

## NO1 FRENCH BRANDY: ST-RÉMY PRESENTS BOLD PACKAGING



**2018** – Established in the tiny village of Machecoul, in the Loire Valley by Paul-Emile Rémy Martin, St-Rémy is the world leader of French Brandy today. Available in over 40 countries worldwide, St-Rémy prides itself on being French from its grapes to its bottling process, since its inception in 1886.

Its newly created packaging echoes the St-Rémy brand values for leadership, quality and craftsmanship, whilst paying homage to its heritage. After the recent rediscovery in the St-Rémy archives of its long forgotten heraldic lion, a symbol of strength and protection. The number one French brandy's new look now includes the "walking lion" symbol, to demonstrate the St-Rémy ethos and its strong position in its category as the king of brandy.

In addition, "the new designs in 2018 of the VSOP and XO support the St-Rémy strategy to continue to create value within the brandy market. This major design uplift aims to reinforce St-Rémy's quality leadership and shelf standout, and moreover the opportunity to implement a full brand relaunch", says Jean-Denis Voin, CEO Liqueurs & Spirits Division at Rémy Cointreau. "St-Rémy is the leading genuine French Brandy, from soil to bottle, and the international gold standard of its category, enjoying presence in the five continents both in home and duty free markets".

Along with the redesign of its VSOP and XO bottles, which St-Rémy's master blender Cécile Roudaut, also had a hand in by incorporating the fleur de lys tricolore pattern at the base of the front label. The St-Rémy brand relaunch includes new key visuals of the bottles surrounded by golden halos of light, to emphasis the brand's regal history, associated with its namesake Saint Remegius, a bishop who baptized Clovis, the first King of France.

With a more rigorous push in Europe in 2018, St-Rémy aims to continue to build on its strong foundations of its heritage, its French provenance and superior flavour to enhance its presence in the market further.

**Notes to editors:**  
**St-Rémy**

St-Rémy is the World's favourite and most prestigious French brandy, prized by connoisseurs and critics alike since 1886. Originally from the heart of the French Loire Valley, St-Rémy has garnered international recognition for its peerless savoir-faire and distinctive aromatic identity and style.

With 130 years of brand history, the recipe continues to be passed from generation to generation: a closely guarded secret known only to our dedicated Master Blenders, well protected in its iconic black bottle. St-Rémy is present in more than 40 markets worldwide and is French from the grapes to the bottling.

**Tasting Notes**

St-Rémy's signature style is about roundness, subtlety and a surprising long final for a brandy. This is due to the wide variety of French grapes we use (more than 30) and the use of small Limousin oak casks.

- **St-Rémy VSOP:**
  - Taste: round and smooth, fruits aromas and wood.
  - In cocktails elements of ginger compliment, the complexity of the spirit without overpowering it
- **St-Rémy XO:**
  - Taste: intense and aromatic, subtle notes of wood and vanilla, long finish.
  - Drink: neat, on ice can be worked into more elaborate cocktails, use with cocktails influenced by orange flavours.

**Stockists**

Canada - LCBO ([www.lcbo.com](http://www.lcbo.com))

US - BEVMO ([www.bevmo.com](http://www.bevmo.com))

**Travel Retail**

Dubai Duty Free ([www.dubaidutyfree.com](http://www.dubaidutyfree.com))

DFS ([www.dfs.com](http://www.dfs.com))

World Duty Free ([uk.worlddutyfree.com](http://uk.worlddutyfree.com))

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