



FOUR CELLAR MASTERS UNITED: A UNIQUE DATE IN LOUIS XIII HISTORY



On June 12, 2017, LOUIS XIII paid tribute to its unique legacy with a truly exceptional event that brought four LOUIS XIII cellar masters together for the first time; four generations united to share their personal experiences as the guardians of LOUIS XIII. At the Domaine du Grollet, the family home in the LOUIS XIII heartlands of Grande Champagne, André Giraud, Georges Clot and Pierrette Trichet joined their successor who took the reins in 2014, current cellar master Baptiste Loiseau.

Each decanter is the life achievement of generations of cellar masters, an art and savoir-faire carefully transmitted from one cellar master to the next to ensure the LOUIS XIII style remains. An exquisite blend of up to 1,200 eaux-de-vie sourced 100% from Grande Champagne, LOUIS XIII is rich with myriad flavours and aromas. Today, Baptiste Loiseau is setting aside our finest eaux-de-vie, as a legacy to his successors for the coming century. Each cellar master knows, when they take over the position, that they will not taste the fruit of their labour; they are a link in a precious chain, receiving the legacy from their predecessor and passing on the baton to a new generation.

A ONCE-IN-A-LIFETIME OCCASION

Together with a select group of guests & LOUIS XIII connoisseurs, the cellar masters shared the emotion of their first encounter with LOUIS XIII, the moment of truth on completing their first final blend and their pride at entrusting the keys of this legacy to future generations. *"To be told 'you haven't changed anything' is the greatest compliment you can receive,"* said Pierrette Trichet on recalling her first final blend of LOUIS XIII.

The doyen of the group, André Giraud, learned the trade from his father, himself a cellar master. After decades of loyal service, he was succeeded by Georges Clot, who went on to choose Pierrette Trichet to be his successor and the first lady cellar master of a major cognac house, appointed by Dominique Hériard Dubreuil – Chairman of the House of Rémy Martin, and descendent of the family who owns the legendary cognac house. It was Pierrette who chose Baptiste Loiseau to be the current cellar master.

The emotion of the four cellar masters was touchingly clear: a genuine kinship and an intimate rapport that speaks louder than words, woven by LOUIS XIII. The icons of a legacy that has crossed the centuries, they remain deeply humble and human in the face of this heritage. *"It's very moving for us to be here together,"* said Baptiste Loiseau. *"We share something that goes beyond words, expressed in a look and a smile. We feel great humility and respect to be part of this human chain."*

PLEASE DRINK RESPONSIBLY



THE LIFE ACHIEVEMENT OF GENERATIONS OF CELLAR MASTERS

It is this legacy that makes LOUIS XIII so unique. Created in 1874 by Paul-Émile Rémy Martin as a blend of his oldest and most precious eaux-de-vie, the inimitable style of LOUIS XIII has stayed constant to this day, honouring his act of genius and its precious blend. Each cellar master treasures and protects this legacy, passing on its secrets to the next in a vital lineage that links past, present and future, thinking a century ahead. Over the years, the world has changed and the profession of cellar master is no exception, evolving with its times and embracing modern tools. But the roots of the cellar masters' art have stayed the same, ensuring the LOUIS XIII heritage lives on into the future.

A LEGACY SHARED IN WORDS

André Giraud:

"The cellar master selecting the eaux-de-vies today will never taste the fruit of his work. From the first to the last moment, you have to work to craft LOUIS XIII; you have to look to the future, ensure the constancy and consistency of its style. All of us, with all our hearts, have spent our time seeking perfection in our craft."

Georges Clot:

"André Giraud and I spent many years working together, we were very complementary. Thank you, André, for everything you taught me and for sharing your secrets with me... Thank you for passing on this precious legacy."

Pierrette Trichet:

"When I completed my very first final blend of LOUIS XIII, I measured the full responsibility in my hands. You find yourself alone with hundreds of eaux-de-vie, it's a very powerful moment."

Baptiste Loiseau:

"We feel great humility in our work, the respect that comes with passing the legacy on. My final decision as Cellar Master will be to select the cellar master to succeed me."



About LOUIS XIII Cognac:

Think a century ahead. Each decanter is the life achievement of generations of cellar masters.

Since its origins in 1874, each generation of cellar master selects from our cellars the oldest and most precious eaux-de-vie for LOUIS XIII. Today, Cellar Master Baptiste Loiseau is setting aside our finest eaux-de-vie, as a legacy to his successors for the coming century.

LOUIS XIII is an exquisite blend of up to 1,200 eaux-de-vie sourced 100% from Grande Champagne, the first cru of the Cognac region. The legendary decanters have been made from fine crystal for generations, mouth-blown by some of the most skilled master craftsmen. LOUIS XIII features exceptional aromas evoking myrrh, honey, dried roses, plum, honeysuckle, cigar box, leather, figs and passion fruit.

LOUIS XIII is a fragrance. The fragrance of Time.

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