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EUROPE



COGNAC BARTENDER WEBINAR

July 19, 2022



COGNAC
FRANCE

Cognac.fr/en



CAMPAIGN FINANCED
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SPIRIT DRINK
WITH EUROPEAN
GEOGRAPHICAL INDICATION





@CognacUSA #CognacUSA

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HOSTS



#CognacConnection

- Enter through August 5th
- Open to Professional Bartenders
- 10 Bartenders each win a \$1,000 educational incentive
- 3 grand prize winners receive additional visit to Cognac, France
- Original cognac-based cocktail required



CognacConnection Criteria

Cognac must be the primary ingredient and the only base spirit (vermouth, bitters, modifiers allowed)

No more than 6 ingredients total and no more than 2 homemade ingredients

Homemade ingredients must be easily replicable and cannot have more than 4 components

Submissions should be easy to recreate in any bar program

Cognac cocktail recipe must have a name and you may use cognac in the name

More details and official rules on CognacConnection.com

CognacConnection Judging

Cocktail Taste, Aroma and Balance: the whole experience!

Total of 100 points available

80 points available for the cocktail recipe:

Cocktail Appearance: How does the cocktail look? 5 points

Originality and Creativity: Any unusual combination? 25 points

Technique: 5 points

Taste: 45 points

Remaining 20 points:

10 for attending entire webinar (secret code)

10 for IG feed post with relevant hashtags (see rules)



ABOUT COGNAC



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COGNAC

V.S.P.O.P.
MADE FROM THREE GRAPE VARIETIES (UVALE, UGNE BLANC, UGNE NOIR)

COMING FROM SIX DISTINCT AREAS

A WINE DISTILLED TWICE

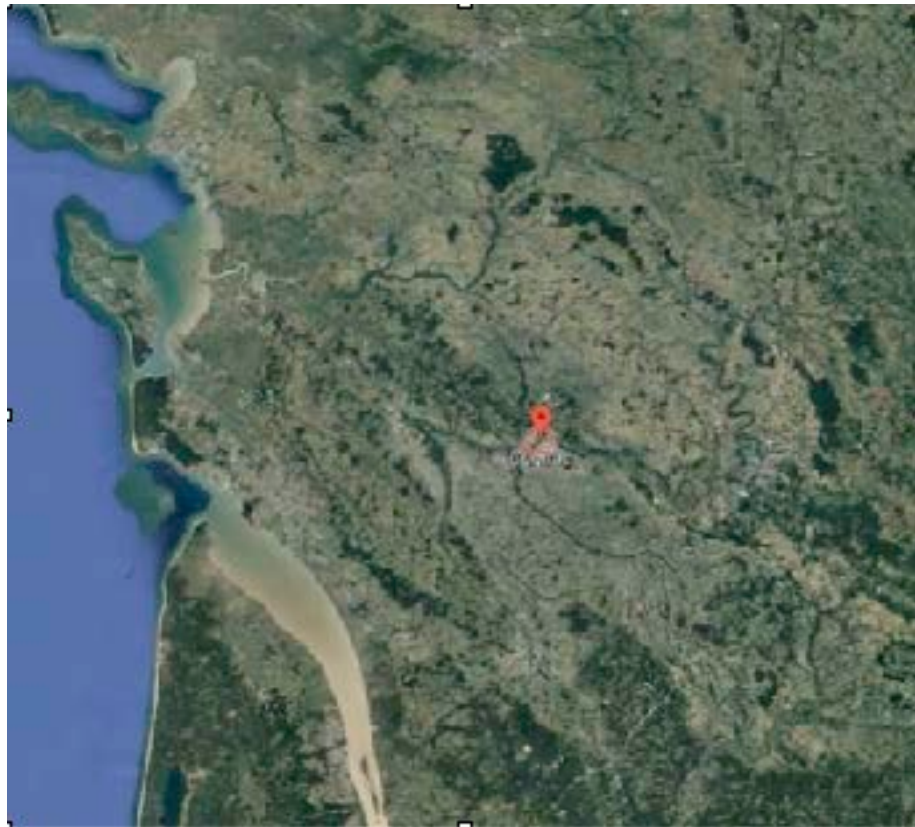
A WINEYARD
A VINEYARD
A TOWN

COGNAC: 3 WORDS
5 MEANINGS

DIFFERENTLY OAKED & BLENDED
TO OBTAIN THE BEST QUALITY
(COGNAC)

