

FOOD AND BEVERAGE

## Rmy Martin celebrates quality time in diverse campaign

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*Rmy Martin is exploring the concept of sobremesa in a new family-oriented campaign. Image credit: Rmy Martin*

By SARAH RAMIREZ

French Cognac brand Rmy Martin is honoring Latin culture with a culinary-themed collaboration.

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The "Sabor de Sobremesa" campaign celebrates a common experience in many Latin and global cultures: the familial lingering at the table after a filling meal, often accompanied by dessert and cocktails. Rmy Martin tapped two Latin chefs to share the sobremesa experience in new personal films.

"The brand oftentimes leads with quality and the Cognac fine Champagne' positioning, but an underlying element is always family, tradition and inclusivity," said Alicia Wiedemann, head of client strategy at **Summer Friday**, New York.

"This campaign pivots the storyline, putting those elements above everything else," she said. "Customers today want stories; quality and product benefits are mere table stakes.

"This campaign tells a meaningful story and gives the brand purpose."

Ms. Wiedemann is not affiliated with **Rmy Martin** and agreed to comment as an industry expert.

Flavor of family

Sobremesa directly translates to "over the table," but the tradition of relaxing at the table with a drink has universal resonance.

The Cognac brand worked with New York-based Stephen "Chef Papi" Rodriguez and Chicago-based chef Diana Dvila to elaborate on what sobremesas mean to them in individual films.

*"Chef Papi" is one of the two Latin chefs featured in the campaign*

Aesthetically, the two films have many similarities.

Each begins with the chefs preparing family meals in their modest city kitchens. Their apartments are crowded with loved ones, who are enjoying the food, dancing, laughing and gossiping together.

Quickly edited shots of B-roll allude to Mr. Rodriguez and Ms. Dvila's Dominican and Mexican heritages, respectively, before the scene returns to the dinner table. Traditional music plays in the background, adding to the party atmosphere of the campaign spots.

The vignettes are shot in a warm, almost sepia-like tone while the edges of the frame resemble film prints. These retro-inspired visual choices make the spots more intimate resembling grainy home movies instead of a glossy, high-budget luxury marketing campaign.

In voiceovers, each chef gives their own description of what a sobremesa means to them.

"It's the unexpected combinations in food, music, conversations," Mr. Rodriguez says. "It's memories from the past, plans for the future it's just a lot of love and laughter, family and sometimes, it's a party."



*Diana Dvila, executive chef and owner of Mi Tocaya Antojeria, for Rmy Martin. Image credit: Rmy Martin*

Throughout both films, the chefs and their families are seen pouring and toasting with glasses of Rmy Martin. Featured in the campaign are Rmy Martin 1738 Accord Royal and Rmy Martin Tercet.

"Sobremesa isn't about where you are, what you're doing," Ms. Dvila says. "It's about who you bring to the table."

#### Cultural celebrations

The campaign, which began rolling out earlier this fall, is an extension of Rmy Martin's "Team Up For Excellence" initiative, which celebrates diverse cultures and traditions.

"Our commitment to celebrating excellence in hospitality and gastronomy runs parallel to our admiration of the cultural traditions of the past that continue to bring communities together today," said Tina Reejsinghani, vice president at Rmy Martin Americas, in a statement.

As part of this philosophy, the Cognac brand often enlists creatives from the fields of music and food.

This spring, Rmy Martin paid tribute to the union of two cultures in a thought-provoking campaign with multi-Grammy Award-winning artist Usher. The "Team Up for Excellence" film highlighted the cultural connection between Cognac and American music since 1917, and how the two have been historically intertwined ([see story](#)).

In December 2020, Rmy Martin celebrated the cultures of Cognac and music through a film series featuring Grammy-nominated recording artist 6LACK (pronounced "black"). Appearing in the "Ground's Melody" series, 6LACK reveals how music is strongly influenced by the cities and communities in which it was created, similar to the production of Cognac ([see story](#)).

In addition to Mr. Rodriguez and Ms. Dvila, the Cognac brand has also worked with chefs Kwame Onwuachi and Jean-Francois Pig. Rmy Martin also recently established a global partnership with the Michelin Guide to spotlight restaurants specializing in sustainable cuisine.

"Diversity is a fabric of our culture and brands need to embrace that and celebrate that every day, not only when they're asked," said Summer Friday's Ms. Wiedemann.