engage enhance consumer engagement with travelers in China, the release was promoted via targeted digital communications, an interactive activation and bespoke branding and displays in airports. The educational gamification experience allowed shoppers to explore the craftsmanship, expertise and emotion of Maison Martell's signature blend and offered the opportunity to win a visit to Château Chanteloup, the spiritual home of the Martell family since 1838.

Deepa Doreswamy, Global Brand Director, Cognac & Champagne at Pernod Ricard Global Travel Retail comments: "The travel retail channel allows us to connect with thousands of travelers every day and so it is imperative that our products are innovative and culturally meaningful in order to capture their attention.

Our close relationships with retail partners enable a truly collaborative approach to achieving this and henceforth we are always looking for ways to highlight these valued partnerships, in this instance by

commemorating this momentous anniversary for China Duty Free Group.”

Charles Chen, President, CDFG, adds: “The stunning Martell Legacy Release Limited Edition is a fitting way to mark this significant milestone for China Duty Free Group.

As we enter our 40th year of operations, we can reflect on the partnerships and relationships that have helped to cement our position as one of the world’s leading travel retailers and Maison Martell has always supported us on this journey. We look forward to the next chapter in this special relationship, working together to bring travelers from across the globe the most premium and prestigious Cognacs available.”

The special release is available exclusively in China Duty Free locations in ten key airports across the China region including Beijing, Shanghai and Shenzhen.