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IT'S FROM
EUROPE



LUNAR NEW YEAR 2022 —YEAR OF THE TIGER

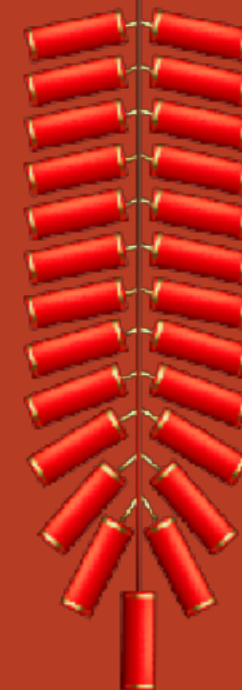
January 26, 2022



BNIC
COGNAC
FRANCE



YEAR OF THE TIGER



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SPIRIT DRINK
WITH EUROPEAN
GEOGRAPHICAL INDICATION

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@CognacUSA #CognacUSA

Cognac.fr/en



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HOST - EZRA STAR



Ezra Star has worked in the restaurant and hospitality industry for many years. Her bar career began while studying Biochemistry and Public health in Boston, where she eventually left the medical world in favor of the more social bar scene and landing at Drink in Boston, where she led the bar in her roles as bartender and General Manager to many awards and accolades. During her time at Drink the bar won numerous awards including multiple appearances on The Worlds 50 Best Bars list and “World’s Best Bar” in 2013 at the Tales of the Cocktail Spirited Awards. In addition to the accolades the bar has received, Star herself has won and been nominated for many awards including StarChefs Rising Star & Food and Wine’s “Best New Mixologist.” In 2019 Ezra was inducted into the “Tales of the Cocktail Dame Hall of Fame” for her work advocating for women’s rights in the bar world and for redefining what it means to be a female bartender in the United States. She now lives in Hong Kong.

Instagram: [@softestbullet](https://www.instagram.com/softestbullet)