V.S.	V.S.O.P.	X.O.
2 years old	4 years old	10 years old





4th

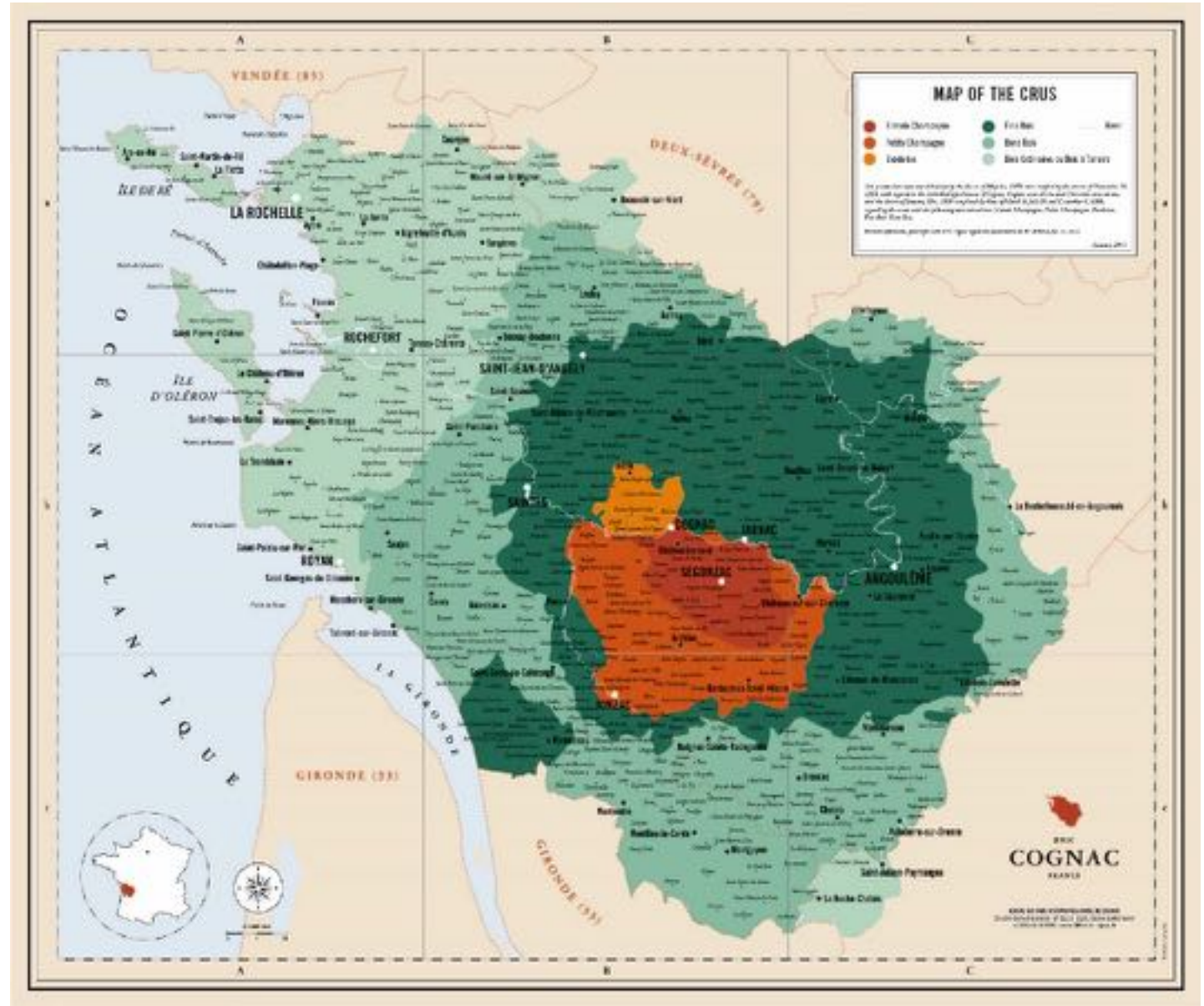
Biggest French
VINEYARD
(area)

About
78,000
hectares

2nd

Biggest French
WINE PRODUCER

10 %
Of the
FRENCH VINEYARD
(area)



COGNAC HISTORY

- **1st century:** vestige of wine production found in the Cognac region
- **11th century:** Cognac was already well-known for its wine trade, in addition to its salt storage activities
- **16th century:** Dutch distilled wine of Cognac region
- **17th century:** beginning of the double distillation in the region (1643) Cognac AUGIER
- **19th century:** Phylloxéra (1875) destroyed a great part of the vineyard
 - Before : 282 000 hect.
 - 20 years after : 40 000 hect.
- **20th century:** AOC Cognac
 - 1909 : délimitation
 - 1936 : rules of the AOC
 - 1938 : vintages
 - 2015 : decree homologating Cognac Product Specification





COGNAC SPECIFICATIONS





A unique "eau-de-vie", made from wine...

