

FOOD AND BEVERAGE

## Rmy Martin renews immersive cocktail experience for second year

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Six mixologists hailing from around the U.S. are gearing up to share tips and recipes at regional events. Image courtesy of Rmy Martin

By LUXURY DAILY NEWS SERVICE

French Cognac brand Rmy Martin is bringing back an in-person event.

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The spirits brand is teaming up with American media and entertainment company Complex on the launch of "Rmy Sidecar Magic Hour," inviting guests to gather in select locations around the United States to sip on Sidecar in the weeks to come. Debuted last year, Rmy Martin is once again set to engage six mixologists to drive the experiences.

Drinking it in

Rmy Martin's take on happy hour is coming to cocktail lovers in Los Angeles, Miami, Detroit, Chicago, New York City and the Hamptons. Guests can participate in the regional events this summer and fall, where the brand will share its tips and crafting process with the world.

Drink specialists featured at the activation hail from around the country, each turning to the specific flavors of their locales to shake up the historic concoction. As interpretations of a classic explore new twists on the Sidecar, Rmy Martin spotlights the true versatility of the drink.

A warm sunset and a refreshing Rmy Sidecar that's the magic of magic hour. [#RmySidecar](#)  
[#RmyMagicHour](#) [#TeamUpForExcellence](#) [pic.twitter.com/t9Tvxqp2yG](https://pic.twitter.com/t9Tvxqp2yG)

Rmy Martin Cognac US (@remymartinUS) [August 4, 2023](#)

Experts include Michael Aredes from New York City, William Tsui from Oakland, Kapri Robinson from Washington D.C., Christian Suzuki-Orellana from San Francisco, and Josh Davis and David Mor from Chicago.

One-on-one interviews are published on a dedicated website for the experience, revealing the mixologists' respective creations, thoughts on the brand and home cities' bartending and nightlife scenes.

Those who cannot make it in person can still participate in the overall push, as the brand is giving away limited-

edition electric Rmy Martin Sidecar bikes.

The 25 three-wheeled vehicles each come with a helmet, and feature a vintage frame and the cognac maker's classic logo. Those interested in attempting to win the prize can enter at

<https://stories.complex.com/MagicHour/magic-hour-sweeps/> before the sweepstakes closes on Oct. 31, 2023.

In 2022, the first instance of the series coincided with National Cognac Day on June 4. A corresponding film encouraged consumers to enjoy any given day's golden hour, best done with a Rmy Martin cocktail ([see story](#)).

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