ABOUT COGNAC

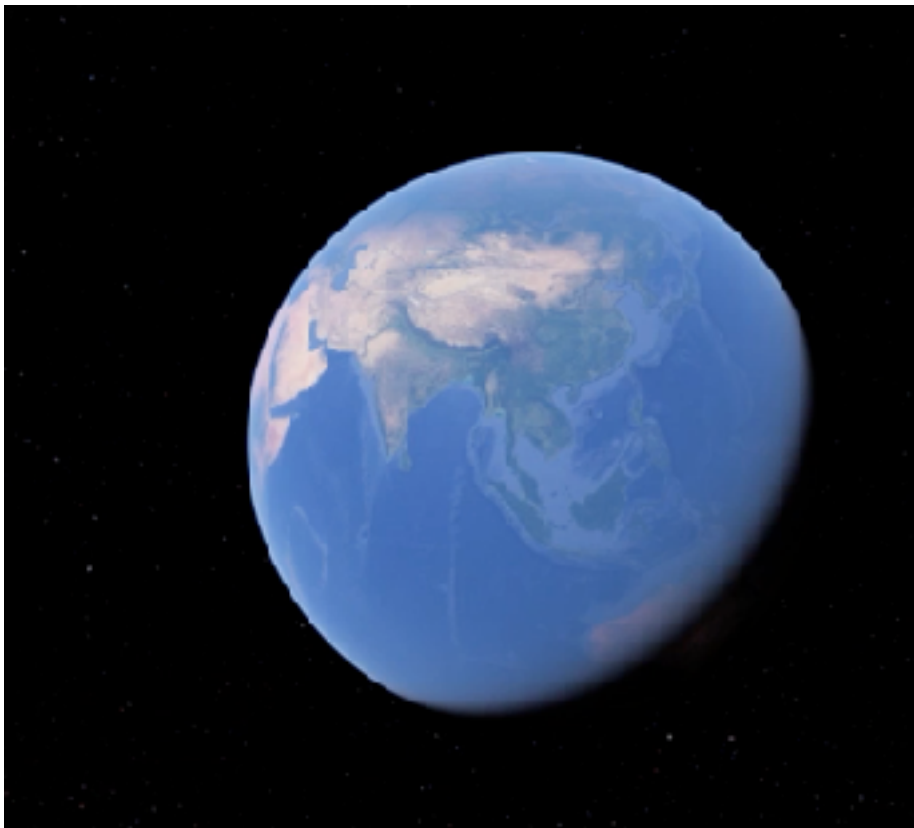
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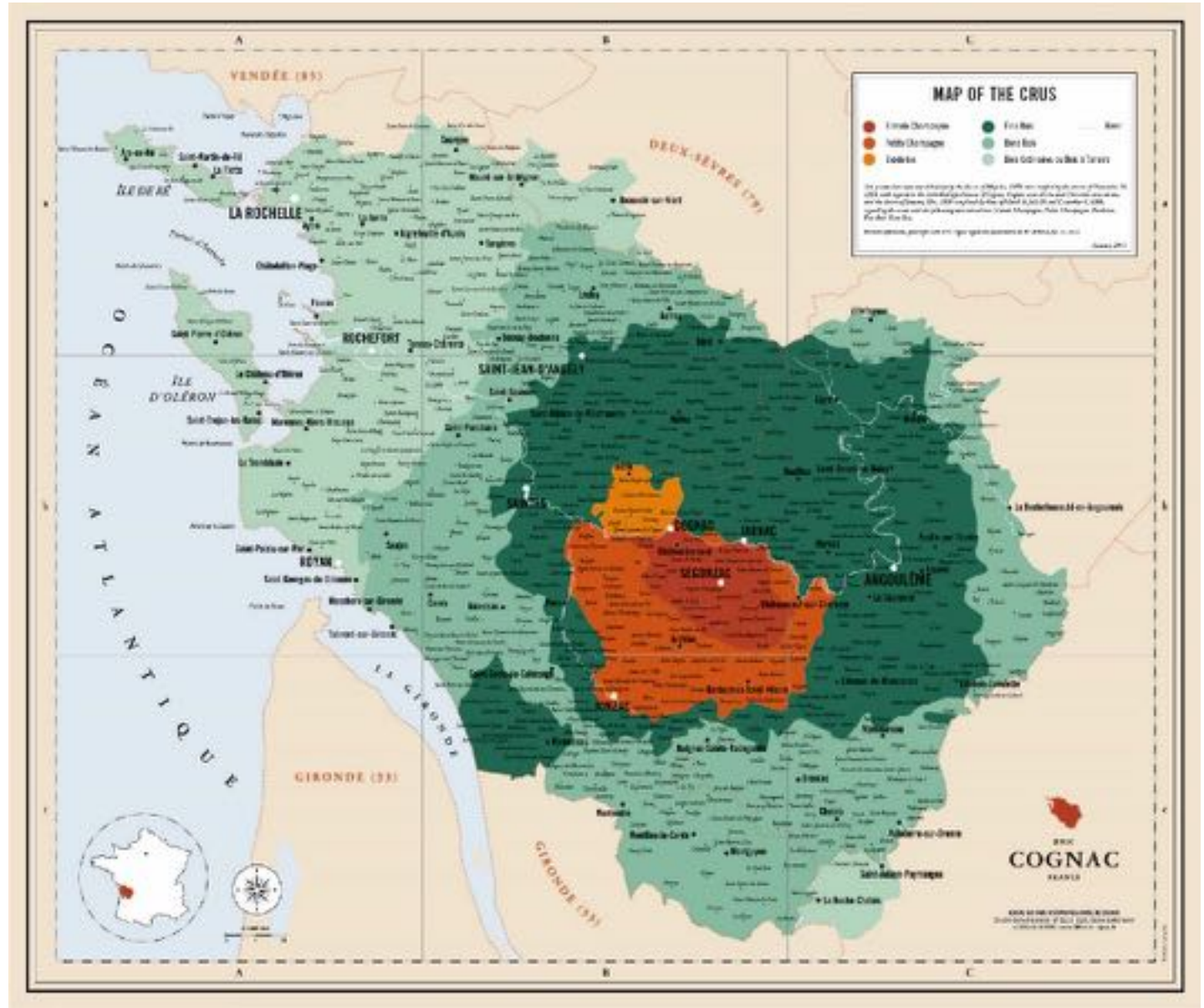
4th
Biggest French
VINEYARD
(area)

About
80,500
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



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BACHE-GABRIELSEN VS TRE KORS

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

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



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COGNAC SPECIFICATIONS

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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.

