

Martell launches in SA

Martell has brought its 300 years of cognac expertise to South Africa for the first time, with a local launch in Johannesburg.



Launched in Johannesburg in October, consumers can experience cognac like never before at '1715 by Martell Cognac' - a concept bar in Sandton where the public is invited to savour life's true pleasures: spectacular design, fine cuisine, great entertainment, good company and, of course, Martell Cognac.

Available now at major retailers across the country, the Martell Cognac product range includes Caractère, Noblige, Martell XO and Cordon Bleu.

Martell XO is a powerful symbol of inspiration, combining the elegance of the Borderies with the power of the Grande Champagne.

Cordon Bleu was created to be served in the finest luxury establishments, and its legendary taste is recognised by some of the most iconic personalities of the 20th century.

Noblige is a stylish cognac that reflects a certain maturity and independence, and is intended for those with a more contemporary taste in style.

The final cognac in this distinguished foursome is Caractère, a cognac dedicated to true 'men of character' - authentic,

refined and confident in every dimension of their lives. It is a delicious and versatile drink that can be enjoyed neat, on the rocks or in a cocktail. While each varietal has its own distinct character, all four bear the expertise of the House in crafting the finest cognacs.

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