

# Cognac



Experience  
Cognac

**ESSENCE OF FRANCE**

## Experience Cognac

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BNIC/G rard Martron



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## Education and communication

**W**e've all been there – end of a fabulous meal; a restaurant that's probably a bit more expensive than we can afford; all nice and relaxed, credit card at the ready. The sommelier appears with the after-dinner drinks trolley. What shall it be: an orangey liqueur? Chartreuse? Calvados? A sumptuous old, leathery, spice-tinged XO cognac? Nice problem to have, for the consumer, but it's this pigeonholing of France's foremost distilled spirit that led to the stagnation of the category in many of its traditional markets. The industry's generic body, BNIC, saw the light some years ago and began a long-term programme of education and trade communication to re-energise the category (see pages 6-8; 24; 34) and open new possibilities for consumption.

It has found a willing audience, particularly among bartending professionals (see page 8).

Scratch the surface of the industry and you'll find a mine of creativity as the cognac brands work within their strict appellation regulations (see page 14) to develop intriguingly varied ways of packaging and marketing their liquids.

Don't wait for the drinks trolley to come round – for a change, try a good quality cognac while you're waiting for your first course. You might be surprised at what a good starting point it makes.



David Longfield *Supplement Editor*

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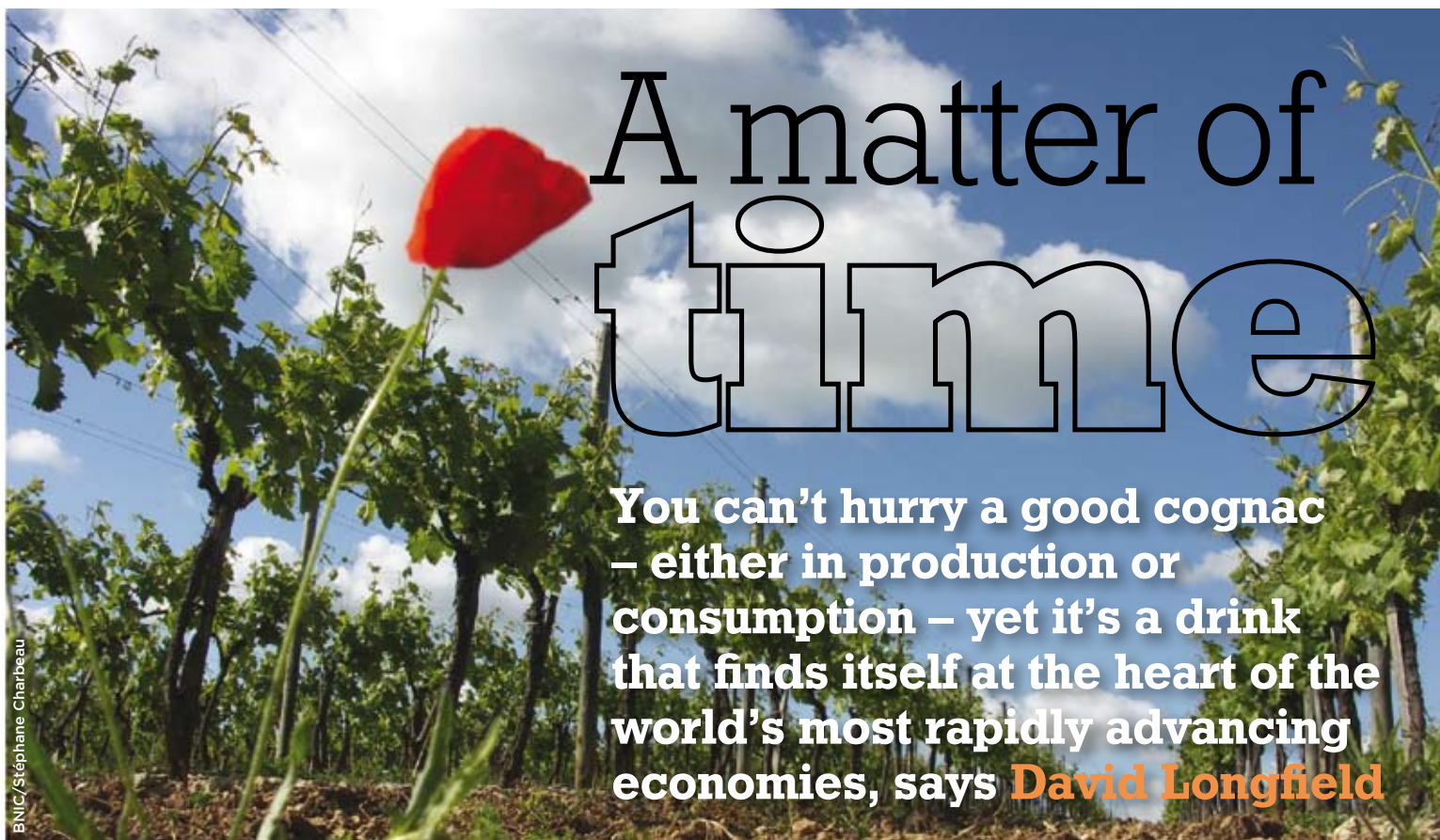
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BNIC/Stéphane Charbeau

# A matter of time

**You can't hurry a good cognac – either in production or consumption – yet it's a drink that finds itself at the heart of the world's most rapidly advancing economies, says David Longfield**

**T**ravelling to Bordeaux airport after a few hot April days visiting producers in Cognac, the rows of yellow that had occupied the spaces between the rows of Grande Champagne vines had all but gone – the dandelion flowers replaced by narrow carpets of fluffy seedheads. “Nature is going fast,” said my taxi man. “Perhaps too fast.”

Budbreak had come some 15 days earlier than it ought to in this normally mild Atlantic coast region. The disruption to the normal rhythm – not to mention the associated risks of night-time frost – was unsettling the people in the region.

The danger passed, mercifully, with no frosts, meaning Cognac could in fact be heading for a second successive great vintage. There's another danger now though, as in other parts of Europe: a lack of rain.

But it left a lasting impression: Cognac doesn't really do “fast”. By its nature, a good Borderies cognac requires 12 years in cask before being considered mature; a Grande Champagne at least 20. This means there's an instinctive pace at which things are done in Cognac – and

there's no point trying to hurry it if quality and balance is your aim.

In conversation with Cognac Louis Royer commercial director Jean-Pierre Dematteo about the company's recent repackaging of its core VS and VSOP lines, he mentioned it had been 22 years since the exercise was last performed. Agreeing that timescale compares neatly to the length of time it takes a good Grande Champagne to reach full maturity, Dematteo said that it is also approximately the length of one generation. “Design and packaging needs to change to reflect this,” he said.

And that observation points to big questions for Cognac: where is it going; who will be buying and drinking cognac in 20, 50 years' time? The BNIC (Bureau National Interprofessionnel du Cognac) shipment figures for the past few years show the markets among the cognac top 10 with flat or slightly negative trends are the UK, Germany, France, Norway and the Netherlands. As the single biggest market by far, the US has been more volatile in the wake of the recession.

No one needs to think too hard to remember just how acute the financial crisis was in those markets most

affected. Yet, if BNIC shipment figures are used as a barometer of the overall health of global economies, then a rapid return to positive numbers in cognac's top 20 markets (with the exception of Norway, down 5.2%) reveals just how quickly things turned around in 2010.

No economy is developing more quickly than China where the emerging middle classes have a taste for cognac – and good cognac, at that. VSOP and XO are in high demand, and this is echoed in other Asian markets such as Singapore, Hong Kong, Taiwan and Malaysia. BNIC regional shipment figures (*see page 17*) show that 92.8% of shipments to Asia in 2010 were of VSOP and XO – contrasting with 38.6% to Europe and 29.5% to the Americas.

So, as the dynamics of the global economy appear to be switching, at a furious pace, from west to east, the irony is that the cognac industry – steady and meticulous – suddenly finds its key growth being driven by the most rapidly advancing economy of them all.

“If you had asked me three years ago I would have said Russia, the US and Scandinavia were probably the most important markets,” Cognac

Gautier director Michel Perreux told me. “Now it has completely changed.”