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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VSOP HARDY

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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**A UNIQUE
“EAU-DE-VIE”,
MADE FROM WINE...**



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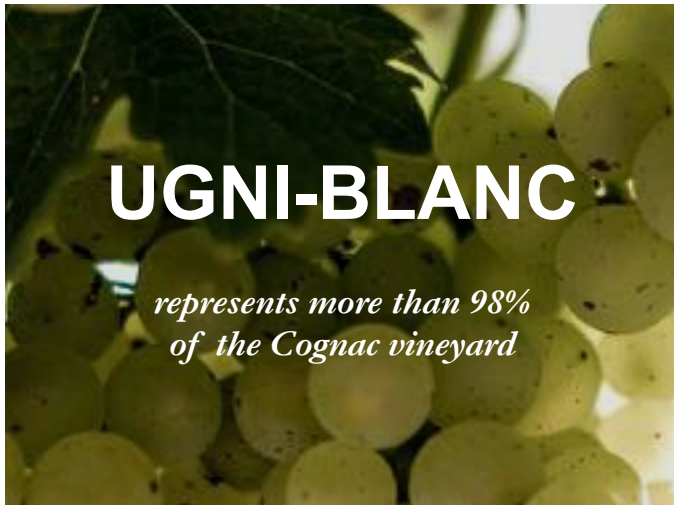
SPRIT DRINK
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A unique wine spirit

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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40

OLEFACTIVE ZONES
IDENTIFIED



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AGEING & BLENDING



OAK CASK

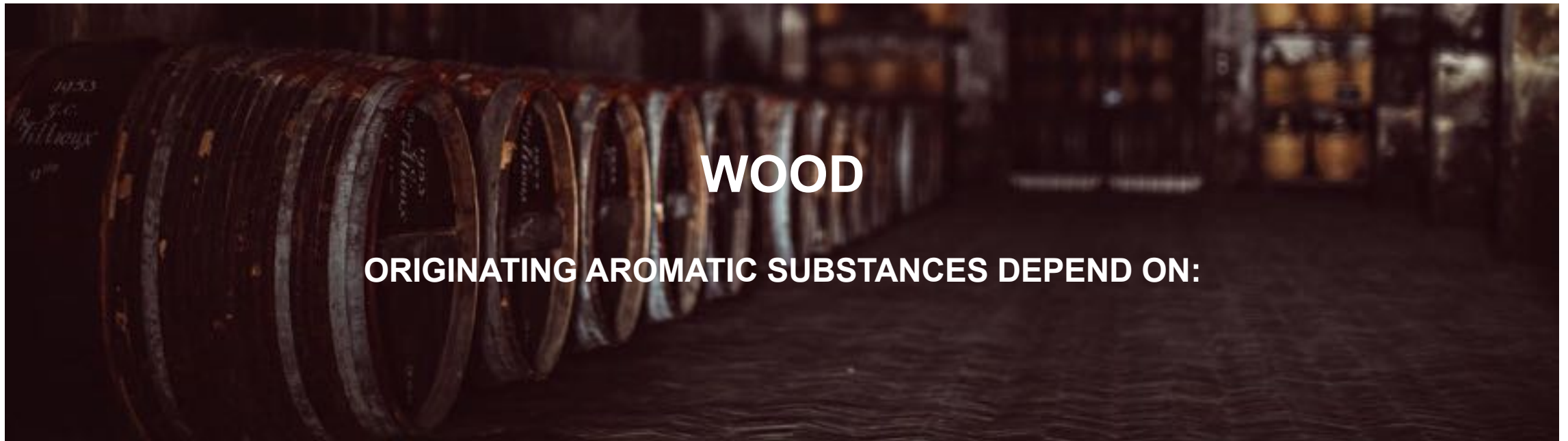
*A minimum aging of 2 years exclusively in oak cask.
These casks cannot store another spirit before.*

