



4th January 2012

Rémy Martin launches Mature Cask Finish VSOP

Rémy Martin, has announced a new expression of its iconic VSOP exclusively for the European market - Rémy Martin VSOP Mature Cask Finish. Made using the same high quality blend of eaux-de-vie and the same period of aging as Rémy Martin VSOP, the mature cask finishing process has been developed to produce a well-rounded, smooth Cognac with enhanced fruity notes. Rémy Martin VSOP Mature Cask Finish is also presented in new packaging.

The new finishing period, in which the eaux-de-vie spends one year in Limousin mature oak casks that are over 20 years old, enhances the peach and apricot notes due to the small size of the casks amplifying the exchange between the Cognac and the air of the cellar. Developed by Rémy Martin Cellar Master Pierrette Trichet and Deputy Cellar Master Baptiste Loiseau, the new expression is being introduced to cater for changing European palates and to renew the range whilst preserving the high standard and heritage behind the brand.

Recent research conducted by Rémy Martin, which sampled both existing Rémy Martin VSOP drinkers and non-Cognac purchasers, identified that the overall aroma, taste and smoothness of the fruit-forward Mature Cask Finish was well received across both groups. In addition, Rémy Martin is confident that the Mature Cask Finish will introduce new drinkers to the Cognac category whilst retaining its loyal consumer base.

To showcase Rémy Martin VSOP Mature Cask Finish, the liquid is presented in a contemporary and elegant transparent bottle and marked with the emblem of the House of Rémy Martin – the centaur. The clear bottle highlights the bright coppery gold appearance of the Cognac and the label bears the traditional red and black colours of Rémy Martin VSOP. In the off-trade, the bottle will continue to be sold in a gift box to help retailers capitalise on year-round gifting opportunities and will replace the existing Rémy Martin VSOP in the UK from February 2012.

Victoria Olivier, Senior Brand Manager of Rémy Martin, comments: “We are excited about launching the new expression of Rémy Martin VSOP in the UK. The brand continues to perform exceptionally well and we are confident that the Mature Cask Finish will really suit the taste profile of UK consumers, help us to recruit new drinkers and drive dynamism of the Cognac category.



“We have committed heavyweight investment to support the launch of the product to the trade and encourage trial across all trading channels. A significant increase in expenditure will ensure that the brand has its biggest support package in recent years. The marketing campaign will include PR, advertising, an educational and engaging CRM programme, on-pack neck collars and sampling activity will kick start in the off-trade in January.

Meanwhile, in the on-trade, our brand ambassador, Alexandre Quintin, will be hosting a series of tasting and educational events to ensure consumers and the trade alike, understand and appreciate Mature Cask Finish.”

As well as being an exceptional Cognac neat or on the rocks, Rémy Martin VSOP Mature Cask Finish has a roundness which makes it ideal in cocktails such as the French Mojito and Sidecar.

Rémy Martin VSOP Mature Cask Finish will be replacing existing stock in the UK from February 2012 and is available in 1 litre, 70cl, 35cl and 5cl formats. Its RRP will remain the same – priced £32.99.

-ends-

Notes to Editors

Tasting notes

Blend:	55% Grande Champagne, 45% Petite Champagne
Colour:	Bright, coppery gold
Fruity notes:	Concentrated apricot and peach
Floral notes:	Violet and rose
Spicy notes:	Sweet vanilla
Texture:	Silky
Aftertaste:	A perfect balance and remarkably well-rounded

For further press information, images or an interview with a member of the First Drinks team, please contact Kirsty Chant or Lucy McCulloch at touch pr on 0870 774 0707. Alternatively, please email:

kirsty@touch-pr.co.uk