

LOUIS XIII

Rémy ^{de} Martin

GRANDE CHAMPAGNE COGNAC



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A CENTURY IN A GLASS

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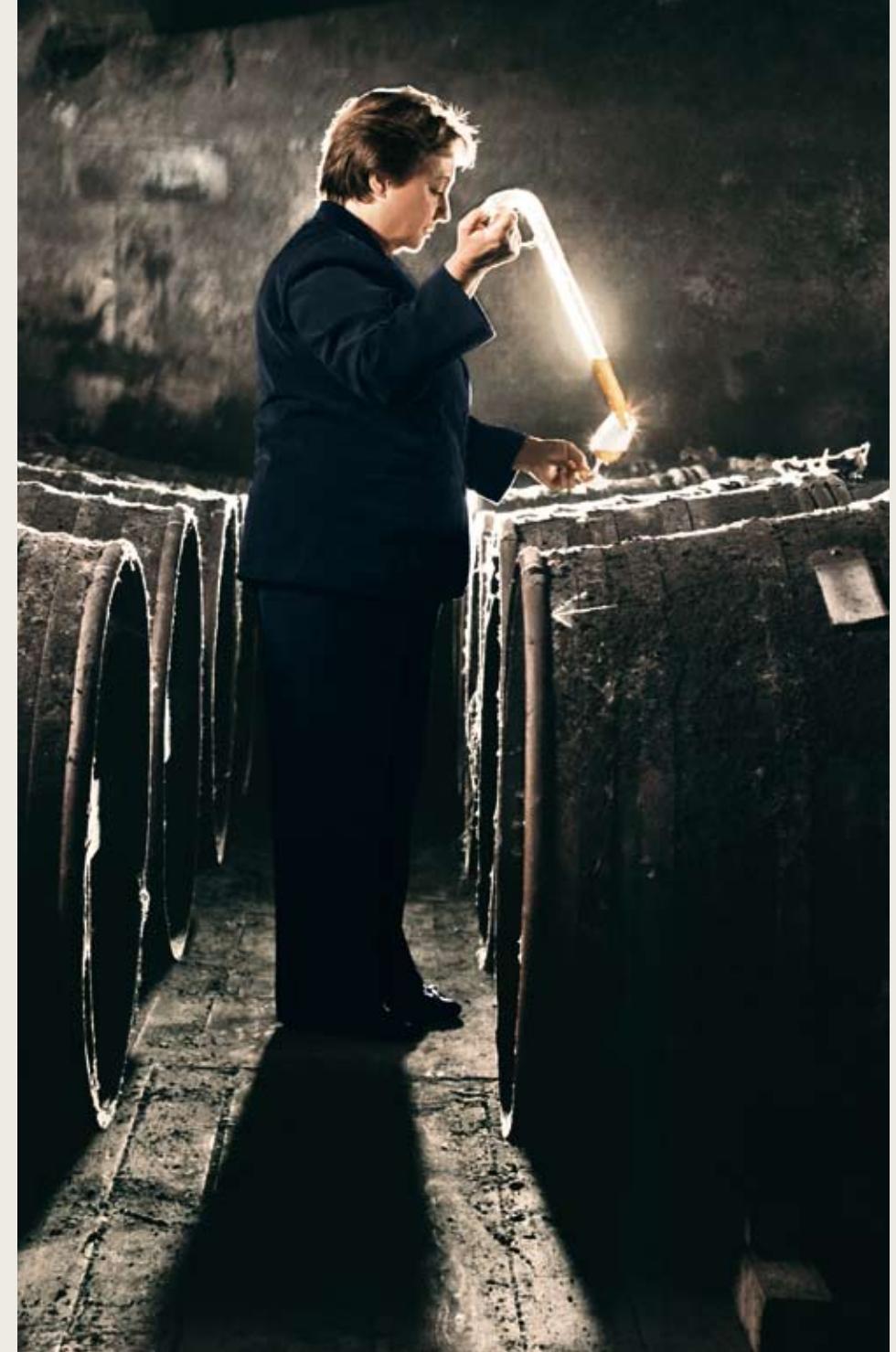
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THE CREATION
OF THE COGNAC
LOUIS XIII
IN 1874
IS IN NO WAY A
COINCIDENCE.



