

FOOD AND BEVERAGE

Serena Williams stars in first-ever Rmy Martin Super Bowl spot

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Rmy Martin has created two special cocktails in honor of the 57th annual Super Bowl, taking place on Feb. 12, 2023. Image credit: Rmy Martin

By LUXURY DAILY NEWS SERVICE

French Cognac brand **Rmy Martin** is making tennis champion and sports icon Serena Williams the star of its first-ever Super Bowl ad.

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As part of the brand's "Inch by Inch" campaign, a 60-second promotional clip will air on Feb. 12, 2023, during the first quarter of the 57th championship game. This marks the first national Super Bowl advertisement for parent company Rmy Cointreau.

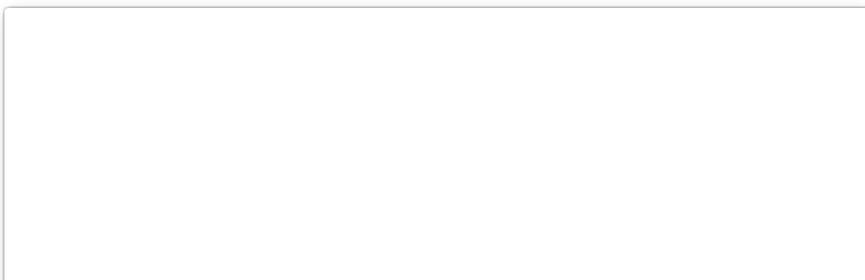
"I am honored and excited to be able to work with Rmy Martin, whose core values are so similar to my own personal principles," said Ms. Williams, in a statement.

"Rmy Martin is a brand based on generosity, authenticity, and teamwork, all qualities that I have taken great strides to incorporate in my life and my career," Ms. Williams said. "Together, we are incredibly excited to inspire others with inch by inch' and team up in pursuit of excellence."

A winning team

The campaign's title, "Inch by Inch," recognizes that no one individual achieves greatness alone.

Rmy Martin takes the position that all success is achieved incrementally with the help of a cohesive team, crediting strong familial ties and the passing of skills, knowledge and traditions down its successive generations as crucial to the continued success seen since its 1724 founding.



[View this post on Instagram](#)

A post shared by Remy Martin US (@remymartinus)

The Cognac brand recognizes similar values in Ms. Williams, whose own family was instrumental in her journey toward becoming one of the most decorated players in the history of tennis. Among her many honors are four Olympic Gold medals and 23 Grand Slam singles titles.

The work and sacrifice that Ms. Williams, her sister and fellow tennis champion Venus Williams and her father, Richard Williams, made in the early days of the duo's respective careers is the subject of the 2021 Oscar-winning film "King Richard."

Rmy Martin's inaugural appearance marks the third time in as many years that parent company Rmy Cointreau has entered what has become coveted Super Bowl advertising space.

Last year's ceremony included a 30-second ad for The Botanist, a spirit from Rmy Cointreau's Islay gin brand, which played in 17 markets. In 2021, French liqueur Cointreau was advertised during the game, reaching 15 markets.

The newest Rmy Martin spot will stand as the first time the parent company has ever released a national advertisement.

As part of the occasion's festivities, Rmy Martin has created two specialized cocktails: The Rmy 1738 Sidecar featuring Rmy Martin 1738 Accord Royal and The Rmy V.S.O.P. Mule. Recipes for these cocktails, and other information about the campaign, can be found on Rmy Martin's [website](#).

It seems many spirits companies have tapped accomplished women to lead their campaigns of late.

Earlier this month, French Cognac brand Hennessy Paradis featured American pop icon Alicia Keys in a new global effort. The luxury leader has named the singer-songwriter as its first female brand partner ([see story](#)).

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