

FOOD AND BEVERAGE

Rmy Martin explores mixed reality with Microsoft HoloLens experience

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Wine cellar with wine bottle and glasses. Image credit: Rmy Martin

By DANNY PARISI

French cognac maker Rmy Martin is teaming up with Microsoft for an innovative look at its production process.

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Rmy Martin's experience, called "Rooted in Exception" will premiere at a private brand party before rolling out to its luxury retail spaces around the world. Rooted in Exception will give customers an in-depth look at how cognac fine Champagne is made through the use of Microsoft's new mixed reality HoloLens technology.

"The story of Rmy Martin is one of a constant quest for innovation whether it be in terms of products, packaging, organization, relationship with the client," said Florence Puech, global communications director for **Rmy Martin**, Cognac, France. "This includes the choice to use 'The Centaur' as an emblem for the House in 1870, the specialization in Cognac Fine Champagne in 1948; the launch of Rmy Space, a cognac produced thanks to a process coming from technological transfers of European space research in 2001; having Pierrette Trichet as the first women to be Cellar Master of a big cognac House in 2003, and the innovation of the first NFC connected bottle in 2015.

"These are only some of the innovations that make Rmy Martin history. Microsoft HoloLens is an opportunity for Rmy Martin to use innovative technology to tell our story to clients."

Mixed reality

Microsoft's HoloLens, which is not currently released for mass consumption, is referred to as a "mixed reality" tool. To experience HoloLens, users wear smart glasses to see digital elements overlaid onto the real world.

This technology is forming the core of Rmy Martin's new experience Rooted in Exception.



Remy Martin cognac. Image credit: Remy Martin

With this new project, Remy Martin is hoping to give customers a closer look at the distilling process of its spirits, starting with attendees of a private party in Los Angeles.

On June 15, attendees will be the first to try Remy Martin's mixed reality project, which sees the user standing before a three-dimensional table upon which are presented elements of the creation of a bottle of Remy Martin Champagne cognac.

Through the Hololens, users will see the regions where the Champagne is produced and learn about the process as told by cellar master of the house, Baptiste Loiseau, who will expound on the importance of the earth and land in the distillation of Champagne.

The experience was created in partnership with Kazendi, a European Hololens studio and one of the first developers to begin making use of Microsoft's new tool.

Brand experience

While the technology behind this project is new, the goal of endearing customers to the brand by experiencing the process and history of Remy Martin is a familiar strategy.

Early last year, Remy Martin hosted an interactive digital exhibit.

Housed on a microsite, the "One Life/Live Them" places consumers at the center of a party, allowing them to uncover 300 years of brand history in a three-minute video. This first-person narrative enables Remy Martin to explain its codes and craftsmanship in an immersive, experiential manner ([see story](#)).



Screenshot of Remy Martin's One Life/Live Them experience. Image credit: Remy Martin

Late last year, Remy Martin hosted a similar experience, but this time on location in Chicago and Los Angeles for an in-person experience.

Remy Martin took 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 enabled the brand to interact with consumers in a branded space ([see story](#)).

But the Rooted in Exception campaign combines aspects of both of these previous ones. It is hosted in-person at a physical location but uses the digital medium to express the content of the campaign.

"At Remy Martin, we say that the truth is in the soil. One of the pillars of Remy Martin's exceptional cognacs is that they are all blended from eaux-de-vie coming from the Fine Champagne region in Cognac, renowned for its thick layer of chalky soil.

"Using the HoloLens headset, clients can be shown this in virtual detail in direct reference to a physical table showing the region of Cognac," Ms. Puech said. "This technology allows us to reveal the secrets of what makes Rmy Martin cognacs exceptional, in an experiential and engaging way."

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