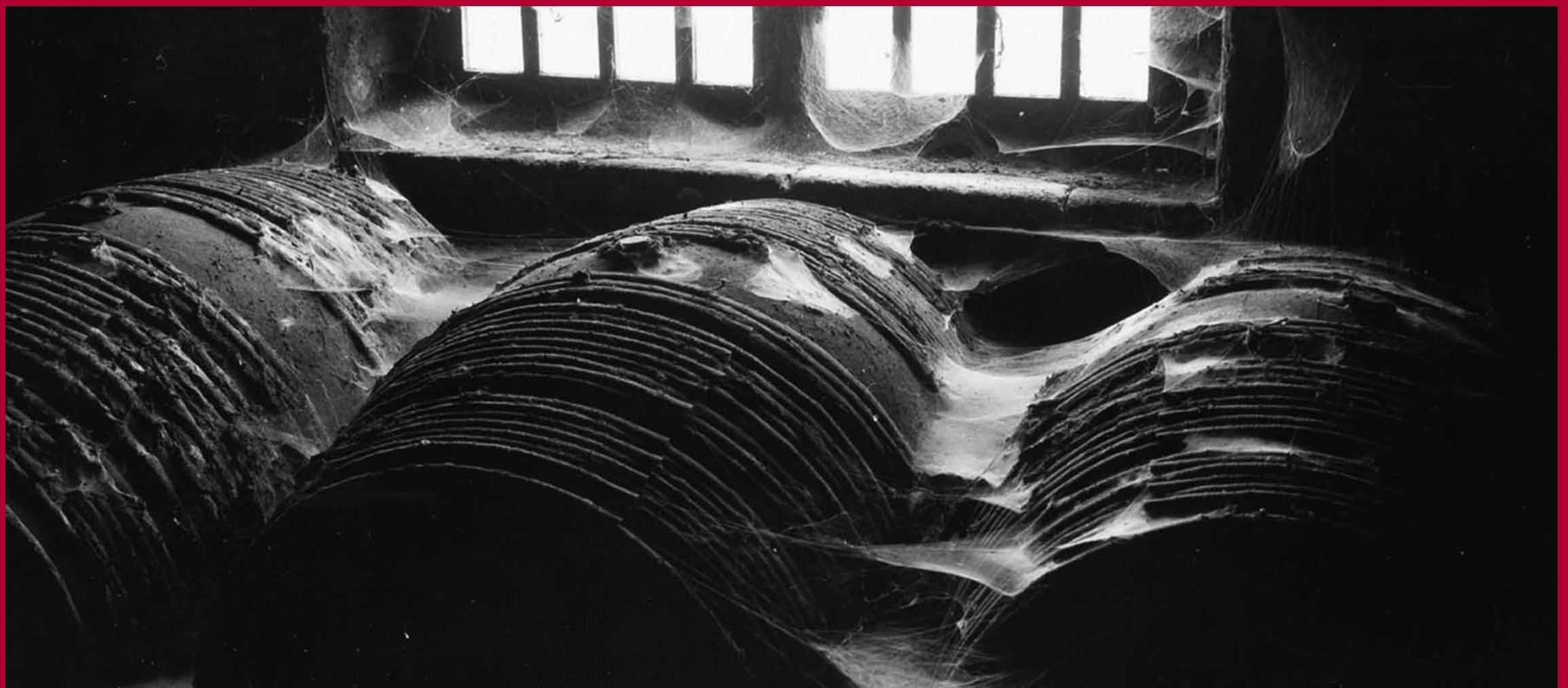


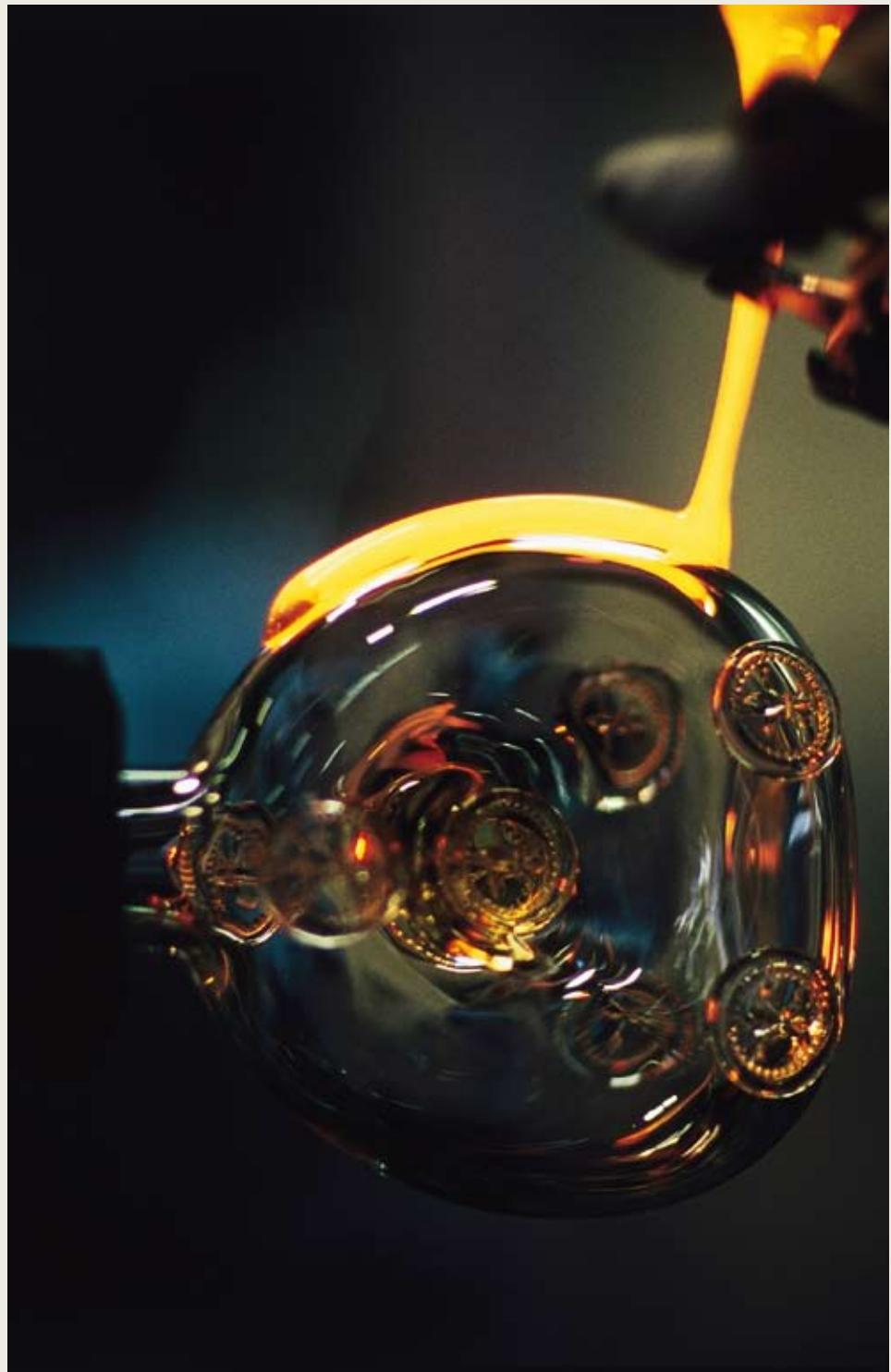
It represents the absolute mastery of time, a succession of daring initiatives and an unceasing quest for quality within the House of Rémy Martin.