Perreux described soaring demand for XO cognac from China as “a great opportunity, but also therefore a threat”. It is causing pressure on availability and prices of XO-level eaux-de-vie on the open market. If things continue on their current path, this could in turn mean producers opting to turn out (quite within the rules) younger blends, at the same time as prices continue to climb.

These are the dynamics setting the pace in Cognac. And in response there is a quiet frenzy of activity (*see page 18, Innovation*) as the marketers develop imaginative ways to blend, package and sell their wares. BNIC itself is playing its part, with the annual International Cognac Summits deconstructing and reassessing cognac and how it is consumed (*see page 6*).

So if you're fortunate enough to be driven through Cognac, observe the earth: brown or red clays; grey-brown, flecked with chalky white in the Grande and Petite Champagne areas. It's remarkable that from these soils emerge the grapes that make the delicate, yet complex and nuanced, liquid that is Cognac's spirit.

# Defining spirits

Once a year since January 2008, says **David Longfield**, the **BNIC** has assembled groups of the most knowledgeable people in the industry to help define the essence of cognac

## ICS 2008

At the inaugural International Cognac Summit, 20 of the world's top mixologists gathered with a mission to create the ideal cocktail to represent cognac, under the guidance of *Larousse des Cocktails* author Fernando Castellon.

At the end of the three-day process the group – including the likes of Dale DeGroff, Audrey Saunders (Pegu Club, NY), Simon Difford (diffordsguide), Stefan Gabanyi (Schumann's bar, Munich), Colin Field (Hemingway bar, Paris Ritz) – had come up with the “fresh, aromatic and complex” Cognac Summit.

“The Summit has everything to compete with the best cocktails around,” was the observation of Stephen Martin of the Hilton Arc-de-Triomphe in Paris.

### THE SUMMIT

**1 lime peel**

**4 slices fresh ginger**

**40ml VSOP cognac**

**60ml traditional lemonade**

**1 long piece cucumber peel**

**4 or 5 ice cubes**

Place the lime zest and ginger in the glass (tumbler/rocks type) and pour in 20ml VSOP cognac. Lightly press the lime zest and ginger two or three times with a muddler. Half-fill the glass with ice. Stir well for five seconds with a bar spoon. Pour in the rest of the cognac, then add the lemonade and cucumber peel and stir for five seconds again.

## ICS 2009

In January 2009, the focus moved to the other arm of the on-trade: restaurants.

Top consultants and sommeliers attending in this year included Noah Ellis (Michael Mina restaurant, Las Vegas) and Ronn Wiegand from the US; Simone Gagliazzo and Isa Bal (Waterside Inn and The Fat Duck, UK); Gerhard Retter (Adlon, Berlin); and Eric Goettelmann (Relais Bernard Loiseau, France).

The first of two objectives for this gathering was to decide upon the best glass for enjoying cognac to the full. From a range of 10 options, it was the tulip type – with its bowl-shaped lower section and tapered top, an echo of the shape of the traditional Charentaise still – that emerged as the favourite. But the group also gave approval for continued use of the traditional cognac balloon.

Secondly – and under the auspices of Jean Lenoir, creator of the famed Nez du Vin aroma kit – the 2009 Summit was to develop an ‘aroma wheel’, described in the briefing as: “A way to visualise aromas.” Numerous options were proposed, including comparison of cognac's flavour components to the four voice parts in music, the four elements, or even colours or artists. But the method given the final seal of approval was that of the four seasons – categorising the flavour aspects into sections corresponding to spring, summer, autumn and winter (see chart).

One other point that emerged from this gathering of some of the world's finest palates was that the complexity that is so often cited as a characteristic of good cognac should not frighten people away from simply enjoying one of the world's great distilled spirits – or indeed from using it as a base for cocktails.

## ICS 2010

The third edition of the Summit went back to basics with some of the world's top bartending talent, looking at the origins of cognac as the main ingredient in classic cocktails such as the Sidecar, Alexander, Stinger, Mint Julep and Sazerac (no, it wasn't originally made using American whiskey) and seeking to update them with a contemporary twist.

In attendance from the US were Sasha Petraske (Milk & Honey), Julie Reiner (Flatiron Lounge) and Jeffrey Morgenthaler (Clyde Common), while UK talent included Peter Dorelli and

Salvatore Calabrese, with Markus Blattner from Widder Bar, Zürich, and Mauro Mahjoub from Negroni, Munich.

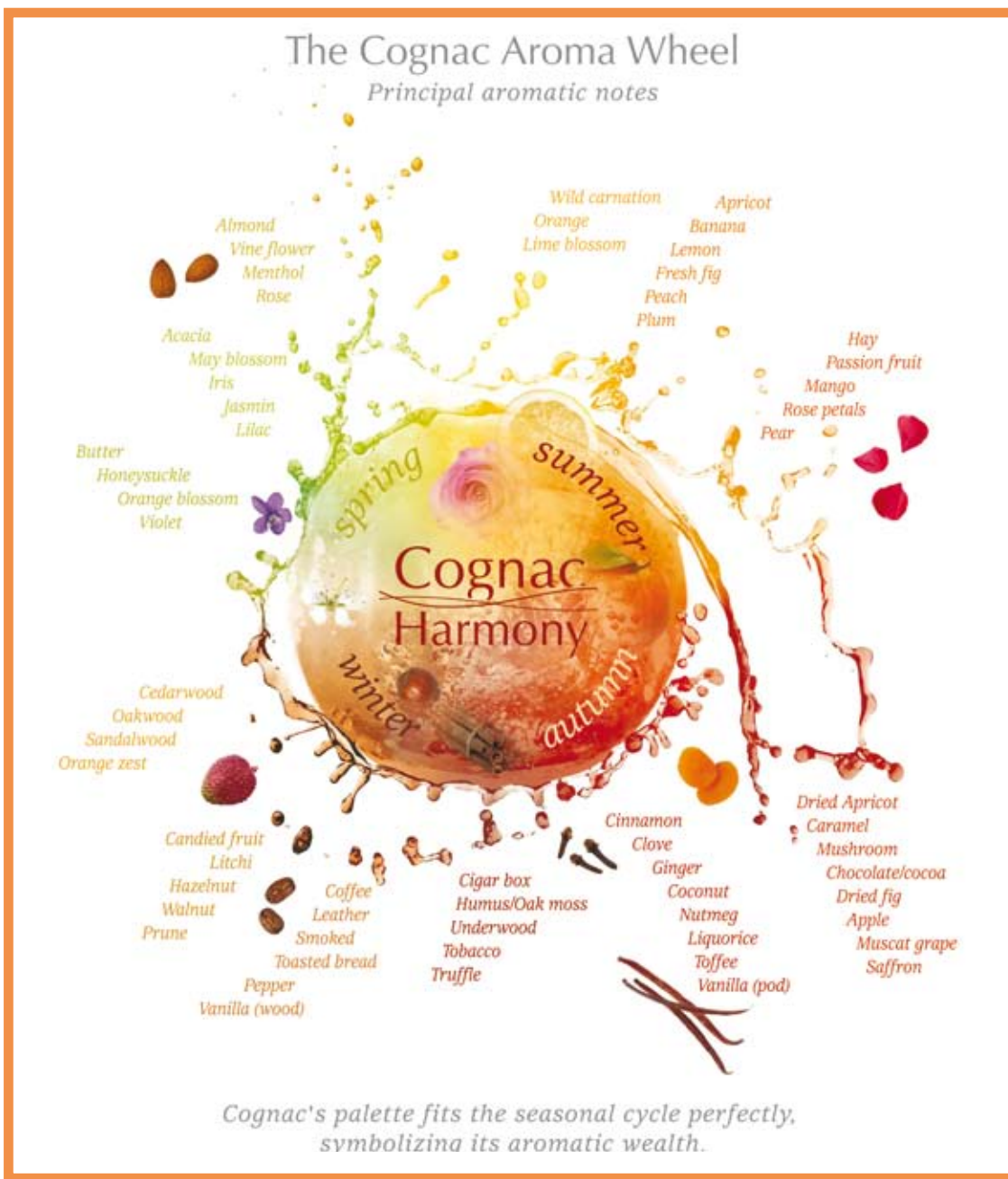
The group was keen on the idea of adding new zest to the cocktail classics, but the feeling was very much that the core character of the originals must be preserved.

