

FOOD AND BEVERAGE

Rmy Martin gives sensory overview of heritage with touring installation

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Image courtesy of Rmy Martin

By STAFF REPORTS

Cognac maker Rmy Martin is immersing the public in its story through an experiential pop-up.

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La Maison Rmy Martin New York will take groups of 30 participants through a 90-minute experience complete with tastings and the opportunity to blend their own cognac. Open from Oct. 21-23, this interactive display will enable the brand to interact with consumers in a branded space.

Taste and explore

For this pop-up, Rmy Martin partnered with French kinetic artist, composer, photographer and designer Vincent Leroy. The artist created conceptual interpretations of Rmy Martin's brand, including the commissioned piece "Red Ripples."

Mr. Leroy's work inspired a limited-edition packaging that will grace 1 million bottles, which will go on market in the coming months.

Red Ripples, Vincent Leroy

While viewing Mr. Leroy's art, guests will have the chance to blend their own cognac.

Throughout the tour, participants will also sample Rmy Martin cocktails and learn about its marques, including VSOP, 1738 and XO.

Along with the display, Rmy Martin is also hosting workshops and masterclasses with figures in music, fashion, art and cuisine.

Future installations will pop-up in Chicago Nov. 4-6 and Los Angeles from Nov. 18-20.

Since alcoholic beverage brands cannot sell directly to consumers in the United States, having engagement points that they can own are a means to educating consumers on their product. Even in markets without these restrictions, educational pop-ups provide consumers with knowledge.

For instance, LVMH-owned Moet & Chandon helped consumers differentiate between Champagne and sparkling wine at an educational pop-up in the heart of London.

The Champagne house is taking consumers "from grape to glass" in a virtual and immersive experience hosted at Conde Nast College in London's Soho neighborhood. Hosted by "wine gurus," the Moet Academy included virtual reality touchpoints to transport visitors to Moet & Chandon's vineyards for a well-rounded and education experience ([see story](#)).

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