LOUIS XIII, the prestigious bond between the past and the future, opens – with the passion of three generations of cellar masters – the doors to the great saga of luxury spirits.

It illustrates the collective work of men with strong ties to their land and the guardians of secular secrets. Their art will endure through the centuries. It will embrace the future with a steadfast faith and an extraordinary boldness. This art is comparable to that of the cathedral builders who never saw the completion of their work and used only the best materials to build their edifice.

A CENTURY IN A GLASS





THE CREATION

While a life is measured in years, LOUIS XIII spans the centuries. One hundred and fifty years elapsed between the founding of the House of Rémy Martin in 1724 and the birth of LOUIS XIII in 1874. The purchase of the best parcels of land from 1720, the extension of the cellars in 1774 to allow old eaux-de-vie to develop. From 1821, the third generation of Rémy Martin, the twenty-one-year-old visionary director, blended the first reserves of old eaux-de-vie to prepare the future. His son, Paul-Émile Rémy Martin I, would inherit this know-how and passion. As the apogee of a life devoted to cognac, he created LOUIS XIII and registered it officially on the 13th of June 1874 under the name of "Très Grande Champagne – Age Unknown".

The name of LOUIS XIII is in tribute to the king of France Louis XIII, under whose reign the Rémy Martin family took up residence in the Cognac area.

He was also the first monarch to recognise cognac as a category in its own right in the world of eaux-de-vie.

Daring



Terroir



The origin of the word "Champagne" to describe cognac vines goes back to the earliest times.

This term was originally used to characterise the fertile and undulating landscapes that resembled the Campania on the outskirts of Rome.

At a later date, this term would be more regularly associated with the region surrounding Reims and with its champagne, but also the region of Cognac and its hills to the South and East.

A ROYAL LAND

The most prestigious of the six crus classed in the delimited region of Cognac is Grande Champagne. Under the effect of the perfect balance of influences of land and sea, with a soil characterised by a high limestone content, it symbolises the epitome of vine growing. This generous soil, sheltered from extreme climates, allows the roots of the vine to reach deep into the heart of the earth. The milder limestone character of the soil allows the vine to draw all of its richness and finesse.





All of the batches
that are used
to blend
LOUIS XIII cognac
come exclusively
from infinitely
chalky lands
and the best parcels
of Grande Champagne.



THE SECRET OF DISTILLATION

Distillation is the collective work of the savoir-faire of the best of those skilled in the art from Grande Champagne, passed down from generation to generation to meet the House of Rémy Martin's demand for perfection. These men are past masters in the search for all of the subtle flavours of the wines, controlling with brio the essential steps in the heating process. They have mastered the production of eaux-de-vie with an exceptional ageing potential, with a structure that expresses itself over time. The talent of these men is unique in the art of preserving the aromatic power of the grape and knows no bounds in revealing the finesse and the richness of the sophisticated aromas.

While certain distillers separate the wine from its lees, LOUIS XIII is distilled with the lees Between January and March, to capture the opulence of the unique aromas. each distiller presents its eaux-de-vie to the Cellar Master, Pierrette Trichet, and to the Rémy Martin tasting panel. Out of the eight hundred to a thousand samples presented every year, only a dozen or so will be chosen.