Emerging from the process were such inventions as Pimp My Julep (a variation on the Mint Julep, see below), A Sidecar Ride Through Wine Country – XO cognac, orange pekoe tea, Sauternes and honey – and Aloha From Cognac – VSOP cognac, fresh pineapple, ginger and Bénédictine.



BNIC Gerard Marton

The Summit



present were Thomas Sorcinelli, head sommelier at the Ritz, London; Andy Seymour, cocktail consultant at Beverage Alcohol Resource, New York; Nicolas Peri, barman at the five-star Burgundy hotel in Paris; and Evangelos Pattas, head sommelier at the Délice restaurant in Stuttgart.

The idea – somewhat controversially – was to try to quantify the cognac drinking experience by assigning numerical values to the ‘intensity’ of the taste on the palate over a period of time. Everyone in attendance was given a hand-held device with numbers 0 to 10 on it – later dubbed the Cognaculator.

Whenever a cognac was tasted, they were instructed to hold it in the mouth for exactly three seconds before swallowing, then at regular intervals over three minutes they were to log their “intensity” experience on the machine. Simultaneously logged on a central computer, these readings would later be presented in chart form.

Now, it has to be said that intensity and pleasure are two different things and, while the exercise produced a great deal of discussion and entertainment for the assembled throng, the conclusion was fairly swiftly reached that no, you can’t “measure pleasure” as such in this way.

In his Wild Drink Blog, ICS 2011 attendee Tristan Stephenson said: “One of the German journalists hit the nail on the head when he stated that ‘scoring pleasure on aromatic intensity is like scoring a three-course meal on only the parsnips’.”

And he concluded: “Although numbers seem like such a simple and clear indicator of style and/or quality, words will always remain the best way to translate the potential pleasure one might receive from a drink.”

However, all was not lost by any means, as the group decided that you could say there is a ‘pleasure zone’ for cognac.

After nosing the liquid, drinkers should sip and hold it in the mouth for two to three seconds before swallowing, then, once the initial impact of the alcohol has dissipated, the full taste and intensity is experienced between about 45 and 90 seconds: the Cognac Pleasure Zone.

At the end of the Summit, the BNIC stated: “Some thought that the simple answer to this [question] was: no. But by trying to answer it the ICS has thrown light on many aspects of tasting and indeed advising consumers on cognac.” **DI**

## PIMP MY JULEP

- 1½oz VSOP cognac
- 11 mint leaves
- 2tbsp brown sugar
- ½ passion fruit, pulped
- ¾oz Grand Marnier
- Passion fruit shell for garnish

In an Old Fashioned glass, add 10 mint leaves, sugar and pulp. Muddle gently for 10 seconds. Add the cognac and Grand Marnier. Fill glass with crushed ice and stir well. Garnish with passion fruit shell and mint.



## ICS 2011

This year, the 2011 International Cognac Summit sought to build on the outcome of the 2009 event. Having established the Cognac Aroma Wheel, it was thought

logical to move on to the next step in consumption – looking at what happens on the palate.

In this case the event brought together the experience of mixologists, sommeliers, writers and other experts from around the world to pronounce on the question: Can You Measure Pleasure? Among those



The Cognaculator in action

# Back in the mix



BNIC/Jean-Yves Boyer

**T**here is a growing trend for researching and taking lessons from the historical origins of the cocktail.

As a result, perhaps unexpectedly, cognac is beginning to take centre stage once again.

According to the BNIC, 70% of cognac consumption worldwide is already over ice, mixed or in a cocktail, so it's not as if the idea of mixing cognac is revolutionary. Dating back to the 19th century, records show the

origins of the cocktail are inextricably entwined with cognac.

In the 1830s, New Orleans apothecary Antoine Peychaud was making his proprietary bitters and serving it to friends in the more palatable form of a toddy, made using cognac – originally from a producer named Sazerac-de-Forge et Fils.

The concoction rose quickly in popularity and by the 1850s effectively became America's first 'branded' cocktail. The recipe was altered in

the 1870s to include American rye whiskey and a dash of absinthe, and a modern-day cocktail star was born.

But the devastating effects of phylloxera on Europe's vineyards in the late 19th century ended the wide availability of cognac, restricting its use to a sipping drink.

But cognac is now experiencing something of a revival in the cocktail arena – encouraged by the BNIC's activities globally. With a number of the world's best mixology talent in

attendance, one of the main objectives of the 2010 International Cocktail Summit was to reinterpret the cognac-based classics in the modern cocktail repertoire, with the proviso that this must be achieved using only ingredients that would have been available at the time they were first created.

Here are just a few of the ideas that the "think-tank" of the 2010 ICS produced. For more about cognac's history in cocktails and more recipes, visit the [cognacsummit.com](http://cognacsummit.com) website.

Here's an original creation by Bobby Heugel, owner of Anvil Bar & Refuge in Houston, Texas, who says: "No spirit in the world is as meticulously crafted as cognac."

## EL TIGRE

1oz Pierre Ferrand Ambre cognac  
1oz Rittenhouse Bonded Rye  
0.5oz Luxardo Bitter Liqueur  
0.5oz simple syrup

4 dashes Fee Brothers Barrel-Aged Bitters  
2 dashes Peychaud's Bitters

Stir all ingredients with ice. Strain into a cocktail glass and garnish with a lemon twist.

## COGNAC COLLINS

Original recipe: VSOP cognac, sugar, lemon juice, soda water  
ICS 2010 version:

50ml VSOP cognac  
3 pineapple slices  
3 ginger slices, fine  
15ml cane syrup  
30ml lemon juice  
5ml Bénédictine  
5ml vanilla syrup  
Top-up classic lemonade

Pour the syrup into a cocktail shaker, add and muddle pineapple and ginger, then add Bénédictine, vanilla syrup and lemon juice. Add ice and shake. Fine strain into a Collins glass filled with ice, fill up with lemonade. Garnish with a pineapple leaf.

## SIDECAR

Original recipe: VSOP cognac, lemon juice, triple sec, optional orange peel  
ICS 2010 version:

50ml XO cognac  
3 tbsp orange pekoe tea  
30ml lemon juice  
20ml Sauternes  
20ml honey syrup  
3 dashes orange bitters  
1 dash egg white

Infuse tea into the XO cognac for three to five minutes then pour (with tea) into a cocktail shaker. Add lemon juice, Sauternes, honey syrup, bitters and egg white, add ice and shake well. Fine strain into a coupe glass and garnish with a little loose tea on top of the foam.

## MOJITO NO.3

Original recipe: VSOP cognac, mint leaves, lime juice, sugar, soda water  
ICS 2010 version:

VSOP cognac  
mint leaves  
lime juice  
grapefruit juice  
gum syrup  
Swedish punch

In a cocktail shaker, muddle the mint leaves with some gum syrup. Add the lime juice and grapefruit juice along with the rest of the gum syrup and the Swedish punch. Add ice and shake well. Pour back into an Old Fashioned glass, rim the glass and garnish with grapefruit peel.

# Blend of tradition and modernity



Visitors to the Louis Royer stand at Vinexpo (Hall 3, stand V328), June 19-23 in Bordeaux, will be invited to discover the full range of Louis Royer cognacs. On show for the first time will be new packaging of Louis Royer VS and Louis Royer VSOP, both capitalising on the values of luxury and modernity which led to the launch of the new Louis Royer XO in 2009.

The unveiling of the new-look Louis Royer VS and VSOP will undoubtedly start a new page in the rich history of this long-standing cognac house. Let us take this opportunity to have a look at how the House of Louis Royer past and present blend together to pave the way for an equally rich future.

## Family spirit

Twenty-two years ago, Cognac Louis Royer changed families as Tokyo-based Suntory took over from the descendants of Louis Royer.

Over the years, the family spirit has continued to prevail – as it does today – in this company located by the Charente river in Jarnac. The House of Louis Royer employs 80 people in the same street where Louis Royer originally set up his business. rather than a change of culture, the French teams have witnessed and contributed to a cross-fertilisation between

French and Japanese cultures – the French bringing their know-how and

passion for cognac and its centuries-old traditions, the Japanese adding their long-term vision and their willingness never to leave anything to chance and always to put quality first.