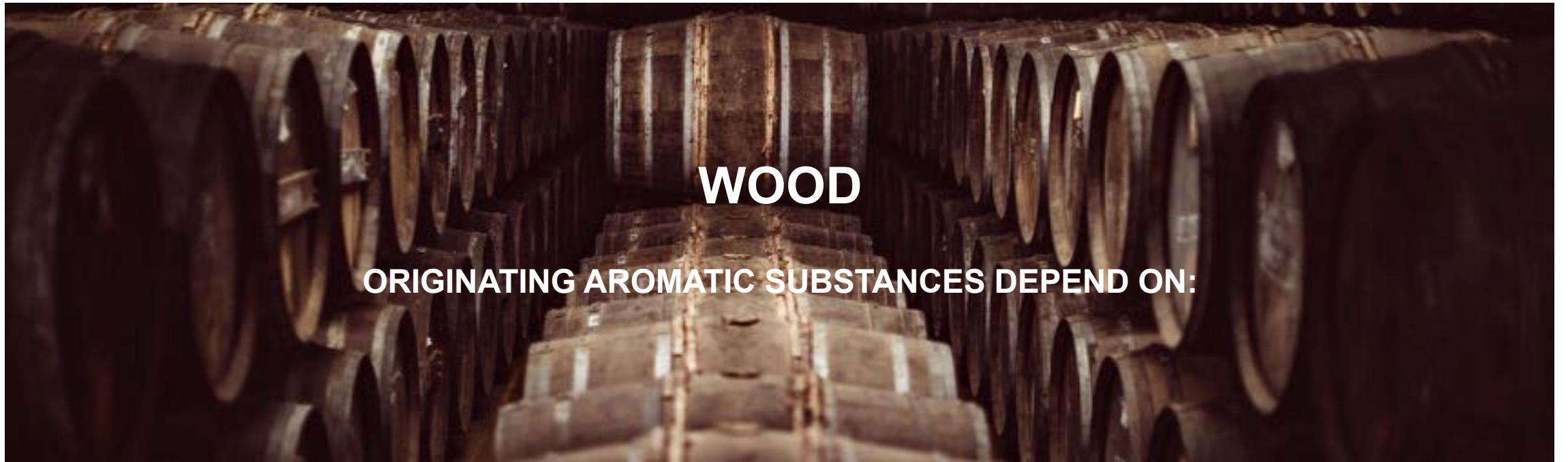


THE CELLAR MASTER

A central role in a Cognac house







VANILLINE
Vanilla

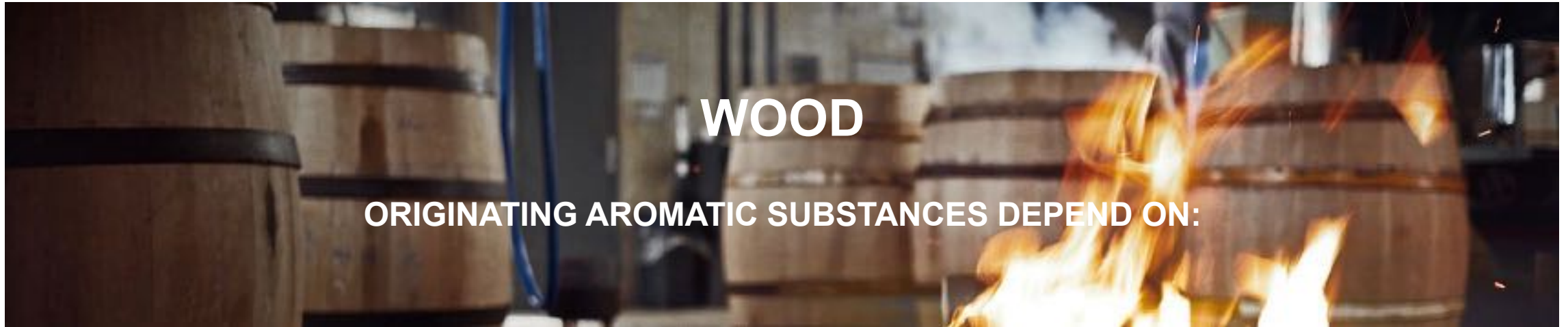


EUGENOL
Clove



**OAK LACTONES
& FURFURAL**
Coconut





TOASTING = SUGAR CARAMELIZATION

*Light heat
from*

212F to 302F



*Medium to long heat
around*

392F



*high heat
around*

482F





LARGE GRAIN

-LONG TOASTING-

Structure (tannin)