Alchemy



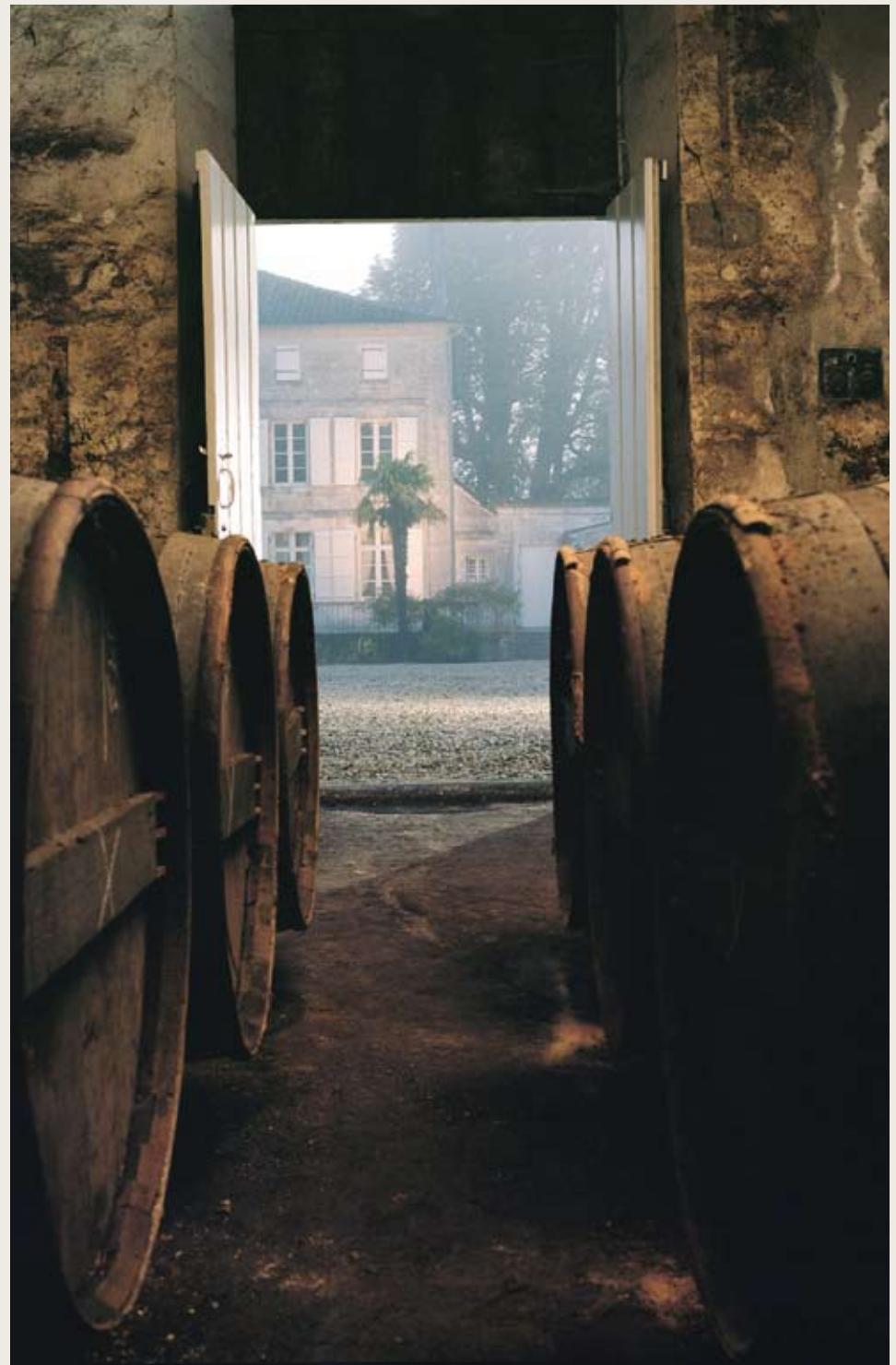


THE ART OF BLENDING AND AGEING

Kept in secret
in the silence
of the cellars,
aged in Limousin
oak barrels,
the oldest
of which are
over a century old,
the eaux-de-vie
begin their
mysterious alchemy
far from
the gaze of men.

The choice of each eau-de-vie is a delicate act embodying the everyday work of "men of memory". The eaux-de-vie promised to LOUIS XIII cognac thus enter into a long ageing cycle. Then comes the sacred moment of blending. All the power of the Cellar Master and her vision for the future come into play at the precise moment when she finishes the blend, drawing on her treasure store of extremely old eaux-de-vie. LOUIS XIII is an exceptional blend of some one thousand two hundred eaux-de-vie, the youngest of which is 40 years old and the oldest over 100 years old.

Time



The rarest
components are
laid to sleep
for several decades'
betrothal
in tierçons barrels
with very fine walls,
which encourage
the exchange between
the air outside and
the eaux-de-vie within.

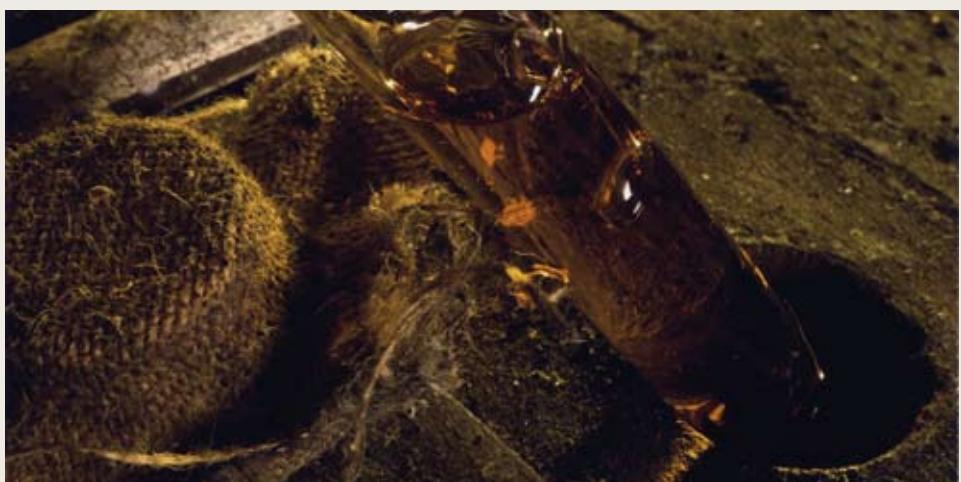


In the shadows of the reserves, generations of cellar masters have protected a secular secret. The most recent generations, Alfred Giraud, and then his son André Giraud, inscribed LOUIS XIII at the heart of the 20th century for almost eight decades. Their successor, Georges Clot, perpetuated this tradition of excellence before passing on the art of this extraordinary blending to Pierrette Trichet in 2003.

A TRIBUTE TO THE CREATORS

The history of LOUIS XIII is the meeting between two exceptional lines: that of ten generations of Company heads who have succeeded each other in an unbroken line since 1724, and that of the cellar masters, the vigilant guardians of the treasures kept in the reserves. From the creator of LOUIS XIII, Paul-Émile Rémy Martin I to André Renaud who would take the name of LOUIS XIII to the four corners of the world, from André Hériard Dubreuil who turned it into the jewel of an exceptional range of cognacs to Dominique Hériard Dubreuil who made LOUIS XIII the emblem of French luxury, each generation has written and continues to write a page in the great history of LOUIS XIII.