Today, fifth-generation Jérôme-Louis Royer has more than 20 years' experience of selecting and contracting wines and eaux-de-vie from local farmers and distillers, not too differently from the way his ancestor, Louis, operated back in the 19th century. But there is one major difference: in his role as master selector, Jérôme-Louis has a state-of-the-art in-house laboratory for quality control (one of Suntory's first investments at Louis Royer in the early 1990s). The strict controls implemented by this lab contribute to ensure that only the finest wines and eaux-de-vie are allowed to enter the company.

## Soul of the wine

Every day, Jérôme-Louis Royer works hand in hand with Louis Royer's master blender, Laurent Robin, who started in his mission two decades ago.

Although over the centuries not much has changed in the way cognac is distilled, aged, or blended, Robin feels that modern technology allows better quality control and ensures a consistency in quality.

## Prestigious awards

Efforts made by five generations of the Royer family, supported by Suntory's and Laurent Robin's permanent quest for perfection, have been crowned with a number of prestigious international gold awards year after year. Among the most recent are:

- Gold to Louis Royer VSOP at the 2010 Paris Concours Général Agricole and at the 2011 San Francisco World Spirits Competition
- Gold to Louis Royer XO at the 2010 San Francisco World Spirits Competition and at the 2010 & 2011 International Review of Spirits Competition, Beverage Testing Institute (US)
- Double Gold to Louis Royer Extra at the 2011 San Francisco World Spirits Competition and Gold at the 2011 International Review of Spirits Competition, Beverage Testing Institute (US).



Robin gives another example related to the ageing phase. He believes a cognac must express the soul of the wine from which it was distilled. To help achieve this, he favours using gently toasted oak barrels, thus avoiding overpowering woody or grilled notes in the finished blends. For Robin, it is clear that modern techniques used by barrel-makers to monitor the fire at the time of toasting the barrels allow him consistently to benefit from the exact gentle toasting he wants.

At Louis Royer, it is part of the culture to use modern techniques in line with AOC regulations and local traditions to bring the best cognacs to consumers around the world.



## Preserved by generations

Louis Royer XO remains the Louis Royer flagship brand. Laurent Robin likes to emphasise that the quality of his blend today owes a lot to the stocks of superb eaux-de-vie distilled and nurtured by the previous generation.

And he clearly has in mind his own responsibility to the next generation: some of the eaux-de-vie distilled today under his supervision will eventually contribute to batches of Louis Royer XO to be blended in the 2030s and after.

[louis-royer.com](http://louis-royer.com)





# Aged over the river



Established in 1755, Gautier is one of the oldest Cognac houses. The Gautier cellars are uniquely located in a former water mill above the river Osme in Aigre – nicknamed the Little Venice of Charente. This very specific, humid environment – enhanced by the art of the cellar master’s blending – gives Gautier cognacs an exceptional mellowness, roundness and complexity.

Since its foundation in 1755, Maison Gautier has kept its production small.

A constant quest to achieve perfection means the company has never lost its authenticity or renounced



Cellar master Isabelle Couprie

its ambition to satisfy the most demanding palates.

Gautier has chosen to offer an exceptional quality by creating blends that are aged beyond the minimum required by the appellation regulations. At Gautier, the youngest eau-de-vie in an XO is at least 10 years old, but the most prestigious quality blends are made of eaux-de-vie aged well beyond this.

## Noble heritage

Gautier’s history has spanned 10 generations, until recently remaining in family ownership.

The story begins in the 16th century, when the Gautier family made casks using wood from the Tronçais forest, famous for the high quality of its oaks.

In 1644 Charles Gautier married Jacqueline Brochet, a wine-maker’s daughter. From 1700 their grandson, Louis Gautier, developed the cognac business.

In 1755, the family obtained a Royal Warrant to produce cognac and a founding charter was signed by Louis XV. Maison Gautier was born and the winery was installed in the former water mill in Aigre.

In 1975, Gautier joined the Berger group, which, in turn, was purchased by Marie Brizard & Roger International in 1995, itself purchased by the Belvedere Group in 2006.

## Cognac Gautier – one of the most rewarded in the world

The quality and unique mellowness of Gautier cognacs wins prizes every year in prestigious international contests.

At the San Francisco World Spirits Competition in 2011, Extra 1755 was awarded a Gold medal, while the XO Pinar Del Rio won a Silver medal.

And in 2010, the XO Gold & Blue received a Gold medal best in class



at the International Wine & Spirit Competition, and Gautier VS and VSOP took Silver medals at the San Francisco Competition.



Gautier’s new packaging

## The new blends

Gautier’s Isabelle Couprie is one of the few female cellar masters in the region. Isabelle perpetuates the signature of Gautier’s cognacs, but she also expresses her own sensitivity and intuition to create exceptional new blends.

Thus, Gautier has recently launched **Sève by Gautier**, a powerful liqueur based on cognac with a delicate and harmonious vanilla flavour, made by combining the finest blends from the Fine Cham-

pagne area with plant extracts. **Sève by Gautier** can be served neat, on the rocks or in a cocktail.

And Gautier’s latest creation is an ultra premium cognac: **Eden** – the jewel of the Maison.

Eden is a marriage of the oldest and rarest cognacs from Maison Gautier’s Chais Paradis cellar reserves.

The **Eden** carafes are individually numbered, and can be customised by engraving.



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# On the money

The on-trade will be key to the future in cognac's mature western markets. **David Longfield** quizzes some prominent figures



**Thomas Sorcinelli** – wine and beverage manager, The Ritz London

**How many cognacs do you list?**

The Ritz offers a rich selection of 13 brands. Premium blends include Louis XIII, Courvoisier L'Essence, Hine Family Reserve and Richard Hennessy, plus a dizzying collection of vintage cognacs – the youngest a 1968 Cognac de Collection Jean Groperrin.

**How often do your customers request cognac?**

Regularly. The Ritz Restaurant displays its cognacs on a brandy trolley as it has done for over 100 years. Displaying the collection in such a manner certainly piques guests' interest.

**Do you ever offer cognac as an aperitif?**

Yes, most often as part of a cocktail in the hotel's art deco Rivoli Bar. The mention of cognac as an aperitif often excites and intrigues guests and is an all too frequently unexplored taste experience they will revisit for many years.

**Do you ever hold cognac-themed events?**

The Ritz recently hosted its inaugural cognac tasting event. Due to the success of the evening The Ritz will be planning many more such events.

**Evangelos Pattas** – sommelier, Délice, Stuttgart

**Do you ever offer cognac as an aperitif?**

Germany, especially in starred restaurants, does not have a tradition of drinking young cognacs as aperitif. People think it will be too heavy to begin a meal.

**Have you been surprised when tasting a cognac?**

Cognac has a great palate of emotions, taste and complexity. It is always a big challenge for me to try to uncover the mystery in each cognac.

**Do you have a personal favourite?**

Cognacs I love to drink include Frapin, Laurent Merlin, Francois Giboin, Delamain 1973 and Hennessy (XO).



**Sybille Herbst** – sommelier, Ketschauer Hof, Deidesheim, Germany

**How many cognacs do you list?**

Ten in total – five different brands, three different styles.

**How frequently do your customers request cognac?**

In German restaurants, cognac is only 5% of requests. Mostly customers request fruit distillates from Germany and Austria.

**Do you believe that cognac can be drunk throughout a meal?**

Yes I do, but people are often worried about the blood alcohol limit, making this special kind of recommendation very difficult.

**Do you have a personal favourite?**

Hine, Léopold Gourmel and Delamain. I prefer the level of XO, where you have more influence of time.

**JJ Goodman** – mixologist, London Cocktail Club

**What do you think are the best mixing partners for the styles VS and VSOP?**

VS is active in mixed drinks and can withstand the influences of other big flavours, so it calls for punchy, fruity flavours that are full of life. VSOP is more delicate – light flavours should be used to lengthen, like ginger ales and sodas, as well as vermouths, and wines.

**What's your favourite Classic cognac cocktail?**

The Classic Champagne Cocktail. A large splash of Frapin XO, cube of brown sugar and splash of orange and Angostura bitters, topped with something fruity – Ruinart Blanc de Blancs!

