



**RÉMY MARTIN**  
COGNAC FINE CHAMPAGNE

CARTE BLANCHE  
À BAPTISTE LOISEAU  
MERPINS CELLAR EDITION



RÉMY MARTIN LIMITED EDITION

A SERIES OF  
**9650** BOTTLES

**MERPINS CELLAR EDITION**  
VERY RARE COGNAC

BAPTISTE LOISEAU  
MAÎTRE DE CHAI - CELLAR MASTER

A PROFOUND YET SMOOTH  
COGNAC, EXPRESSING  
REMARKABLE AROMATIC  
NUANCES WITH DELICATE  
NOTES OF PLUM AND  
GINGERBREAD.

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“ YOU ARE NOT BORN  
A CELLAR MASTER,  
YOU BECOME ONE.”

Baptiste Loiseau

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## BAPTISTE LOISEAU, THE YOUNG AND TALENTED CELLAR MASTER AT RÉMY MARTIN

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“You are not born a Cellar Master, you become one”, is how Baptiste Loiseau, Cellar Master at Rémy Martin since 2014, describes his incredible professional journey.

Baptiste Loiseau is a passionate man. Of course he is passionate about wine and Cognac – he was born there – but also about nature – the land and the terroir, the horticultural skills handed down from his grandparents, rambling in the great outdoors. He refers to this devotion over

and over again, the real starting point of his professional career.

A career which has combined outstanding qualifications - degrees in agricultural engineering and oenology - with special, even exceptional encounters.

Meeting Pierrette Trichet, his mentor and predecessor was, of course, key to Baptiste Loiseau's path. They have a lot in common and, above all, a taste for simplicity, a love for work, the sensitivity and desire to convey their passion.



Pierrette Trichet very soon realised that she had found her successor as Cellar Master when Baptiste Loiseau was completing his apprenticeship alongside her: tasting, selecting, blending with an absolute understanding of the Rémy Martin style.

At the end of this journey, Baptiste Loiseau was given the keys to the House and every day since has fulfilled the duty of Cellar Master to “ensure the range’s consistency and create cognacs which epitomise the House style”.



# THE HOUSE OF RÉMY MARTIN GRANTS CARTE BLANCHE TO BAPTISTE LOISEAU FOR AN EXCLUSIVE COLLECTION

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Carte Blanche. All it takes is these two words to describe the complete freedom which has been given Baptiste Loiseau for this exclusive collection. No release date imposed, no specific number of editions required, no mandatory size for each of them. No constraints, but only one obsession: reveal the quintessence of the Rémy Martin style.





## FRAGRANCE

Cinnamon, clove,  
honey, gingerbread  
and mirabelle

## FLAVOR

Spicy, intense,  
gourmet,  
round smoothness,  
remarkable long finish

For the Cellar Master of the House, each opus of Carte Blanche therefore becomes an opportunity to highlight the treasures of the House, which have been carefully guarded by its predecessors.

Thus it is only natural that Baptiste Loiseau's approach started off with a long inventory of blends that were created by the previous Cellar Masters. Upon completing an infinite number of tastings, he identifies a very promising blend from Merpins and decides to monitor its evolution over time.

Now this blend has reached its peak and can be appreciated by connoisseurs as the work of three generations of Cellar Masters: Georges Clos, Pierrette Trichet and Baptiste Loiseau. «Every day we work thanks to the heritage which has been handed down to us.»

After Carte Blanche Gensac-La-Pallue Cellar Edition, Carte Blanche Merpins Cellar Edition is a new chance to reveal an exceptional blend of the Cognac Fine Champagne, aged 27 years. The harmonious combination of intense flavors, bottled at the percentage proof naturally occurring in the vat, is balanced by roundness, smoothness and length in the mouth. Rich and elegant, this cognac delivers its spicy notes of cinnamon and clove, mixed with mirabelle, honey and gingerbread flavors.

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Suggested tasting :

“NEAT, THE  
HERO IS  
THE BLEND”

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## CARTE BLANCHE, A TRIBUTE TO OLD COGNAC FINE CHAMPAGNE

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If to Baptiste Loiseau, the Carte Blanche Collection represents the epitome of the taste and spirit of Rémy Martin, it is only right to describe it further.

Carte Blanche Merpins Cellar Edition celebrates the Old Cognac Fine Champagne quality of the House and its historic dedication to this exclusive blend of Grande and Petite Champagne comprising at least 50% Grande Champagne.

This dedication dates back to 1948, when the House took a decisive turn under his successor, André Renaud: Rémy Martin would only sell Fine Champagne Cognacs.



This desire has become the cornerstone of the Cognac House; it is simultaneously an expectation, a guarantee of quality and an oenological signature.

— AN EXPECTATION

If Rémy Martin only uses grapes from Grande and Petite Champagne, the respective area of land is relatively small and getting the best from it is a delicate exercise which has to be performed every year.

— A GUARANTEE OF QUALITY

The growths in these regions are determined by a chalky soil that allows the vines's roots to grow freely in a subsoil that retains moisture in dry weather. The chalk also reflects the light and thus helps the grapes to ripen to perfection. Once distilled, the grapes are transformed into spirits with complex, rich and unique aromas and an outstanding ageing potential.



— A SIGNATURE

Each of the cognacs from Rémy Martin bears the unmistakable signature of Fine Champagne Cognacs in their opulence, their harmoniousness, their floral quality and their lengthy finishes.

An expectation, a quality, a signature. So many concepts which convey the true nature of Rémy Martin Cognac Fine Champagne's commitment.

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## MERPINS, THE WORLD'S MOST PRECIOUS COGNAC FINE CHAMPAGNE RESERVE

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When it comes to territory, which place is more symbolic than Merpins to express the Cognac Fine Champagne spirit ? Merpins is the heart and soul of Remy Martin: the domain is immense and exclusively dedicated to this quality. The 20-hectare winery represents the most precious stock of Cognac Fine Champagne in the world, with more than 140,000 barrels asleep, and their diversity is incredibly rich. In Merpins, each corner can therefore uncover a treasure, sometimes even the secret of one of the Cellar Masters of the House.





However, this notion of immensity alone is not enough to describe Merpins. Because Merpins also incorporates the visionary spirit of the House of Rémy Martin; the site is a rational efficient tool that allows the House to blossom and follow market developments. Its modernity ensures flexibility and responsiveness, but knows how to respect artisanal knowledge.

Once again, a delicate balance is at work at the House of Rémy Martin, between modernity and tradition, audacity and legacy.



## FACT SHEET

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A series of 9650 bottles

AGED — Over 27 years

ALC / VOL — 44,1%

FLAVORS — Cinnamon, Clove, Honey, Gingerbread and Mirabelle Spicy, Intense, Gourmet, Round Smoothness. Remarkable Long Finish.

Suggested tasting :

“Neat, the hero is the blend”.

CARTE BLANCHE  
A BAPTISTE LOISEAU

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Art Direction Agitateurs Graphiques

Drink responsibly

[www.remymartin.com](http://www.remymartin.com)  
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