VARIOUS SOIL TYPES, BUT MOSTLY CLAY-CALCAREOUS



THE CAMPANIAN SOILS

Found in the Grande and Petite Champagne are fairly shallow soils of clay and limestone on top of soft chalk from the Cretaceous period.



THE GROIES

A large part of the Fins Bois appellation is covered with shallow soils of clay and limestone called "groies" that are similar to those of the Champagne crus, except for their red colour and hard stones from the Jurassic period.



A unique "eau-de-vie", made from wine...

THE SOILS



CLAY IN THE "PAYS BAS" DISTRICT

In a low-lying area north of Cognac called the "Pays bas", the soils are very rich in clay (up to 60% clay).



CLAY & FLINT

Soils to the northwest of Cognac are composed mostly of clay and flint stones, resulting from the decarbonation of limestone.



SAND

Sandy soils can be found in coastal areas, in certain valleys and in the entire southern portion of the vineyards. This sand was brought down from the Massif Central mountain range by erosion.

BACHE GABRIELEN TRE KORS

PIERRE FERRAND 1840



BACHE-GABRIELSEN VS TRE KORS

Bache-Gabrielsen is among the ten largest cognac companies in the world and one of the last family-owned houses. The cognac house of Bache-Gabrielsen was founded by Thomas Bache-Gabrielsen from Holmestrand in 1905.

Several generations later the business is still owned and run by the Bache-Gabrielsen family. It is now being run by Thomas Bache-Gabrielsen's great-grandson Hervé Bache-Gabrielsen, who recently took over the day-to-day management from his father, Christian Bache-Gabrielsen.



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PIERRE FERRAND 1840 ORIGINAL FORMULA

Maison Ferrand is one of the world's premier boutique producer of ne spirits, distributed in more than 68 countries, with production premises at Château de Bonbonnet in Ars. With a great respect for tradition and an unparalleled commitment to quality, Maison Ferrand produces venerable and sought-after cognacs. To recapture the spirit of the quintessential cocktail days in the 1800s, Maison Ferrand presents Pierre Ferrand Cognac 1840 Original Formula®, a revival of the classic three-star Cognac. This eminently mixable Cognac, created by Maison Ferrand president Alexandre Gabriel with help from cocktail historian David Wondrich, first launched in New Orleans in honor of the city that is famous for its Cognac cocktails, from the days of the old Sazerac saloon and even before, and to celebrate the Big Easy's preeminent cocktail event, Tales of the Cocktail® where it had its “official” first U.S. pour.



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**A UNIQUE
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MADE FROM WINE...**



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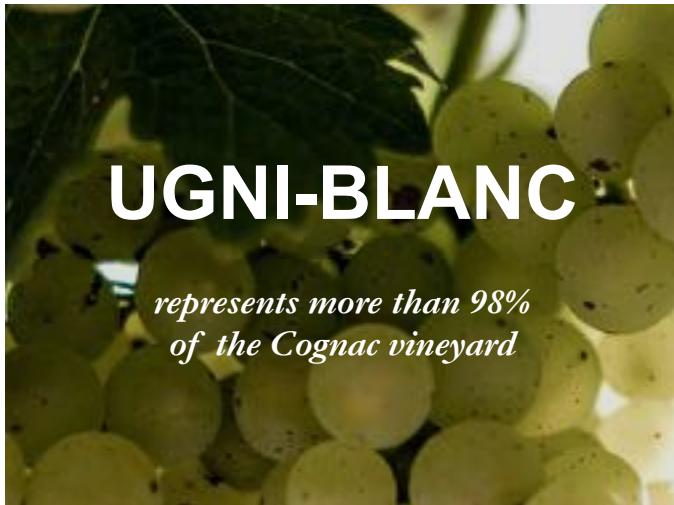
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A unique wine spirit

VARIOUS GRAPE VARIETIES WITH A PREDOMINANT ONE



UGNI-BLANC

*represents more than 98%
of the Cognac vineyard*

**{ HIGH ACIDITY
+
LOW
ALCOHOL = 2** essential qualities to obtain a good
distillation wine





A unique wine spirit

CHARENTAISE DISTILLATION



DOUBLE DISTILLATION

Also called "à repasse"