**What new or different things would like to see from cognac?**

More from the Summits. They achieve a lot and create great awareness. I'd love to see the bottle prices go down too, but you can't have everything. Cocktails are the future if they want to increase their drinking demographic.



# Cognac by instinct



The story of our House goes back to 1852, when Frenchman Auguste Dupuy created his cognac firm. In 1905, two young Norwegians, Peter Rustad & Thomas Bache-Gabrielsen, purchased the Dupuy House and renamed it Bache-Gabrielsen.

While preserving Dupuy, they created a new brand name and initiated the Bache-Gabrielsen cognacs story. Since then, the company has been passed on from father to son, from Thomas to René, from René to Christian and, finally in 2009, from Christian to Hervé Bache-Gabrielsen.

Today, the Bache-Gabrielsen cognac house stands as one of the very last existing classical and family-owned cognac firms. With an annual production of 1.6 million bottles, and more than 98% turnover made from export, it is one of the 10 largest cognac firms in terms of volume.

Through the years, Bache-Gabrielsen has built up privileged relationships with over 100 partners, both wine growers and distillers, and

stores more than 5000 casks of ageing cognac spirit in 15 cellars across the cognac delimited area.

### Instinctive quality

Bache-Gabrielsen's cellar master, Jean-Philippe Bergier, a true modern poet, believes in the virtues of the human nose, and blends cognacs without tasting them at all until the very last moment.

He was no newcomer to the profession when he joined the company in 1990. Born into a family of wine growers and distillers settled in Petite Champagne for four centuries, he also manages his own family's vineyards, distillery and ageing cellars. Some of his eaux-de-vie are even used to add a touch more spice to the Dupuy and Bache-Gabrielsen cognacs.

Since their launch, the Dupuy and Bache-Gabrielsen cognac brands have been successfully introduced in more than 25 selected markets, awarded in several world-class tasting competitions such as:



- IWSC (Gold medal & Best in Class 2010 for the Bache-Gabrielsen Hors d'Age cognac)
- San Francisco World Spirits Competition (Double Gold medal 2009 for the Bache-Gabrielsen XO Fine Champagne cognac)
- International Spirits Challenge 2009 (Gold medal & Trophy, best cognac for the Dupuy Hors d'Age)

### A style for all

With its extensive ranges, Bache-Gabrielsen offers a cognac for every occasion. The *Classic* line presents traditionally made cognacs with an above average smooth and round style, especially recognizable in the *Sérénité* (20 to 60 years old) and *Hors d'Age* cognacs (50 to 70 years old).

The *Pure & Rustic* line (*Natur & Elegance* in US) presents a more innovative and drier style that will satisfy spirits fans who are looking for something different. Among this range, the white-labelled bottles present limited editions of special vintages such as 1995 or 1975, or specific crus or grape varieties, such as *Borderies* or *Folle Blanche*.

Thanks to its high quality and diversity in style, Bache-Gabrielsen has



(Above) Bache-Gabrielsen cellar master Jean-Philippe Bergier

become a market leader in Scandinavian countries, especially in Norway – which is the number one market in the world when it comes to cognac consumption per capita!

### New temptation

The recently launched *Dupuy Tentation* range has received great attention from people who are looking for an exceptionally aromatic cognac enhanced by a luxurious and contemporarily designed bottle.

Available in Europe, Asia, and America, the *Dupuy* cognacs are presently being focused more specifically on the Asian markets and in the travel retail/duty free channel.

Any connoisseur ready to challenge nose and palate to a whole new universe of outstanding aromatic sensations should certainly try a *Dupuy* cognac.



# View from the top

**For a snapshot of the issues occupying the the cognac industry, who better to go to than BNIC director Catherine Le Page? David Longfield fires off the questions**



Pictures: BNIC/Stéphane Charbeau

**B**orn in Brittany to an agronomist father, Catherine Le Page cut her teeth at the European Commission before working as an agro-industry lobbyist back in her home region. A family move to the south of France took her into the wine sector, eventually paving the way for her ascent to the top position at the Cognac Bureau. The job, she says, is about achieving consensus between the producers and négociants – just the thing for one schooled from an early age in politics.

**The cognac houses are characterised by their individuality and innovative thinking. Do you think the BNIC's activities globally reflect this?**

Yes. I would even add that this is one of the strengths of our product. Each brand has its own history and unique sensitivity. Their product reflects their image. There are as many cognacs as bottles, packaging styles and houses. Therefore, everyone can find something they like.

Moreover, the BNIC's main role is to help the professionals. Our missions, which are to promote and protect the appellation on international markets (such as Russia, China and India), help to open and expand the activity of the cognac industry.

**What do you think are the most exciting prospects for Cognac?**

On December 18 2009, the Chinese

authorities from the AQSIQ (General Administration of Quality Supervision, Inspection & Quarantine) officially recognised Cognac as the first foreign Geographical Indication. Now it seems necessary to us to create a strong relationship with them and continue our cooperation with the Chinese authorities.

**What is BNIC's position on the EU proposal of liberalisation of planting rights in Cognac?**

The Interprofession immediately took interest in this subject. We are indeed aware of the dramatic consequences that this sort of reform could have in our vineyards. We officially announced our position against this reform on January 12 2011. We are against the total liberalisation, but in favour of a regulation system shared by all the professionals of the industry.

This system needs to fit into the scheme of our Controlled Appellation and organise the planting destined for the production of wine without a geographical indication.

**What measures is Cognac taking to combat counterfeiting and fraud?**

As for many other famous spirit drinks, the BNIC has to fight to protect the distinctive and quality image of cognac. With a network of more than 30 lawyers and partnerships with administrations, the BNIC is present on different cognac markets.

**OUR KNOW-HOW AND TERROIR ARE AN UNCHANGING BASIS**

**What can Cognac do to broaden its appeal to younger consumers?**

We have to modernise the image of cognac to find these younger generations. We are still fighting against the French perception of cognac as a digestif. The BNIC launched a campaign to promote cognac in cocktails – the Cognac Summit is now on the cocktail menu of many bars and restaurants in Paris.

**As younger generations move into senior positions in the cognac houses and distillers, will we see developments in the way things are done?**

Cognac is a product that is as traditional as modern. Our know-how and terroir are an unchanging basis. Younger generations will take this reference to write a new page in the history of cognac.

**What's the best combination of cognac and food you have had?**

It is hard for me to make a choice. I really like the idea of having a whole meal with a different cognac for each dish, like we do for many other drinks. Today, we have so many different products it is easy to find a drink to go with salted or sweet dishes. I particularly like the association of frozen cognac with fish. Few people are aware of this association, and yet it is a perfect way to appreciate cognac.

I also like the harmonious association of dark chocolate and cognac, I can appreciate it at the end of a dinner or pretty much at any time during the day. **DI**



## Cognac – the delimited area

Created by a decree of May 1 1909 and ratified in 1938, the six Cognac crus, or vineyard areas (see map, page 3), are based on the 1860 soil analyses of geologist Henri Coquand.

The region is characterised generally by plains and low hills, with the Atlantic ocean and Gironde estuary to the west and the Massif Central foothills to the east. The Charente is the main river, running through the major centres of Jarnac and Cognac in the heart of the region, and fed by tributaries such as the Né, Antenne and Seugne.

While the delimited region covers more than 1 million hectares, only about 80,000ha are planted with vines, of which all but about 5% are for cognac.

## The six cognac crus

The name ‘Champagne’ derives from Latin and old French, meaning simply ‘open countryside’. In Cognac, the two central, highest-quality growing regions take the name, which broadly describes their relatively thin mixed clay and chalk topsoils, on top of soft limestone/chalk. The softness is key, as the bedrock acts as a sponge, allowing water to rise slowly during the dry summer periods.

(\*BNIC figures for 2010, white wine vines for cognac production only)

### ● Grande Champagne – 13,788ha\*

**Eaux-de-vie:** fine, elegant, floral, subtle but powerful, supple with long finish

**Ageing:** slow, minimum 20 years for the best quality

### ● Petite Champagne – 16,169ha\*

**Eaux-de-vie:** elegant, delicate, floral, fruity

**Ageing:** slow

### ● Borderies – 4,196ha\*

**Eaux-de-vie:** rounded, smooth, delicate and long, with floral notes of violet, iris

**Ageing:** mature from about 12 years old

Smallest of the six crus, to the north east of Cognac town. Soils of clay and flint, decomposed limestone.

