

Remy Martin Coupe Shanghai 1903 unveiled at Singapore Changi Airport

By **Ryan White** on December, 19 2013 | Spirits & Tobacco





Rémy Cointreau Global Travel Retail and DFS have this month unveiled Rémy Martin Coupé Shanghai 1903, the first expression in the new Collection Héritage, at Singapore Changi Airport.

Rémy Martin Coupé Shanghai 1903, which was previewed at TFWA World Exhibition in October, will remain exclusive to DFS at Changi until the end of December when it will be showcased in other carefully selected airport locations around the world.

The Collection Héritage consists of limited edition 70cl decanters of fine champagne Cognac of the “Extra” caliber which have been crafted from the finest eaux de vie in the house’s cellars. Each one pays tribute to a key landmark in the history of the House of Rémy Martin.

Peter Sant, Managing Director, Rémy Cointreau GTR: “It is fitting that Singapore Changi should be the first airport to showcase Rémy Martin Coupé Shanghai 1903. Singapore was not only an important staging post on the trade routes between Europe and Asia in the early 1900s, but it also remains today a pivotal element of the air transport networks in the region and DFS is one of our key partners.



“Coupé Shanghai is an intense spirit evoking bygone days which we expect to appeal enormously to Asian consumers,” Sant continues. “We look forward to sharing it with other outlets in the region from January.”

The Rémy Martin cellar master’s handwritten notes of 1903 record a Coupé Shanghai, the first special blend created for a particular market, which was an exceptionally powerful, intense spirit, heavy with spice, as befitted a cognac destined for the Orient.

In the early 1900s Rémy Martin was not only being exported around the globe but was being served to passengers onboard luxury steamships bound for the Far East. Shanghai, the “Paris of the Orient” where east met west, was in those days a center of commerce, adventure and excitement and a favored destination among European travelers.

Today, to pay homage to the original Coupé, Cellar Master Pierrette Trichet has created an exceptional new blend, Rémy Martin Coupé Shanghai 1903 of the Collection Héritage, which is presented in a luxurious red and gold gift box lined with cream satin.



This first expression in the Collection Héritage is an incomparable blend which is described by Pierrette Trichet as “very intense with notes of almonds, leather, dried fruits and flowers; the blend is ample and powerful and the length is extraordinary.”

Rémy Martin Coupe Shanghai 1903 (40% ABV) is presented in an elegant carafe topped with a silver cap. This refined creation nestles in a sumptuous red gift box that also serves as a display case. Resting inside the gift box is a booklet telling the story behind this unusual carafe and identifying it by a unique number.

Rémy Martin Coupe Shanghai 1903 has been launched as a travel retail exclusive and will retail at US\$600 (450 Euros).

For more product information please consult www.remy-cointreau.com.