A COPPER STILL

9 LITERS OF WINE = 1 LITER OF COGNAC
(72.4% ABV maximum)

3,000
STILLS

in the whole Cognac appellation

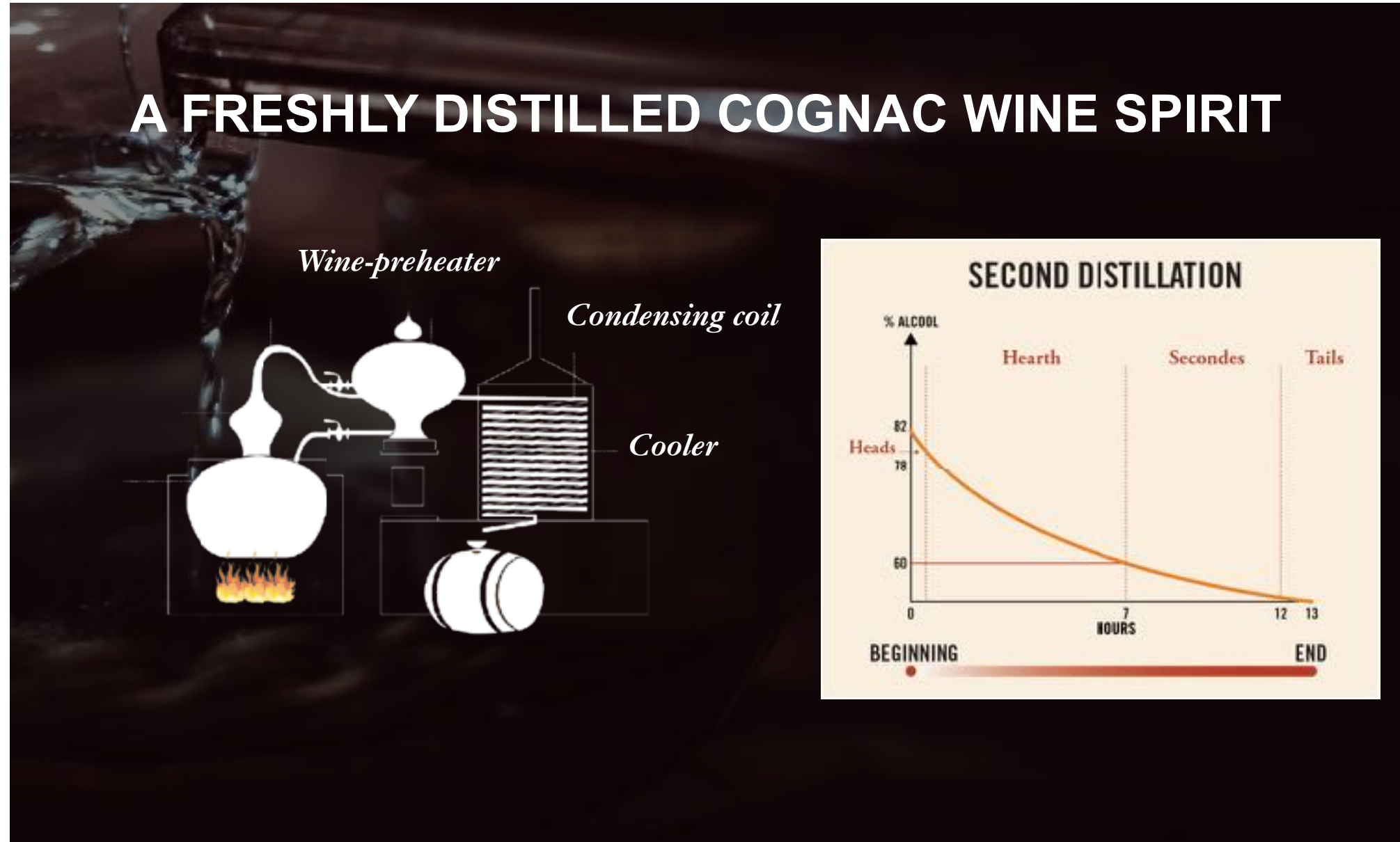


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A FRESHLY DISTILLED COGNAC WINE SPIRIT



MAXIME TRIJOL VSOP



NAUD VSOP



A.E. DOR VSOP



MAXIME TRIJOL VSOP

The first Maxime Trijol still was installed in Saint-Martial-sur-Né in the Cognac heartland in 1859. Today, the house boasts twenty two 2,500-litre stills. Maxime Trijol is different in that the brand cultivates its own vines, as well as distilling and ageing Cognac. In this way, Maxime Trijol oversees all the steps in the cognac production process: growing the grapes, distillation, ageing and bottling. This philosophy of a continuous quest for excellence has been handed down from generation to generation.