Smoky aromas

Spicy



FINE GRAIN

-LIGHT TOASTING-

Roundness

Slight bitterness

Fruity expression



STYLE



HENNESSY



RÉMY MARTIN



HINE



MARTELL



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*

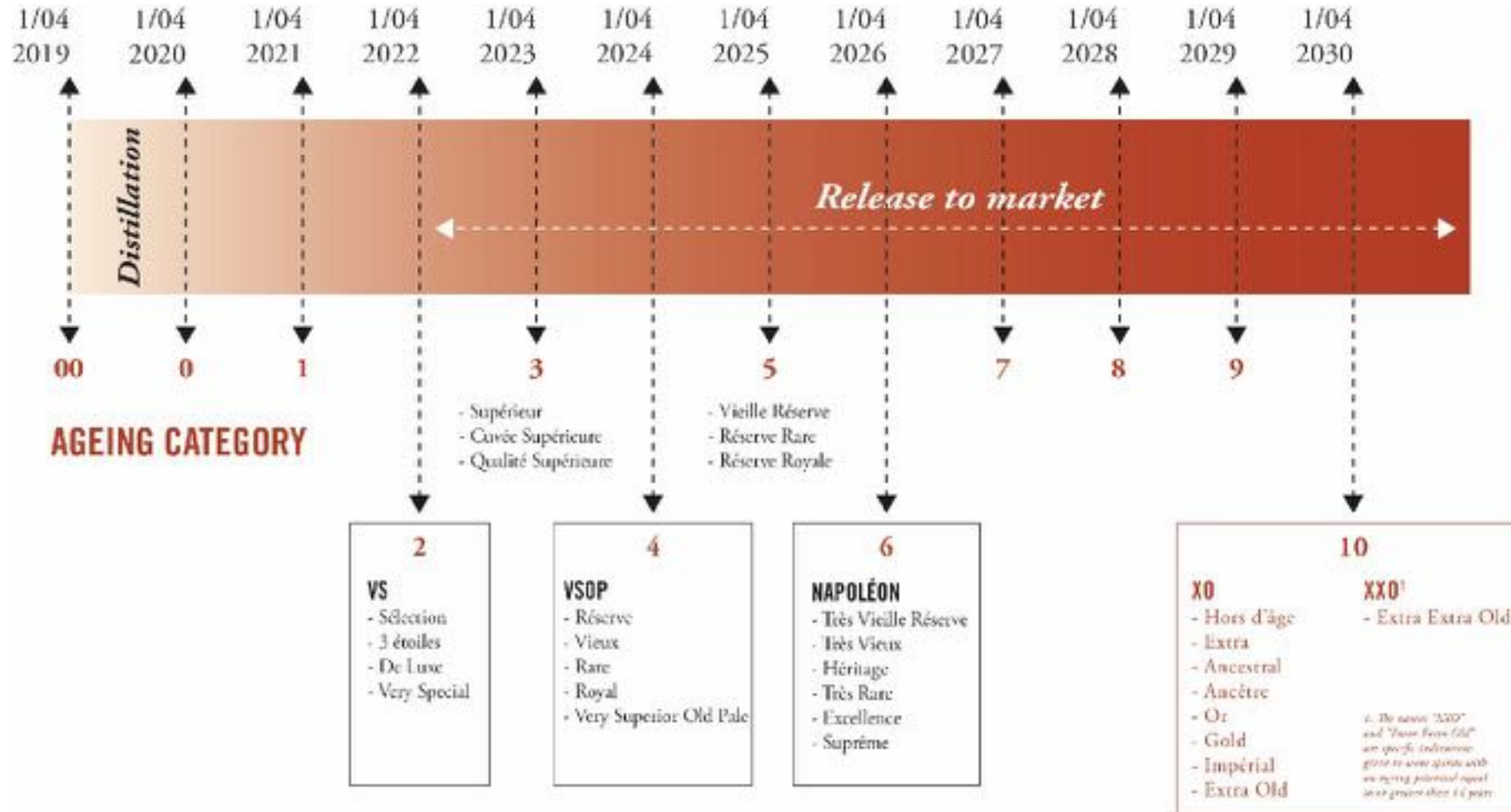


ANGEL'S SHARE

=

EVAPORATION

COGNAC AGEING CATEGORIES



MERLET XO

The Merlet family owns 100 acres of vineyards in the crus of Borderies and Fins Bois, around the villages of St. Sauvant and Chérac, where the family's Le Droguet estate is located. Historically, they were vine growers before becoming distillers. In 1850, two brothers, Vivien and Firmin, started the Merlet distillery. Five generations later, Pierre and Luc produce their own cognac with their father Gilles. Until 2010, the family was only selling its production to the Cognac trade. Today, the Merlet family still supplies several houses in addition to selling its own brand.



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MAXIME TRIJOL GRAND CLASSIQUE XO

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-liter stills. Maxime Trijol is different in that the brand cultivates its own vines, as well as distilling and ageing cognac. 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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Merci

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For more information, please contact:

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