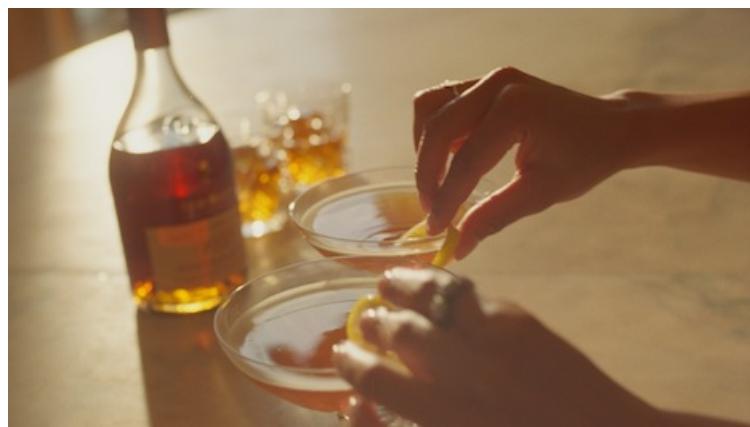


FOOD AND BEVERAGE

Rmy Martin celebrates magic hour in multichannel effort

June 3, 2022



Rmy Martin is celebrating National Cognac Day. Image courtesy of Rmy Martin

By SARAH RAMIREZ

French Cognac brand Rmy Martin is toasting to summer with a new creative campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Coinciding with both National Cognac Day on June 4 and the centennial of the classic Sidecar cocktail, "The Rmy Sidecar Magic Hour" campaign captures the sweetness of the sunset. The campaign spans a new film as well as events and a sweepstakes.

"As a brand that values excellence, tradition, and innovation, we're excited to honor the Sidecar, a timeless Cognac cocktail, giving it a new life through our campaign and leading cognac culture this summer," said Tina Reejsinghani, vice president at [Rmy Martin Americas](#), in a statement. "Evoking the adventurous and rich nature of the Sidecar, this campaign highlights Rmy Martin's vision of exception, and our ambition to bring this spirit of excellence to cocktail lovers across the nation this summer."

Sunshine and Sidecars

The campaign encourages consumers to enjoy each day's golden hour, the sundrenched time before dusk that is best enjoyed with cocktails.

Directed by Ricky Saiz, the former creative director streetwear label Supreme, the new spot expresses this laidback spirit.



Remy Martin argues that the Sidecar is the summer cocktail of choice. Image courtesy of Remy Martin

"Glaring air over dawning sky, sun rays dancing in cocktail glasses, turning tables and golden halos, that cognac sparkle before dusk," a female narrator says. "These are the ingredients of the magic hour, and it's yours to savor."

As she speaks, a sunny montage plays and effortlessly depicts the relaxed atmosphere of summer evenings, from food and music to quality time with loved ones.

One man is at the barber, while another couple is shown dancing to a vinyl record. A bartender serves Sidecars at a rooftop, and the night ends with a jump in the pool.

The exact origins of the Sidecar are unclear, but a recipe was first published by the Ritz Paris in the early 1920s. For this campaign, the Cognac house is offering its own [recipe](#) using Rmy Martin 1738 Accord Royal.



The Rmy Sidecar recipe also includes Cointreau and lemon juice. Image courtesy of Remy Martin

The brand is also complementing the campaign with a Rmy Sidecar Magic Hour event in New York marking the summer solstice. Other events will be held this summer in Chicago, Miami, Los Angeles, Detroit and Houston.

Finally, Rmy Martin is partnering with iHeartMedia on the Sidecar Summer Soiree Sweepstakes. Twenty-five winners will have the chance to ride in their own electric sidecar as part of their Rmy Martin summer experience.

Golden hour

Rmy Martin has been in a celebratory mood, connecting festivities and celebrations with its heritage in recent campaigns.

Ahead of the 2021 holiday season, the Cognac house honored Latin culture with a culinary-themed collaboration.

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 ([see story](#)).

More recently, Rmy Martin bridged the gap between traditional and contemporary with its "Family Spirit" Lunar New Year campaign and special edition decanter. Celebrating adventure, curiosity, life and the Year of the Tiger, the campaign honored the bond formed across generations of family and friends ([see story](#)).

Now, the house is highlighting a universal experience: a summer evening best enjoyed with friends and cocktails.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.