Transmission





The distinctive curves familiar in today's carafe were influenced by those of the original, a metal flask, at the end of the 19th century. Made of glass in 1874, the move to 24-carat gilded crystal took place in 1936.

AN ICONIC CARAFE

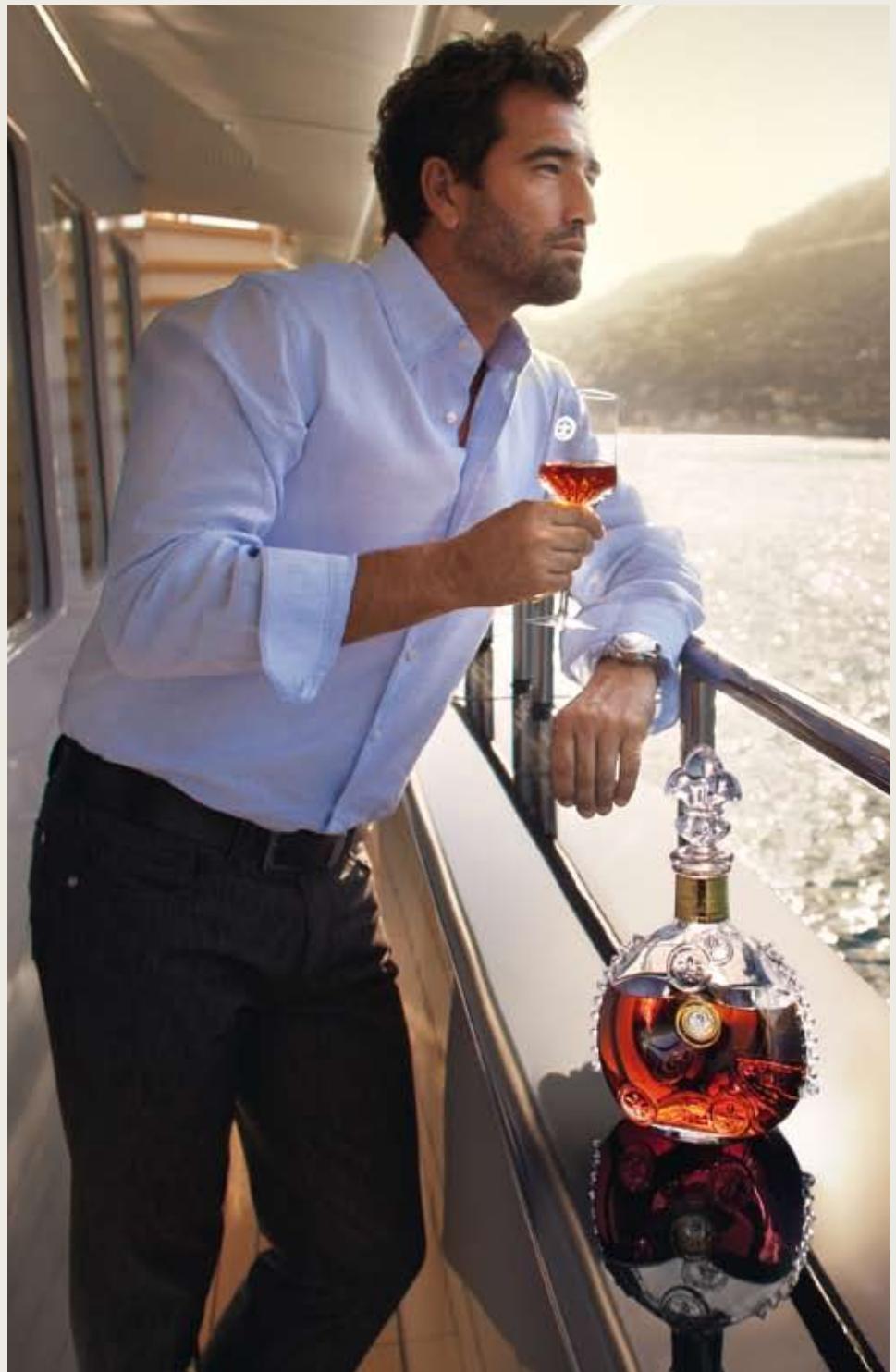
The carafe with the rounded lines symbolises LOUIS XIII and reveals a legend that crosses four centuries without unveiling its mystery. It is said that this "bottle" was acquired in 1850 by Paul-Émile Rémy Martin I, from a peasant who supposedly found it on the site of the battle of Jarnac in 1569, which pitted the duke of Anjou against the prince of Condé. The LOUIS XIII carafe, which since 1874 has encased the golden nectar in the light of glass, will become an icon at the four corners of the world. Each piece, in the style of an haute couture creation, is numbered and hand blown, requiring the successive skills of eleven exceptional craftsmen. Richly decorated with fleurs-de-lis, the crystal carafe reveals and enhances the precious elixir that it contains.

Icône



Boasting a wealth of volutes, the lines of the carafe evoke the memory of the Grand Siècle era. The droplets that seem to protect it from time, like a shell, give it a unique, timeless expression. Finally, the fleurs-de-lis impose their royal signature at the very depths of the crystal.





THE EXPERIENCE

The first encounter with LOUIS XIII is one of sight. By letting the light filter through the crystal, it reveals its mahogany colour. Then, the sense of smell comes into play. The first nose of LOUIS XIII is incredibly rich, combining floral aromas with spicy fragrances. Jasmine is a dominant note, highlighting the saffron. It is then followed by the five spices powder, punctuated by the scents of Havana. The second nose blends the perfumes of flowers and exotic fruit more precisely. Once the fragrances of jasmine and saffron have taken hold of our nose, we are already in the rich and harmonious world of LOUIS XIII. We next find ourselves being drawn into the nuances of dried fruit and the ambience of frankincense. The first drop of LOUIS XIII will infuse the whole mouth, giving life to subtle tonalities of fig and sandalwood. On "savouring" the subsequent mouthful, infinite flavours are revealed as we discover the softness and roundness of the eau-de-vie.

