



RÉMY MARTIN
COGNAC FINE CHAMPAGNE

RÉMY MARTIN CELEBRATES THE LEGENDARY SIDECAR COCKTAIL THIS SUMMER IN NEW “RÉMY SIDECAR MAGIC HOUR” CAMPAIGN

*Premium Cognac Fine Champagne Brand Launches New Creative Campaign on National
Cognac Day to Pay Tribute to the Iconic Sidecar Cocktail*

NEW YORK, NY, June 2, 2022 – In celebration of National Cognac Day (June 4th) and on the heels of the 100th anniversary of the quintessential Cognac cocktail, the Sidecar, Rémy Martin and FRED & FARID New York teamed up to unveil its newest multi-faceted creative campaign, the “**Rémy Sidecar Magic Hour**,” to bring out the best of summer. The campaign invites us all to own the best part of each day—that sweet spot just as the sun is setting, the energy elevates, and all the right elements are aligned to create that magical feeling you can’t escape, all with the perfect summer cocktail in hand – the **Rémy Sidecar**.

For Rémy Martin, the right mix is everything. It’s the right mix of talent, time, and terroir that makes their Cognac so exceptional. It’s the right mix that makes the Rémy Sidecar a luxurious yet elegantly simple cocktail. And it’s the right mix of music, people, food, and drinks; all coming together at the perfect that transforms dusk into the magic hour. Rémy Martin has always invited people to Team Up for Excellence, and this summer the “**Rémy Sidecar Magic Hour**” is an invitation to seize the moment cherish it through the summer months.

To bring this campaign to life, Rémy Martin has appointed acclaimed director **Ricky Saiz**. The former Creative Director of Supreme, Saiz is an award-winning filmmaker, designer, art director and photographer who has been at the forefront of culture for over 15 years, and whose vision of excellence in the arts aligns perfectly with Rémy Martin. Saiz harnesses his creative and cultural expertise to reimagine the Sidecar, giving the classic cocktail a whole new life. For this campaign, he exquisitely captures the special feeling when the perfect atmosphere, music, food, drinks, and people blend together effortlessly. Illustrating this mix of elements within this spectacular moment paves the way for the ultimate summer sipping occasion that’s beyond your typical happy hour.

“As a brand that values excellence, tradition, and innovation, we’re excited to honor the Sidecar, a historic cognac cocktail, giving it a new life through our campaign and leading cognac culture this summer,” says **Tina Reejsinghani, Vice President, Rémy Martin Americas**. “Evoking the adventurous and rich nature of the Sidecar, this campaign highlights Rémy Martin’s vision of exception, and our goal is to bring this spirit of excellence to cocktail lovers across the nation this summer.”

Centered around the magic of summer, Rémy Sidecar Magic Hour invites cocktail aficionados around the country to raise a glass and celebrate the zenith of the magic hour. The campaign brings together a host of talented partners, including Chef **Kwame Onwuachi**, DJ **Brittany Sky**, Fashion Designer, **LaQuan Smith**, and creatives alike, to toast to the magic hour with their individual passions and a Rémy Sidecar. Throughout the campaign, their passions will be highlighted with the inclusion of curated Sidecar Magic Hour inspired menus by Chef Kwame, Magic Hour themed musical playlists from DJ Brittany Sky, and a limited-edition sidecar designed by LaQuan Smith, which will be included in the Summer Soiree

Sweepstakes for one extra lucky winner. In addition, the campaign also includes a Sidecar Summer Soiree Sweepstakes supported by iHeartMedia, in which 25 lucky winners will have the opportunity to ride in style this summer with their very own electric Rémy Martin Sidecar Bike.

About Rémy Martin

Since 1724, the House of Rémy Martin has produced premium spirits that consistently appeal to the world's most discerning connoisseurs. A profound love of the land, a continuity of family ownership and a passionate commitment to excellence has sustained Rémy Martin for nearly three centuries. As a result of its masterful production and generations of tradition in Cognac, the House of Rémy Martin today produces Fine Champagne Cognacs, including Rémy Martin® XO, Rémy Martin® Tercet, Rémy Martin 1738® Accord Royal and Rémy Martin® V.S.O.P. For additional information, visit www.RemyMartin.com