



A Century in a Bottle

Louis XIII Le Jeroboam celebrates its storied past in epic proportions

It was a historic day in 1874 when fifth-generation Paul-Émile Rémy Martin created the Louis XIII cognac from a unique blend of 1,200 eaux-de-vie. The nectar's iconic decanter, inspired by a metal flask that survived the ravages of war, is fitting for this golden elixir, which has prevailed for 138 years and has celebrated some of the greatest moments of the 20th century. Rémy Martin has unveiled a limited edition three-litre decanter, so take a trip down memory lane and you will find that the Louis XIII is more than just a pretty case.

Louis XIII is deeply rooted in Asia, with its Eastern popularity beginning in 1883 when the first cases were shipped to Shanghai. The brilliant blend would win the world over, amassing accolades, including an award at the Paris Universal Exhibition at the turn of the century. The 20th century continued to be as golden for the liquor as royal courts from Sweden to Siam stocked the intoxicating drink in their cabinets.

Louis XIII's global domination was unstoppable as it boarded the legendary Orient Express in 1929, transporting its grandeur to Constantinople. Its acclaim stretched across the pond when the blend became one of the star attractions in the first class bar of the luxurious Normandie, the world's largest and fastest ocean liner in 1935.

This celebratory drink then marked the first Christmas of France's liberation in 1944 when General Charles de Gaulle commemorated the momentous occasion with libations of Louis XIII. Fast forward to 1984 when the spirit soared at twice the speed of sound aboard the inaugural flight of Concorde.

Louis XIII is meant to be enjoyed with friends, which is why the limited edition Le Jeroboam is accompanied by four crystal glasses specially designed by Christophe Pillet – a classic pairing for a classic drink.

Now how will you celebrate history in the making? ■



From Top

Louis XIII Le Jeroboam; sampling one of the 1,200 eaux-de-vie in the esteemed cognac