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NAUD VSOP

Over the last century, five generations of bold and passionate entrepreneurs have crafted spirits in the ancient family distillery, founded by Emile Perrier the famous fruit-liquor maker. In the nineteen eighties Jean-Michel Naud, a trained oenologist and passionate explorer of wines and spirits, the son-in-law of Robert Perrier, rediscovered the distillery. Today, with his son, Pierre, they have decided to reignite the flames under the copper pot stills to create distinguished Cognacs, which can be proud of their origins. They are also offering a range of unconventional spirits for the region, aimed at connoisseurs.



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A.E. DOR VSOP

Maison A. E. Dor was founded by Amadée Dor in 1858, and has been a family-run Cognac house dedicated to producing some of the world's finest distilled spirits since then. Through generations, this has remained the work of the Dor and Rivière families, and is currently run by the Pierre-Antoine Rivière, who succeeded his father, Jacques. While the family vineyards are given over to the production of an amazing range of Pineau des Charentes, the Rivières are master blenders and purchase grapes for distillation or young Cognac for aging and blending in their cellars. At every level of quality; V.S., V.S.O.P., or X.O., the Cognacs of A. E. Dor are aged well beyond the legal minimums, giving their Cognacs great depth of aroma and flavor and a remarkably mellow character.



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40

OLFACTIVE ZONES
CHARACTERISED



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AGEING & BLENDING



OAK CASK

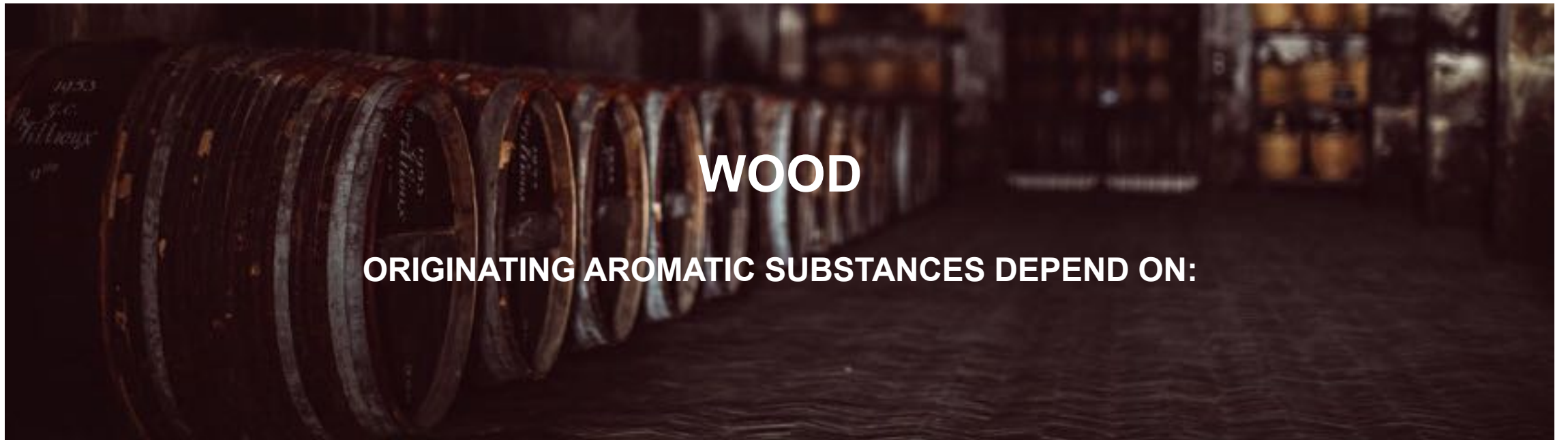
*A minimum aging of 2 years exclusively in oak cask.
These casks cannot store another spirit before.*