### ● Fins Bois – 33,343ha\*

**Eaux-de-vie:** fleshy, rounded, grapey aromas and quite intense

**Ageing:** faster than GC and PC.

Encircling the Grande Champagne, Petite Champagne and Borderies areas, lying in a lower area predominantly to the north and east. Covered by clay/chalky soils known as ‘groies’, distinguished by their often red colour and hard stones.

### ● Bons Bois – 10,475ha\*

**Eaux-de-vie:** crushed grapes, ‘goût de terroir’

**Ageing:** fast

Sandy soils, from the erosion of the

Massif Central, in coastal locations, certain valleys and in the southern part. Vines generally dispersed among other crops and forests.

### ● Bois Ordinaires – 1,752ha\*

**Eaux-de-vie:** straightforward, fruity, with ‘salty’ mineral character

**Ageing:** fast

Covers the stretch nearest the coast, the two islands of Ré and Oléron, and a small area further inland to the south east. Almost entirely sandy soils, with the smallest area planted to cognac vines.

## The grapes

**Ugni Blanc** is the most commonly used variety for cognac, accounting for more than 90% of production. The grape’s relatively low alcohol and naturally high acidity make it ideally suited for use in distillation.

**Colombard** and **Folle Blanche** are the two other main varieties used in cognac.

As the Charente region began to recover from its vineyards’ devastation by phylloxera at the end of the 19th century, Ugni Blanc gradually replaced other traditional varieties, thanks to its greater robustness and resistance to disease.

The quality of the final eaux-de-vie requires the purest juice possible, so after harvest the grapes are pressed gently in traditional horizontal basket presses or pneumatic bladder presses. Fermentation of the wines is complete after only four to eight days, when they have reached about 9% abv.

First developed in Bordeaux by INRA (French National Institute for Agricultural Research) in 1965, **Folignan** (pictured, top right) is a crossing between Ugni Blanc and Folle Blanche, authorised for cognac production in 2005. It brings advantages to growers by ripening about eight days before Ugni Blanc. This means it is ready before the period when the climate favours the development of botrytis rot, and harvesting can be completed before the Ugni Blanc is ready.

While less productive than Ugni Blanc, once distilled Folignan gives eaux-de-vie that generally possess more aromatic, spicy, floral notes than Ugni Blanc.

## The distillation

In a process that lasts roughly 24 hours, the traditional Charentaise alembics produce eau-de-vie for cognac via the double distillation method. By redistilling to a relatively high level (maximum 72.4% abv at 20°C), this produces a very pure spirit, in order to preserve as much

# Lie of the



As part of its appellation of origin, the production of cognac is tightly controlled, with legal standards for every stage. **David Longfield** gives a guide to the basics

as possible the delicacy and aromatic nuances of the original white wine used – and hence of the terroir.

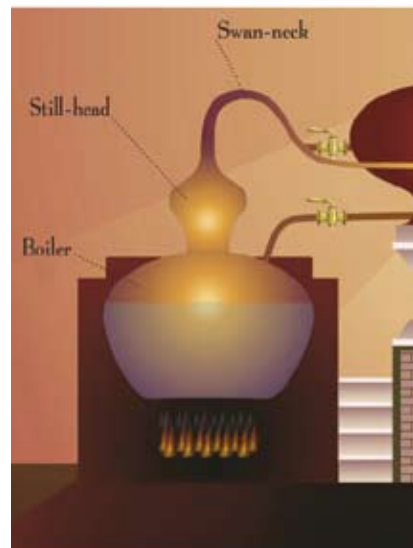
As in all distilling, the art is to separate and discard the (unpleasant and/or harmful) most volatile and the heaviest spirit compounds, keeping the core or ‘heart’ of the distillate, which comprises the final eau-de-vie.

Beginning with the unfiltered wine entering the boiler via a preheater if used, two separate heating processes first produce a cloudy liquid at 28-32% abv which is then returned to the boiler for the second distillation.

As the liquid in the boiler approaches boiling point, the most volatile elements rise first, through the still-head and the swan’s neck, before being cooled down through the coil and condensing back into liquid form.

## Charentais Pot Still

© BNIC

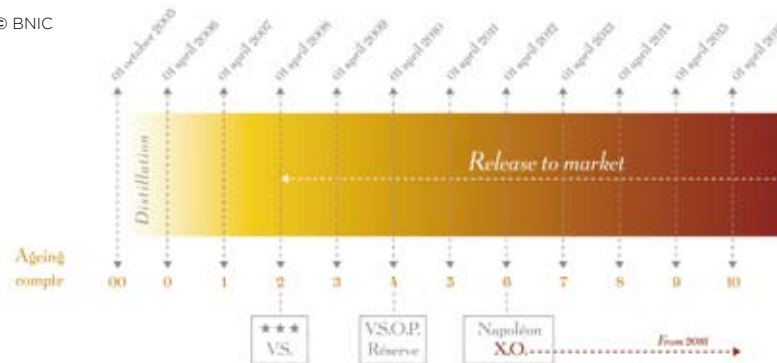




BNIC/Stephane Charbeau

## Ageing Control System (Ageing Comptes)

© BNIC



**Fine Champagne:** the appellation term for a blend of Grande and Petite Champagne eaux-de-vie, at least 50% of which must be Grande Champagne

It takes 9 litres of wine to produce 1 litre of eau-de-vie at 72% abv. Two-thirds of initial volume is lost with each heating. 2,500l of wine produces 9l of brouillis

These first spirits with the highest alcohol content – the heads – are separated from the rest in the first ‘cut’ by the master distiller, whose judgement is vital to securing the best part of the distillate – the heart – for the final eau-de-vie that will make cognac.

A second ‘cut’ is made when the alcoholometer reads 60%, isolating the ‘tails’ of the distillate. A key facet of the master distiller’s art is how the heads and tails are returned to the still for redistillation with subsequent batches. This can be done by adding them back into the fresh wine or into the brouillis, and it is this – along with the proportion of fine lees (skins, pips, dead yeast cells etc) left in the wine and other aspects of controlling the process – which contributes to the personality of the final distilled spirit.

According to Cognac appellation regulations, distillation must take place by March 31 of the year following the harvest.

### The ageing in barrel

Felled when the trees are more than 100 years old, oak wood is an essential ingredient in turning the new eau-de-vie into cognac. Indeed, the colour and aromas it imparts are required to achieve the Cognac appellation. Oak’s dense structure permits the ideal level of exchange between the atmosphere and the eau-de-vie as it evaporates over time, losing the famous “angels’ share”.

Two species of oak are used for cognac: sessile (*Quercus petraea* from the Tronçais forest) and pedunculate (*Quercus robur*, Limousin forest). The coarser-grained oak of the pedunculate

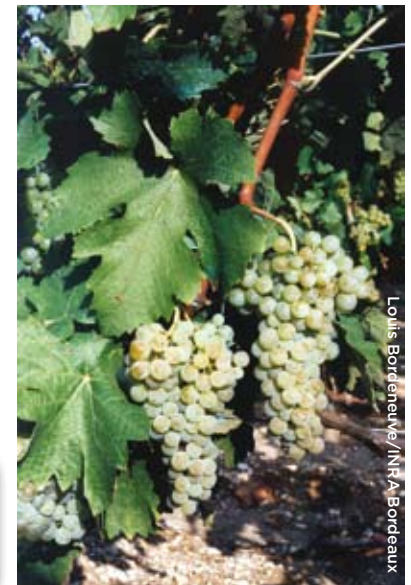
brings more tannin to the eau-de-vie and is therefore well suited to rich eaux-de-vie – often those distilled on the fine lees. Andrei Prida, research manager at barrel-maker Seguin Moreau, says: “The coarse grained oak is poor in natural oak aromas. That’s why very often it is associated with medium to heavy toasting in order to develop additional aromas. Ageing in such wood is linked to slow evolution.”

