



MARTINGALE
COGNAC

IMPORTANT UPDATE

NEW LOWER PRICE, SAME GREAT LIQUID

WITH ITS LAUNCH PHASE COMPLETE, MARTINGALE BRINGS PRICING INTO THE SWEET SPOT OF "ATTAINABLE LUXURY"



375ml
~~RSP: \$69.99~~
RSP: \$39.99

700ml
~~RSP: \$120~~
RSP: \$79.99

WHAT?

Martingale is applying a significant reduction in the acquisition price of its products to better reflect the market trading environment for Cognac and other premium spirits. This new pricing is expected to be reflected at the shelf and online in the coming weeks and months. Notably there will be no changes to the product or the pack, and we are proud to share the same award-winning liquid brought to you with the same bold vision as before.

WHY?

Martingale was never meant to follow the same script as other products in our category. We set out to modernize and push boundaries – both in liquid profile and bottle design. Doing so means bringing new drinkers into the category. To achieve this, the price of our products needs to be both attainable and in line with the market. Our original price was the byproduct of launching independently and with integrity. Now that we are established and growing, we have been able to recalibrate our price while retaining the full integrity of our product.

HOW?

As with any ambitious start-up, we've seen exciting growth since our launch in 2023. The start-up phase has a tremendous impact on the cost of making a high-quality product like ours, and Cognac has seen dramatic changes in demand and flow of goods—even in the two short years since we brought Martingale to the market. In this new phase of our journey, we're pleased to be able to pass along the efficiencies of scale to our growing base of drinkers.

WHEN?

Price changes will begin to reflect at shelf as early as mid-July, 2025. Price file states like New York may take until early August before changes take effect.

If you have questions or concerns, please contact your Martingale Sales Director.

AS FEATURED IN ESQUIRE, FORBES, ROLLING STONE, ROBB REPORT, FOOD & WINE, PEOPLE, ACCESS HOLLYWOOD, MSNBC & MORE





THE MARTINGALE DIFFERENCE

A FRESHER, MORE FRAGRANT STYLE OF COGNAC FOR TODAY'S PALATE

Martingale is fresh, fragrant, and refined; offering an exquisite balance of complexity and smoothness. True to Cognac – but with a structure reminiscent to whisky drinkers and a fragrant aroma evocative of fine wines.

WHAT IS A RARE RESERVE COGNAC?

Martingale sits apart from other Cognacs: At 5-7 years old, the liquid is older than a VSOP and younger than an XO. Captured at the apogée (apex) of this particular blend's flavor and crafted for a new, under-served generation of consumers.

FROM GRAPE TO GLASS

Maison Thomas is rare among Cognac producers; having complete control of the entire process from the vineyards to final liquid enjoyed around the world. We like to think of this as being closer to the cycle of nature. Controlling the process means we don't need to standardize the liquid with additives like boisé. Martingale is pure and fresh for your enjoyment.

THE FOUR CRUS OF MARTINGALE



TASTING MARTINGALE

Crafted from a blend of four of the most sought-after crus, with a notable borderies content, Martingale embodies freshness, fragrance, and refinement.



COLOR:

A bright, precious amber with deep golden and honeyed reflections.

NOSE:

Elegant and refined with notes of spring flowers, acacia, light vanilla, almonds and madeleine.

TASTE:

Well-rounded with an abundance of freshness. Hints of tannins and oak balance perfectly with subtle floral and fruity notes.

FINISH:

Soft, long, with lingering notes of elegant sandalwood denoting maturity and refinement.

WHAT'S IN A NAME? A STRATEGY TO PURSUE SUCCESS IN LIFE

MARTINGALE, *mar- tin- gale* [*ˈmār-tən-ˌgāl*], *noun*

1. A 16th century French word relating to one's recipe for success in life.
2. A gambling system of continually doubling the stakes toward an eventual win that must yield a net profit.



NOT JUST ANY OLD LOGO

Our branding and distinctive octagonal monogram are inspired by a beautiful 17th-Century stained-glass window at Chateau d'Ars - current home of the Thomas Family and spiritual home of Martingale Cognac. A proud history making way for an exciting future.

PRODUCT DESCRIPTION	SCC	UPC	NABCA	PALLET PATTERN			WEIGHT (lbs) PER CASE	OUTSIDE CASE DIMENSIONS (INCHES)			AUGUST 2025 TRADE PRICING (P/BOTTLE)	
				CASES PER PALLET	CASES PER TIER	NO. OF TIERS		LENGTH	WIDTH	HEIGHT	1BTL	1CASE
MARTINGALE COGNAC 700ml/6	10810098404584	810098404587		110	22	5	21.1lbs	10.55	7.13	10.94	Market Specific	
MARTINGALE COGNAC BATCH 0002 375ml/6	10810098407462	810098407465		192	32	6	10.85lbs	6.07	8.98	9.53		
MARTINGALE COGNAC BATCH 0002 375ml/3 GIFT BOX	10810098407547	810098407540		27	9	3	20.26lbs	14.19	12.19	12.63		