THE CELLAR MASTER

A central role in a Cognac house





**GEOGRAPHICAL &
BOTANICAL ORIGIN**



**DRYING
& MATURATION
CONDITIONS**

From 24 to 36 months



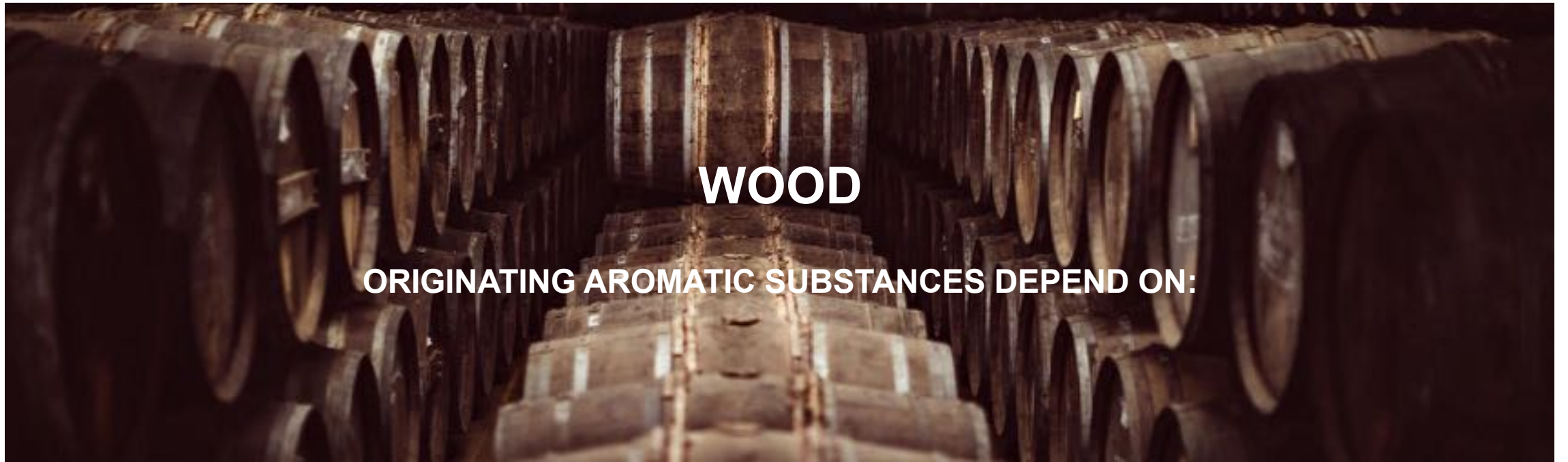
**COOPERAGE
TECHNIQUES**



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WOOD

ORIGINATING AROMATIC SUBSTANCES DEPEND ON:



VANILLINE

Vanille



EUGENOL

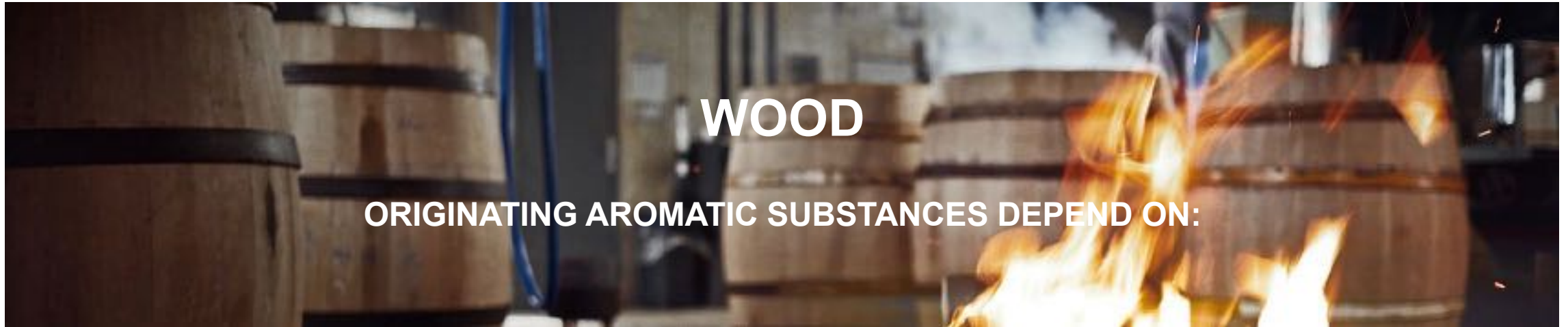
Clove



**OAK LACTONES
& FURFURAL**

Coconut





TOASTING = SUGAR CARAMELIZATION

*Light heat
from*

212F to 302F



*Medium to long heat
around*

392F



*high heat
around*

482F





BIG GRAIN -LONG TOASTING-

Structure (tannin)
Smoky aromas
Spicy



FINE GRAIN -LIGHT TOASTING-

Roundness
Slight bitterness
Fruity expression



STYLE



LARSEN AQUA IGNIS



HARDY LEGEND



LARSEN AQUA IGNIS

Larsen Cognac embodies the spirit of exploration which stems from its history. A young Norwegian, who's eager to explore the world, leaves his home on a ship destined for the Americas. However, a long stopover in France change this destiny. From this experience, the original signature of Larsen Cognac is born in 1926. The Larsen House continues its quest for fruit, purity and balance, inspired by the spirit of their founder as they push the limits to experience cognac differently.



HARDY LEGEND

With a history dating back to 1863, Cognac Hardy is known for quality cognacs and traditional production methods. Passed down throughout the generations, this family-owned house was one of the first to embrace worldwide distribution. Thanks to the love of an entrepreneurial Englishman for the French Charentaise countryside, Cognac Hardy boasts a 150-year history of supplying cognacs across the globe. Bénédicte Hardy is fifth generation and their international ambassador.