Fine-grained oak (sessile) is more aromatic, says Prida, and is: “Often associated with light to medium toasting. It fits very well with lighter eaux-de-vie.” Sensory equilibrium is often achieved faster in such barrels.

Freshly distilled eau-de-vie is placed into new oak barrels, in order to attain a lot of wood compounds quickly. “After a period called rotation,” says Prida, “this eau-de-vie is transferred into a used or ‘roux’ barrel. The length of rotation depends on the cognac house: it could be from four to 12 months for first rotation (fill), then nine to 18 for the second and, finally, 12-24 for the third. After this the barrel is considered as ‘roux’.”

### The ageing control system

The cognac ageing ‘Comptes’ system rules that – regardless of the date on which it was actually distilled – an individual eau-de-vie in barrel begins its first year of life on April 1 of the year following its harvest. This point in time is designated ‘Compte 0’. This eau-de-vie ages by one Compte ranking every April 1 thereafter. A cognac may not be sold to the public unless it has achieved the Compte 2 level (ie, aged in oak for at least two years).



Lois Bordenave/INRA Bordeaux

Labelling designations always indicate the length of ageing of the youngest eau-de-vie in the blend, as follows:

- VS (Very Special), or \*\*\* (3 star): Compte 2
- VSOP (Very Superior Old Pale), or Réserve: Compte 4 (at least four years)
- Napoléon; Hors d’Age: Compte 6 (at least six years old)
- XO currently also Compte 6, but as from 2016 a change in legislation states that the youngest eau-de-vie in an XO will have to be 10 years old (Compte 10).

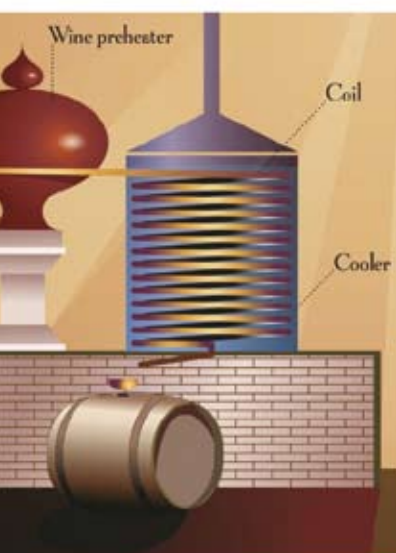
Generally speaking, master blenders will use eaux-de-vie that are much older than the minimum required in the blend, but it is not permitted to indicate on the packaging the ages of the stocks used. The best and most exclusive blends will often include eaux-de-vie that have aged for decades – albeit in small quantities.

For more details on cognac production, the region and more, visit the new BNIC web resource: [encyclopedia.cognac.fr](http://encyclopedia.cognac.fr).

### The Angels’ Share

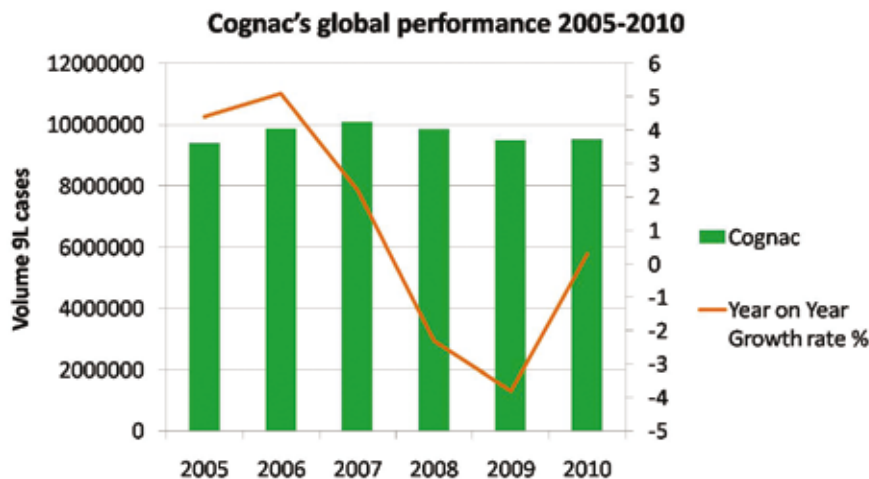
As cognac ages in casks it loses volume (and alcoholic strength) by the evaporation of ethanol through the wood, but it also absorbs flavour compounds from the oak and oxygen from the atmosphere, contributing to the complexity, roundness and the slow development of ‘rancio’ character typical of old cognacs. The BNIC says that the Angels’ Share for cognac as a whole equates to more than 20 million bottle per year

## Wine & Distillation



# Behind the figures

Market researcher **Euromonitor International** provides insight into the global market for cognac, based on sales data collated by its own analysts in key markets around the world

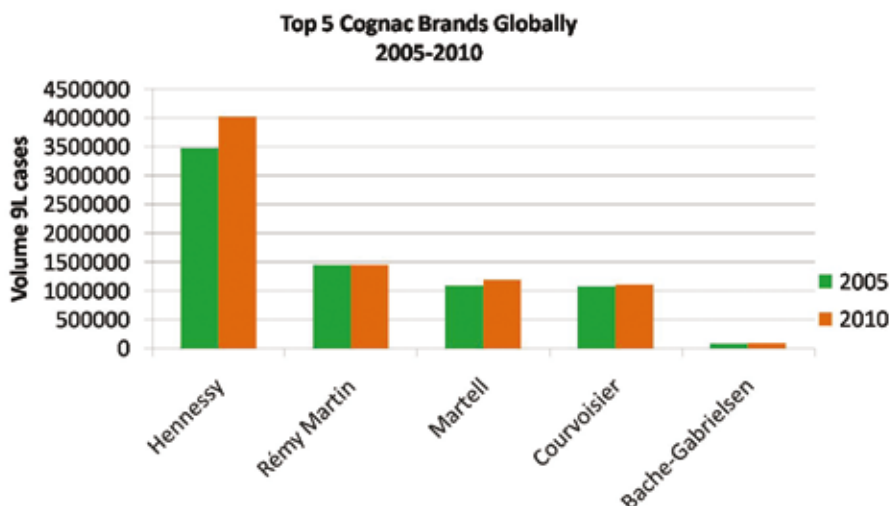


## Global performance

In 2010 9,530 thousand 9-litre cases of cognac were sold globally. This was a growth of 0.3 % on the previous year.

Although the growth is still significantly lower than in 2005, it is an improvement on the declines the category witnessed during the recession years of 2008 and 2009, during which cognac volumes declined by 2% and 4% respectively, as consumer belts tightened.

Cognac rode the premiumisation bandwagon over the years of luxurious extravagance that preceded the global economic downturn but, conversely, sales were lost during the recession as cash-strapped cognac consumers traded down to brandy or switched to other spirits categories in their region, such as American whiskey.



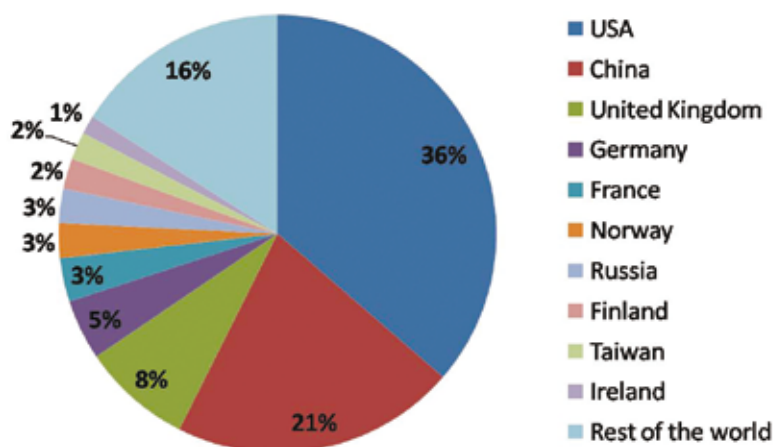
## Top 5 brands

The cognac category is fairly concentrated, with the biggest brand, Hennessy, taking up a 42% volume share in 2010 and the second largest brand, Rémy Martin, securing a relatively small share of 15%.

Many of the leading brands saw their sales decline during the recession 2008-9, but all have seen an improvement in 2010 as sales are slowly bouncing back globally. However, regional differences remain.