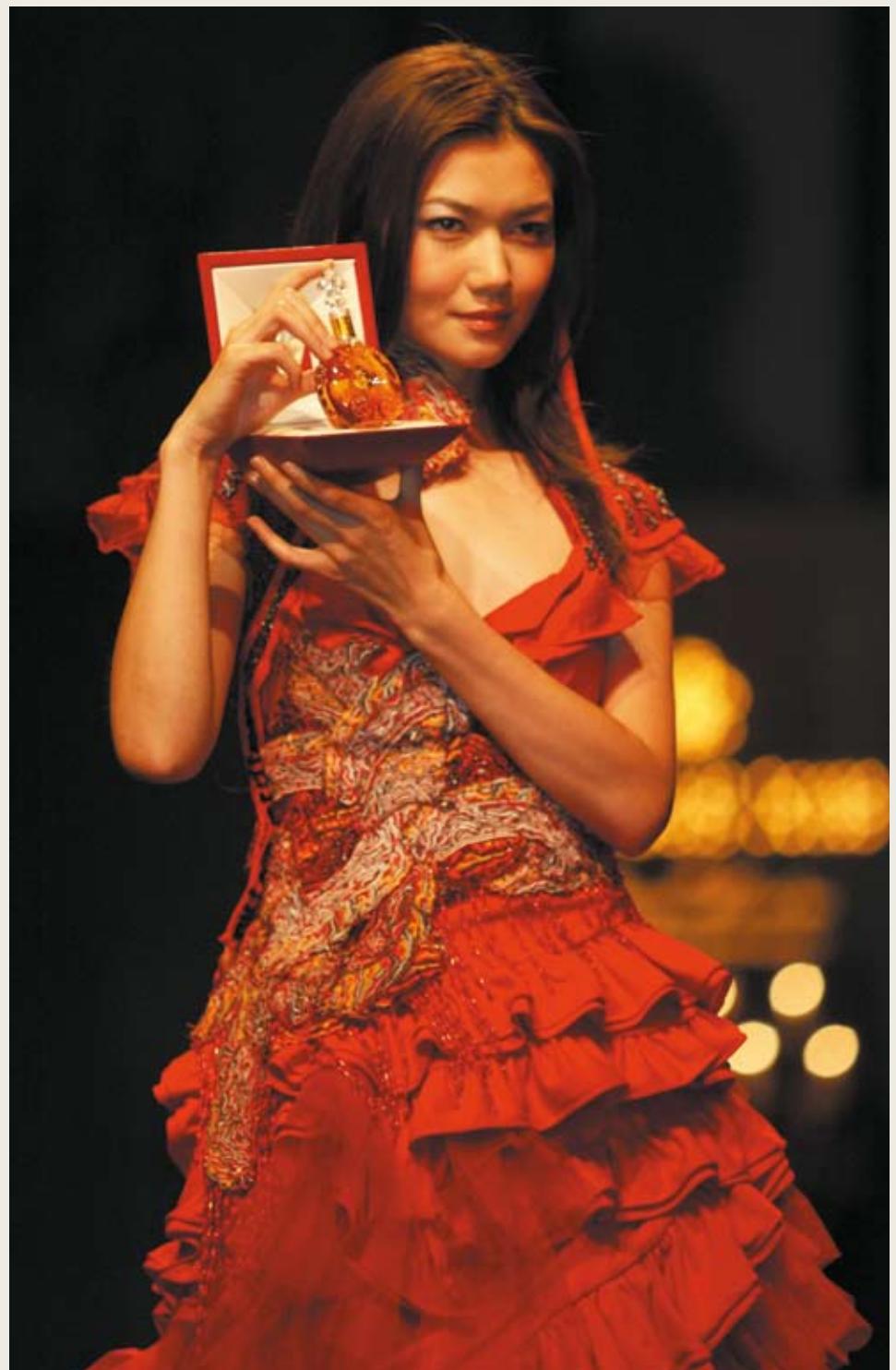
Georges Clot,
a former cellar master,
used to say that
“When you discover
LOUIS XIII, you become
a different man”.
In truth, an encounter
with this vertiginous
fantasy of time mastered
plunges us into an
initiatory labyrinth, into
the maze of a suave and
silky pleasure.

Pleasure



A WAY OF LIFE IN THE FRENCH STYLE





AT THE FOUR CORNERS OF THE WORLD

This story begins at the end of the 19th century when LOUIS XIII set off to conquer far-flung destinations, such as Hong Kong, Shanghai, Bombay, Tokyo, Rangoon, Le Cap, Buenos Aires, New York and San Francisco. An ambassador for an authentic “art de vivre à la française”, LOUIS XIII was also served at the major European royal courts and, during the Roaring Twenties, on the greatest cruise liners of the age. It accompanied the emotions of unique moments such as the maiden voyage of the Normandie in 1935 or that of the France, as well as the first journey of the Orient-Express to Constantinople in 1929, or in 1984 the flight on board Concorde to celebrate with passion this magnificent defiance of time at Mach 2.

At the turn of the century, the pedigree of LOUIS XIII was confirmed. After meeting with unprecedented success at the Universal Exhibition in Paris in 1900, it went on to be served at the greatest courts in Europe: from the imperial Austro-Hungarian court to that of the Tsar of all the Russias, the royal court of Bavaria and Baden and Württemberg, not forgetting the fine palaces of Sweden, England and Norway. The king of spirits, it is also the spirit of kings and queens.