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AGEING

OXYGEN AND TIME DEVELOP
NEW AROMATIC NOTES, CONSTITUTIVE OF “RANCIO CHARENTAIS”



10 *years*

20 *years*

30 *years*

50 *years*



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COGNAC

=

RESULT OF VARIOUS
BLENDS

*A constant quest for harmony
and consistency*

ANGEL'S SHARE

=

EVAPORATION



COGNAC PARK BORDERIES SINGLE VINEYARD XO

A family business created in 1880 by Gaston Tessendier, the distillery today is composed of an estate of more than 25 hectares in the heart of the Borderies. Fourth generation Master Blenders, Lilian and Jerome Tessendier compose their blends of eaux-de-vie. The domaine is based in Javrezac near Cognac, the distillerie and some cellars are located in Jarnac by the bank of the Charente River with others around Cognac.

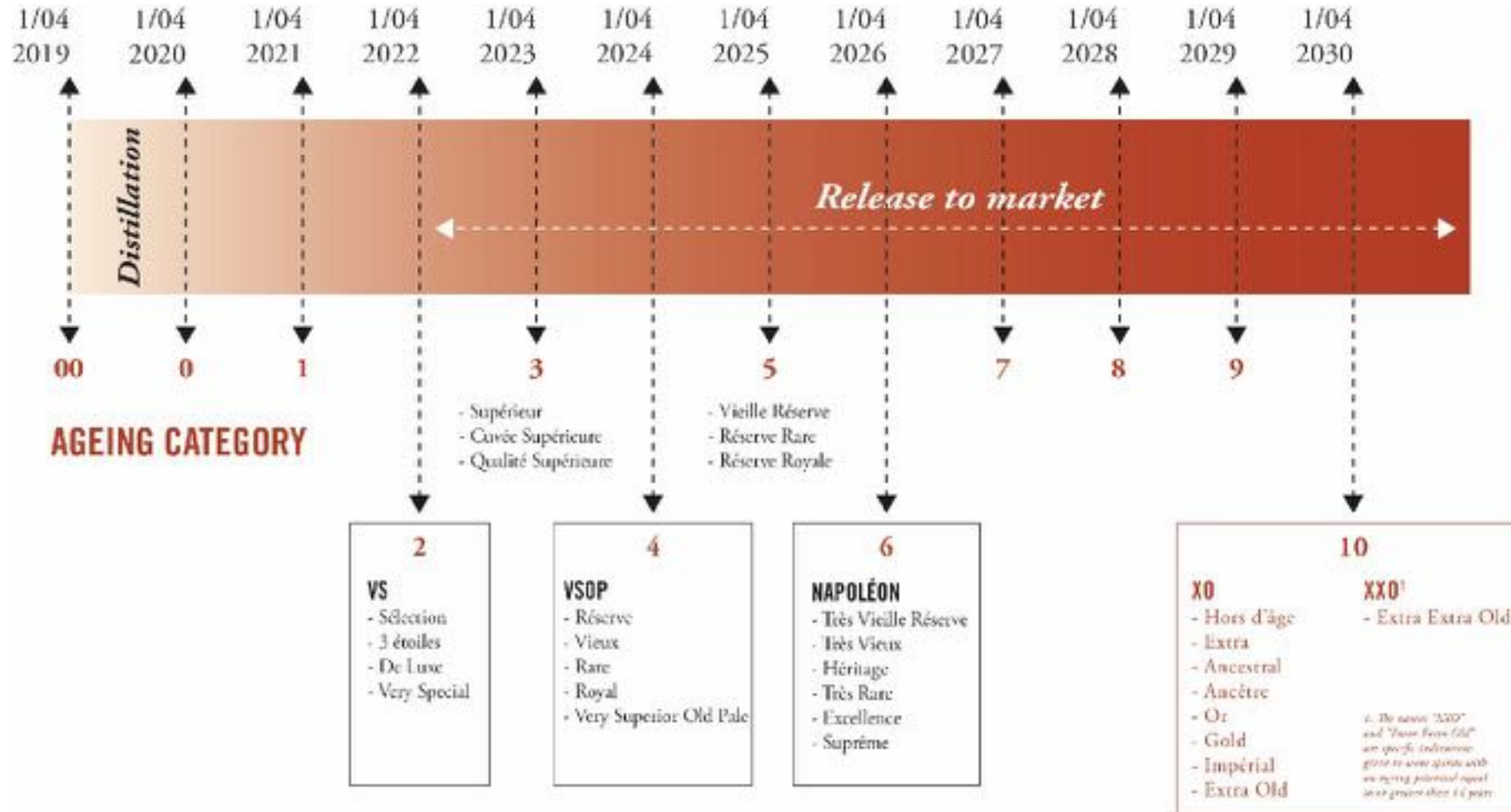


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COGNAC AGEING CATEGORIES



THE PERFECT GLASS



LE BNE / Stéphane CHASTAIG

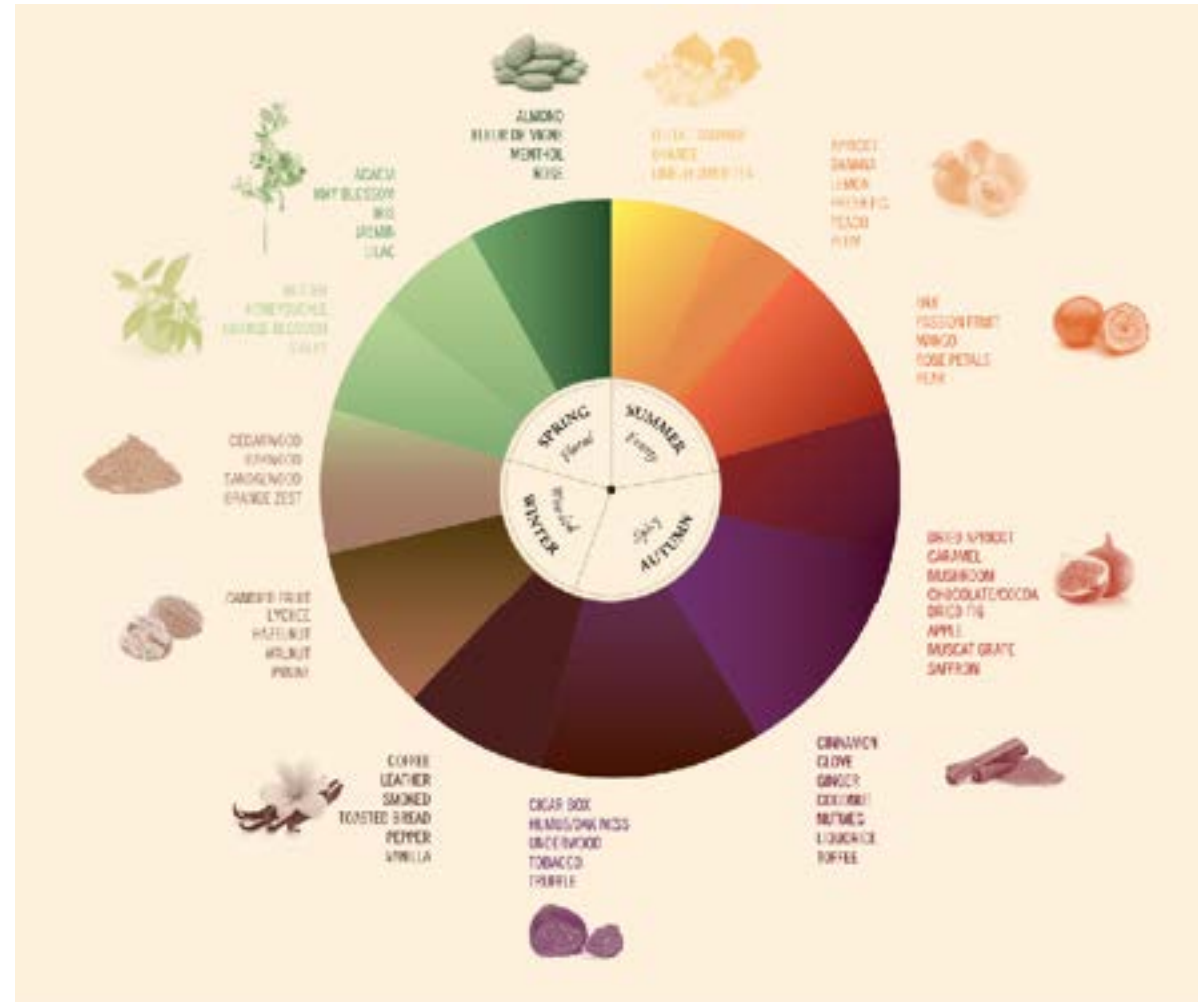
VS



LE BNE / Stéphane CHASTAIG



THE AROMA WHEEL





#COGNACCONNECTION

Enter through August 5th

10 professional bartenders each win a \$1,000

3 grand prize trips to Cognac, France

Visit CognacConnection.com for details

Secret Code: Ugni Blanc

Good Luck!



For more information, please contact:

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Merci



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