

30/01/2015

Dear Cognac Lovers,

Double distilling wines without their lees, gives the cognac greater elegance definition. Ageing “eaux-de-vie” in fine-grained oak casks gives unrivalled elegance due to wood yielding lighter, more subtle tannins. **Martell** offers unique aromatic richness achieved by blending many different “eaux-de-vie” from the Cognac region’s best growths. Martell, founded in 1715, is one of the oldest cognac houses. We are glad to offer you a series of cognac from this great cognac house – VSOP / XO / CHANTELOUP / CREATION / COHIBA / L’OR DE JEAN.

For order and BULK ORDER enquiries, please email us at info@wineworld.com.hk or call us at **3154 9570** or **6481 0000** (whatsapp or wechat).

Martell V.S.O.P.



Tasting notes

A smooth and mellow cognac that is a true cocktail of aromas, at once fresh, rounded and woody

Aspect

Golden amber

Nose

Bittersweet softness: lime and liquorice

Crystallised fruit: quince, raisin and plum

Spring undergrowth: fresh notes of oak wood (fine grain and hazelnut)

Mouthfeel

Soft, mellow and complex with crystallised-fruit notes. An ample, round body. Long finish

Format	Retail	VIP
35 CL	\$365	\$300
70 CL	\$550	\$450
300 CL	\$2,700	\$2,080

Martell VSOP Médallion (Very Superior Old Pale) bears a gold medallion engraved with the portrait of Louis XIV and commemorates the year 1715 - the birth of the House of Martell. This cognac is made with skillfully blended, mature eaux-de-vie from the four finest terroirs of the Cognac region.

Cordon Bleu

Tasting notes

An explosion of deliciously fruited, spice notes. Elegance linked to aromatic richness

Aspect

Deep, golden copper

Nose

Orchard fruits : Crystallised plums and apples

Roasted notes : Mocha coffee, toasted almonds, vetiver

Mouthfeel

Well-rounded mellowness

Sustained finish with fruit and spice notes. The preponderance of Borderies eaux-de-vie gives Martell Cordon Bleu an elegant, mellow and complex character



Format	Retail	VIP
35 CL	\$1,000	\$780
70 CL	\$1,700	\$1,408
150 CL	\$4,250	\$3,180
300 CL	\$9,100	\$6,600
450 CL	\$14,200	\$9,880

Martell Cordon Bleu is the cognac for true connoisseurs and has acquired legendary status since its creation by Edouard Martell in 1912. Its distinctive taste, characterised by a predominance of eaux-de-vie from the Borderies, and its timeless bottle design make it a classic, unequalled in the world of cognac.

Martell X.O.

Tasting notes

A spicy, rich crescendo starting with the mellow elegance of the Borderies, followed by the intensity and finesse typical of Grande Champagne eaux-de-vie

Aspect

Golden amber with dark copper and mahogany highlights

Nose

Ground spice (black pepper, coriander) and red berries.

Rich fruit flavours: fig chutney and compote, almonds and walnuts.

Beeswax and sandalwood

Mouthfeel

Rounded and fruity on the palate (notes of fig and walnut) followed by the characteristic power and finesse of eaux-de-vie from Grande Champagne. A long and silken finish.



Format	Retail	VIP
35 CL	\$1,270	\$980
70 CL	\$1,990	\$1,680
150 CL	\$4,950	\$3,980
300 CL	\$10,300	\$7,380

With its distinctive, arch-shaped bottle, Martell XO is a powerful symbol of inspiration - a testimony to Jean Martell's visionary spirit. Combining the elegance of the Borderies with the power of the Grande Champagne terroirs, Martell is an outstanding XO

bearing the hallmark of the Martell style.