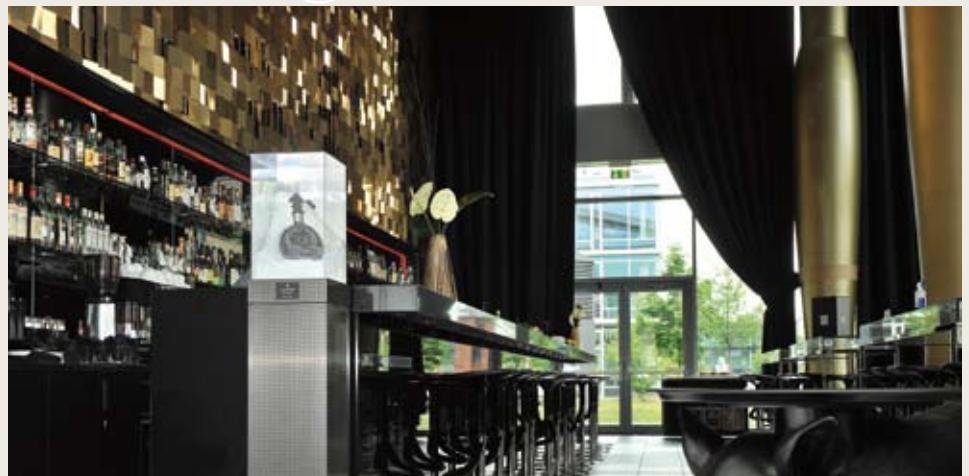
A Journey



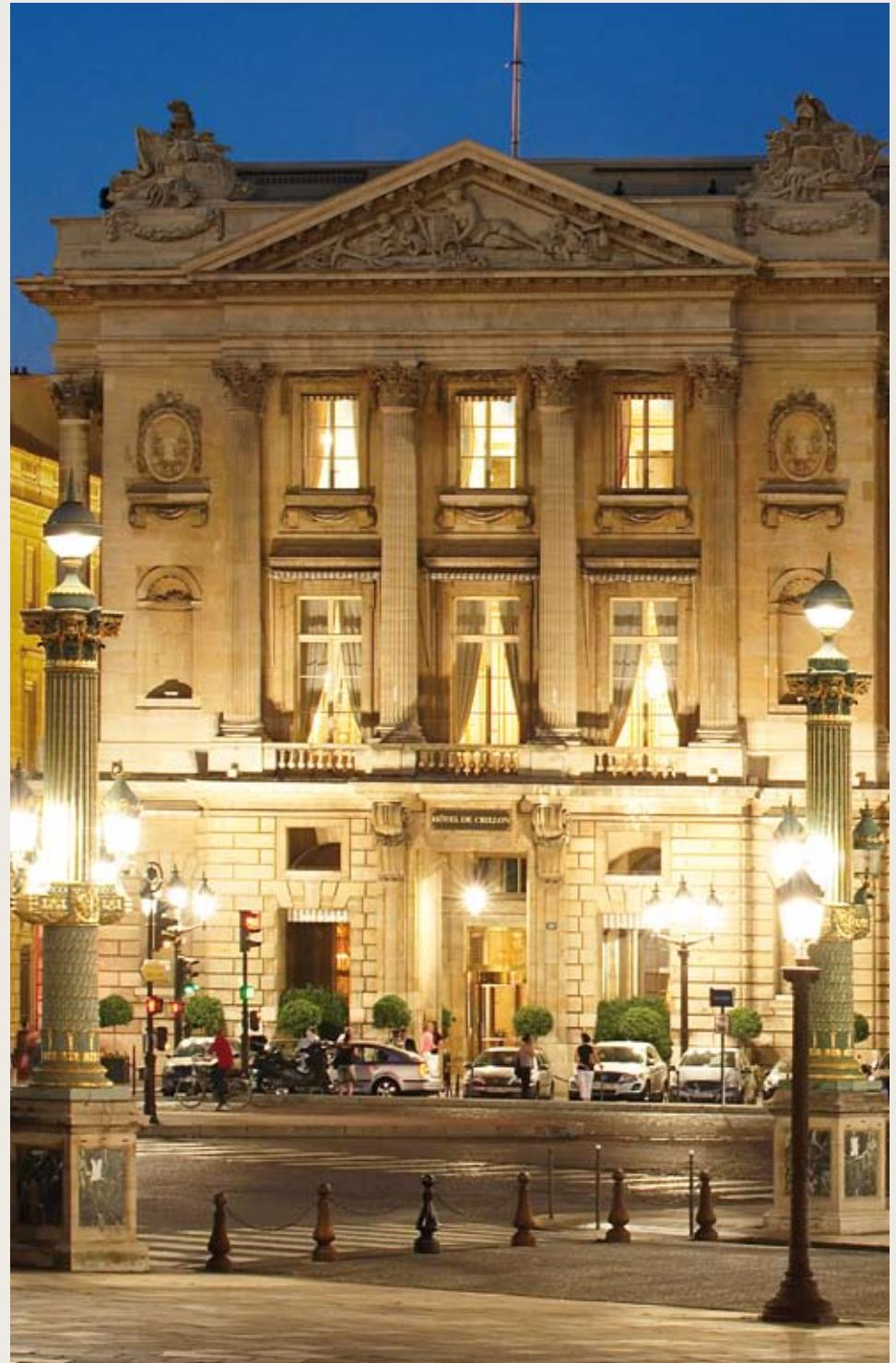
LEGENDARY PLACES

On 26th April 2005,
LOUIS XIII
organised an
extraordinary
evening in the
former Wall Street
safes, from where
LOUIS XIII issued
an invitation
to discover the
different essences
of which it is
composed.

