

FOOD AND BEVERAGE

Louis XIII enhances latest product drop with digital extension

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With this latest release, Louis XIII encourages consumers to "think a century ahead." Image credit: Louis XIII

By LUXURY DAILY NEWS SERVICE

Rmy Martin's Cognac house **Louis XIII** is appealing to digital natives by adding a new immersive mobile experience to its latest release, "The Drop."

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Blue Bite, a leading digital platform that creates open channels of communication between brand and consumer, has outfitted The Drops' packaging with an exclusive QR code. This leads each owner into a personalized portal through which to explore the world of Louis XIII.

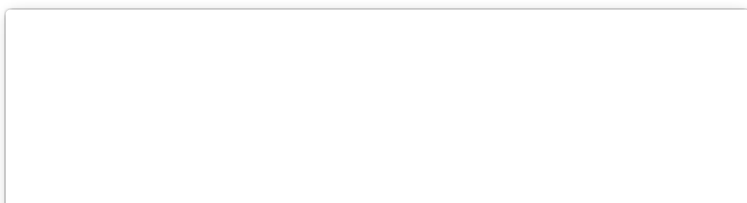
"The Drop brings to life the Louis XIII vision to become a cultural icon for a new generation of digital natives who are always on the move, spontaneous, playful, multi-taskers and multi-sharers," said Jean-Philippe Hecquet, CEO of the House of Rmy Martin, in a statement.

"Blue Bite supports our vision by introducing carefully curated exclusive experiences that help customers discover the full scope of The Drop with activations that are personal and unique to each user."

To the last drop

The digitally-enhanced drop seeks to accommodate a generation on the move that wants access to their desirables anywhere they go.

Consumers can access their personalized Louis XIII experience wherever they carry their phones. Similarly, The Drops' bottle ensures the same easy access to the spirit itself.



[View this post on Instagram](#)

A post shared by LOUIS XIII (@louisxiiicognac)

The classic Louis XIII cognac in The Drop is housed in a 10-milliliter bottle. This means consumers can drink the Cognac straight from it, carrying the small container around with ease.

The bottle's top comes in five colors labeled Loud, Bold, Smooth, Glow and Bright. These can be purchased in singles or in five-piece collections.

Promotional materials for the collection show models carrying the bottles over their shoulders in a sling like a small purse.

Late last year, American R&B singer Brent Faiyaz was seen wearing The Drop bottle on such a sling during his performance on "The Tonight Show Starring Jimmy Fallon."

This is not the first time the house has offered its patrons an interactive experience. In September 2021, visitors to the house's U.S. site were invited to take part in "Louis XIII Mysteries," where players searched for hidden codes to solve a series of 13 puzzles.

Louis XIII was among the first premium spirits labels to leverage gamification as a way to engage its customers ([see story](#)). Blue Bite hopes to capture their imaginations in a similar way.

"A Blue Bite brand experience is limited only by one's imagination," said Melissa McDermott, director of growth at Blue Bite Europe, in a statement.

"Our goal is to unlock the potential of products and brands by using connecting technologies that transform how consumers interact with them," Ms. McDermott said. "In addition to providing compelling information at the point of sale, the dynamic experiences enable long-term consumer connections that generate multiple touchpoints throughout the product life cycle."

The Drop collection is available for purchase at luxury venues and retailers, and at the Louis XIII [site](#). Single bottles are priced at \$192, while five-piece box sets sell for \$900.