Martell Chanteloup Perspective (70 cl)



Tasting notes

Martell Chanteloup Perspective is an 'Extra' cognac which offers a perfect balance of aromas and sensations

Aspect

A beautiful amber colour flecked with shimmering glints of light

Nose

Generous notes of honey and fresh fruit: Vineyard peach and apricot

Aromas of candied fruit: Fig

Notes of dried fruit: Raisins, almonds and walnuts

Mouthfeel

A rare and particularly fruity sensorial experience. Ampleness and balance combine with force and elegance, with a lovely lingering finish

Retail: ~~\$3,970~~

Now: \$3,280

(GIFT: Miniature of Martell VSOP 5cl for each btl purchase)

Martell Chanteloup Perspective is produced by assembling the four main growth areas, or 'crus', of the Cognac region: Grande and Petite Champagne, Fins Bois, and above all, Borderies.

Martell Creation Grand Extra (70 cl)



Tasting notes

A powerful and intense tasting experience. The cognac's masculine architecture is marked by fruit aromas, exotic spices and wood notes

Aspect

Amber topaz, catching and reflecting the light as it glows

Nose

Marmalade and jam: Lemon and orange peel and dark-red plum.

Exotic riches: Cocoa beans and strong, dark chocolate, vanilla pod.

Woody, spiced notes: Curry paste, rancio and amber leather

Mouthfeel

Silky-smooth attack. Mellow mid-palate. Powerful and unique finish, its duration punctuated by woody and spice notes

Retail: ~~\$6,500~~

VIP:\$ 4,680

With its uniquely architectural, arch-shaped decanter, created by renowned French designer Serge Mansau, Martell Creation Grand Extra is a tribute to the creative spirit of Martell. At its heart is a powerfully built blend of the Borderies' fresh and fruity notes together with the spiced character of aged Grande Champagne eaux-de-vie.

Martell Cohiba (70 CL)



Tasting notes

Aspect

Amber with golden highlights and hints of mahogany

Nose

Gentle notes of berries, dried fruits: toasted almonds, hazel and other nuts, roasted coffee beans. Subtle floral aromas, touch of liquorice and slight nutty notes

Mouthfeel

Rounded, smooth and sweet attack. A touch of liquorice and a slight nutty note in the finish

The strength and richness of Martell Cohiba match to perfection the taste of a Cohiba cigar

Retail: ~~\$6,360~~

VIP: \$4,380

(GIFT: Miniature of Martell VSOP 5cL for each btl purchase)

Martell Cohiba is a unique composition of aged eaux-de-vie from the Grande Champagne terroir. This superb cognac yields complex and intense aromas, honouring its Cuban kinship with Cohiba cigars. The perfect alliance of expertise that bears the seal of excellence.

L'Or de Jean Martell (Crystal Decanter)

– Available in Late February 2015

Tasting notes

A veritable effusion of sensations marked by a light, sylph-like quality for all its length. Much like a familiar, melodious symphony of fresh citrus notes, fruit, gingerbread and precious wood, in which the senses answer each other in subtle echoes

Aspect

Deep amber with hints of shimmering mahogany

Nose

The freshness of oriental notes: Bergamot and orange peel.

Full-fruit harmony of dark berries and blackcurrants (bud, leaf and flower). Gingerbread notes: Clove and cinnamon embraced by sweet vanilla

Oriental forests: Woody notes of myrrh, undergrowth and rancio

Mouthfeel

Silky-smooth and subtle attack, followed by richer, more substantial flavours

Harmonious notes of blackcurrant and woodland undergrowth encounter tones of gingerbread and orange peel



Format	Retail	VIP
20 CL	\$14,100	\$9,830
70 CL	\$33,300	\$24,800

L'OR de Jean Martell is an exceptional cognac created from series of unique encounters. The precious union of Grande Champagne and Borderies created a blend of elegance, power and richness. Over 400 extremely rare eaux-de-vie, some over a century old, come together in this prestigious cognac. Served in a **hand-crafted crystal decanter**, L'OR de Jean Martell keeps this tradition of rare encounters alive, an unrivalled sensory experience to elevate the moment.

All cognacs subject to final confirmation and on first come first serve basis. Great cognac is rare and stock is limited. Promotion offer last until Feb 28, 2015.