Prestige



After the period of the royal courts, LOUIS XIII was hailed by the most famous hotels. The interwar years saw LOUIS XIII - the last word in luxury - welcomed into legendary deluxe hotels. In these settings where Chaplin, Roosevelt or Cocteau rubbed shoulders, pleasure went hand in hand with perfection, and their names have spanned the century, including the Crillon, Hôtel Meurice, the Plaza Athénée, the Hôtel de Paris in Monaco, or the Waldorf Astoria in New York. In 1938, the British sovereigns were welcomed in the sumptuous surroundings of the hall of mirrors at the château of Versailles, where the royal party was offered LOUIS XIII by the President of the French Republic. Today, more than ever, LOUIS XIII is served in the greatest luxury hotels in the world, from the Hôtel George V in Paris to Burj Al Arab in Dubai, the Ritz-Carlton in Osaka and the Wynn Casino in Las Vegas.





PRESTIGIOUS AMBASSADORS

The symbol of victory,
LOUIS XIII accompanies
General de Gaulle
to celebrate Free France's
first Christmas in
December 1944.
Other victories toasted with
LOUIS XIII include that of
Winston Churchill in the
British elections of 1951.

Kings of East and West, politicians devoted to freedom, minorities proud of their identity, stars of the world of music and the arts, sporting champions and artists from all across the globe have seized this jewel to celebrate with panache, at the four corners of the world, moments of eternity stolen from time and, on occasion, make **LOUIS XIII** the identifying emblem of their culture or their art.

Renown



From the passion of
the King of Cambodia
to Prince Hitachi who
offers it to his imperial
guests, from Jay-Z
who acclaims its merits
to Placido Domingo
who celebrates it, from
Robert Doisneau who
captures it on camera
to Josephine Baker who
discovers it in Paris,
from the king of the
rings Oscar de la Hoya
who offers it to his
guests to the conductor

Carlo Maria Giulini
who sets it to music, or
to Quentin Tarantino.
They have all written,
in their own fashion, a
page in the history of
LOUIS XIII.



THE COLLECTIONS





LOUIS XIII

A replica of the original flask discovered on the site of the battle of Jarnac, the LOUIS XIII decanter is an icon at the four corners of the world.

Each decanter is individually numbered.

70 cl / 75 cl

LOUIS XIII MAGNUM

The magnum is a majestic work of art that pays flamboyant homage to the King of Cognacs. It is an outstanding piece to celebrate the greatest moments in life.

Each decanter is individually numbered.

1.5 L / 1.75 L





LOUIS XIII BLACK PEARL

In 2007, LOUIS XIII met Baccarat and gave birth to LOUIS XIII Black Pearl, an exclusive series produced from a century-old tierçon, namely 786 decanters. A steel-coloured futuristic crystal, like a fluid held in the light, fascinates those who gaze deeply into it.

Each decanter is individually numbered.
70 cl / 75 cl

LOUIS XIII BLACK PEARL MAGNUM

In 2008, the celebrated limited edition was released in magnum size and pays homage to the intensity of the past century.

Each decanter is individually numbered.
1,5L / 1,75 L





LOUIS XIII RARE CASK

LOUIS XIII RARE CASK is a collection of limited releases offering outstanding aromatic notes, and different alcoholic strengths from the 40° of LOUIS XIII.

LOUIS XIII RARE CASK CASK 43.8

CASK 43.8 is the first LOUIS XIII RARE CASK edition. Its name refers to the 43.8 degrees of alcohol that distinguish this barrel. Presented in 786 carafes, it reveals a distinctive aromatic range that includes undergrowth, gingerbread, wax, hazelnut and fresh mint notes. This extremely rare edition, revealed in 2009, comes from a single, unique barrel discovered by Cellar Master Pierrette Trichet. The Baccarat-designed carafe is black crystal, an exceptional material used for this purpose here for the first time. The neck is decorated with palladium, a rare and precious metal on a par with gold or platinum. Each decanter is individually numbered.
70 cl / 75 cl





LOUIS XIII KEY DATES

1874	Creation of LOUIS XIII
1883	Several cases of LOUIS XIII are shipped to Shanghai
1900	Paris Universal Exhibition, where LOUIS XIII wins an award
1929	LOUIS XIII travels across Europe on board the Orient-Express
1935	Maiden voyage of the Normandie transatlantic liner with LOUIS XIII
1938	LOUIS XIII is served to King George VI at the Château de Versailles
1944	General de Gaulle places an order for the victory celebrations
1948	Churchill discovers LOUIS XIII on a trip to France
1984	LOUIS XIII travels on Concorde
2001	The Diamond Collection is revealed
2007	Launch of LOUIS XIII Black Pearl
2009	Revelation of LOUIS XIII RARE CASK by Pierrette Trichet

LOUIS XIII FORTERESSES

ON TRADE	OFF TRADE
The Waldorf-Astoria	Orlando
Hôtel George V	Paris
Visun Yacht Club	Sanya
The Plaza	New York
Corazon de Alcachofa	Guadalajara
Les Airelles	Courchevel
Ritz-Carlton	Moscow
Fairmont Hotel	Beijing
Raffles Hotel	Singapore
The Dorchester	London
Peace Hotel	Shanghai
Caesars Palace	Las Vegas
Hôtel de Paris	Monaco
Four Seasons	Mexico

For a full list, please visit www.LOUIS-XIII.com





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