For example Hennessy, the biggest brand in Asia Pacific, saw a 7% volume growth in this region in 2010, whereas in western Europe, where it is the second largest brand behind Courvoisier, its volumes declined by 3%.

**Top 10 Markets for Cognac - Total Volume 2010**

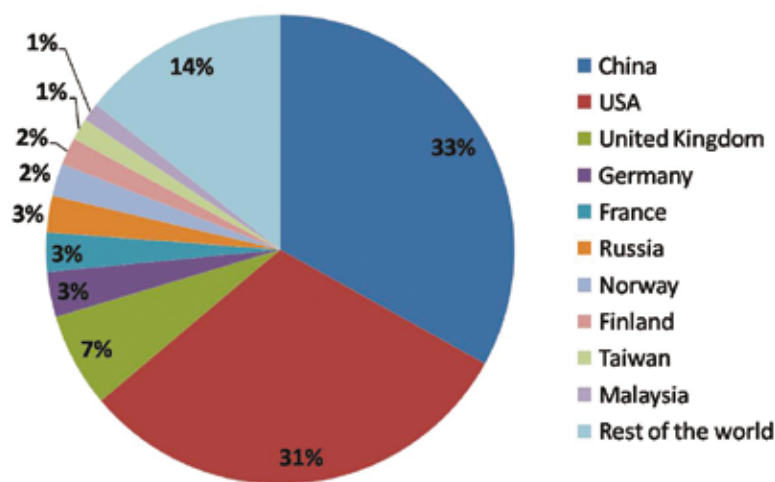


**Top 10 markets 2010**

The US is the largest market for Cognac sales globally, representing 36% of total volumes.

However sales in the US, as well as other western markets ranked in the top 10 such as Germany, UK and France, have all seen their cognac sales decline over the past few years, as the recession took its toll on this category in a similar way as it did on champagne sales.

**Top 10 Markets for Cognac - Total Volume 2015**



**Top 10 markets 2015**

During the forecast period to 2015, China is expected to overtake the US as the leading market for cognac globally – having been in second position in the global rankings in 2010 it will lead the way by 2015.

The advancing middle-classes, urbanisation, the rise of a Chinese economic elite and the emulation of Western drinking habits are fuelling consumption changes and are driving growth of cognac in China. According to Euromonitor International, South China is the category’s main focus. As the first group of local Chinese in contact with imported spirits, consumers in South China are familiar with cognac brands and have the knowledge to distinguish between counterfeit products and authentic ones.

**BNIC shipment figures 2010 – by region**

Total worldwide shipment figures paint a much healthier picture for cognac’s prospects than the reported actual sales figures for 2010.

Shipments reached the equivalent of 167.7 million bottles (about 13 million 9-litre cases) in 2010, according to the Bureau National Interprofessionnel du Cognac.

This included 153.1 million bottles actually sold in bottles, which represented a 17.9% increase over 2009. At the same time – arguably thanks to the bullish market in Asia for higher qualities – cognac had its best ever year in value terms, reported by BNIC at €1.86 billion, or equivalent to 35 Airbus A320 aircraft.

Shipment figures include cognac for consumption shipped in bottles or barrels in France and abroad, and miscellaneous uses of cognac in the production of Pineau des Charentes, liqueurs and other beverages, as well as in food products and fortified wines.

This, combined with factors such as restocking and a general rise in confidence over economic prospects, can explain any discrepancies found between shipments figures and figures for actual sales.

**Cognac shipments 2010: Asia**

<b>Volume (millions of bottles)</b>	<b>53.1</b>
<b>Change 2010/09</b>	<b>+34.5%</b>
Far East	50.9
Singapore	23.3
XO and older	28.1%
VSOP	64.7%
3-star, VS	7.2%
<b>Value (million €)</b>	<b>823.0</b>
<b>Change 2010/09</b>	<b>+40.6%</b>

**Cognac shipments 2010: America**

<b>Volume (millions of bottles)</b>	<b>51.2</b>
<b>Change 2010/09</b>	<b>+8.4%</b>
NAFTA countries	49.2
XO and older	3.3%
VSOP	26.2%
3-star, VS	70.5%
<b>Value (million €)</b>	<b>565.0</b>
<b>Change 2010/09</b>	<b>+21.7%</b>

**Cognac shipments 2010: Europe**

<b>Volume (millions of bottles)</b>	<b>46.7</b>
<b>Change 2010/09</b>	<b>+11.7%</b>
European Union	40.1
France (inc. duty free)	4.9
XO and older	8.7%
VSOP	29.9%
3-star, VS	61.4%
<b>Value (million €)</b>	<b>440.0</b>
<b>Change 2010/09</b>	<b>+20.9%</b>

Source: BNIC



# A unique Science

**Viewed from the outside, the cognac industry may be seen as rooted in long traditions, and therefore slow to change. But, says David Longfield, this is far from being the case**

Occasionally a cognac master blender will plunder their stocks of elderly eaux-de-vie to find that vital missing ingredient to bring a new blend to a state of completeness. While cognac production is, by its nature, a slow business, it is at this point, it could be argued, that the innovative thinking that really does exist in cognac begins.

Cognac does not enjoy the freedoms of the scotch single malt whisky industry, which in recent years has made such a success of 'finishing' its products in barrels previously used for other liquids as diverse as bourbon and Sauternes. This adds potentially endless levels of variations to already complex single malts in a way that has connoisseurs and collectors clamouring for the next release.

In Cognac, the seemingly unbending regulations controlling production (see p14-15, *The Essentials*) mean the ingenuity must come in different ways – it's about subtlety, nuance, complexity. These derive first from how and where the spirit is matured, then from the instinct, artistry and inspiration of the

people doing the blending.

Then there is the subject of how cognac is consumed. Having struggled for some time to break free of its 'after dinner' tag in mature western markets, cognac suddenly finds itself in the starring role in a cocktail revival (see p8, *Cocktails*). This, coupled with the search for new and younger consumers is driving innovation.

### Returning to its roots

At the forefront of cocktail developments is Cognac Pierre Ferrand owner Alexandre Gabriel. His newly released Pierre Ferrand Original Formula 1840 has been developed specifically as a cocktail base for mixing, based on research and tastings of old cognacs by Gabriel and American cocktail authority David Wondrich.

"David has researched how people have drunk spirits over the past 500 years, and I have researched how people have made spirits for the past 200-300 years," says Gabriel. The objective was to create a cognac for mixing, based on 19th-century blending techniques. Both men agreed that one in particular of Gabriel's collection of "old young cognacs" – the

three-star or VSOP equivalents of their day – stood out as "exceptional quality": a Pinet Castillon from 1840.

It was distilled on the lees, says Gabriel – the technique already employed at Pierre Ferrand – and is "very vibrant and floral, which we have in Grande Champagne already". At the time the 1840 example was produced, says Gabriel, young cognacs from the Grande Champagne region would have been bottled at 43% abv or higher.

And so the recipe for the Original Formula 1840 emerged. It is based on old cognacs, some up to 40 years old, says Gabriel, and bottled at 45% abv: "The best for balance of strength and taste." And in terms of taste, Original Formula 1840 Premier Cru de Cognac is an intense, powerful experience. The back label warns: "For use in cocktails".

The first launch was in the UK in May, with France following, before rollouts in other European markets. The US launch is likely to be at July's Tales of the Cocktail in New Orleans.

"Cognac has style, character and finesse, but also because it is made of grapes it has the potential to mix in all







BNC/Stephane Charbeau

sorts of drinks,” says Gabriel.

Cognac Louis Royer is right behind the moves to encourage mixing. “We are trying to go back to the ways cognac was consumed in the first half of the 20th century,” says commercial director Jean-Pierre Dematteo. “When you bring out a good Sidecar (cognac, triple sec & lemon juice), people will want to drink it. Even by adding water, it’s already the beginning of a cocktail, or at least a long drink.”

And knowledge of local consumption patterns is important too, says Dematteo. “You must know your target. I spent three days in India with our master blender and there we discovered how good cognac is with seafood, and with sparkling water after food. This is a very simple way to encourage consumption at home. It’s interesting to go to other places to rediscover our own product.”

As market leader, with about 43% of the global market by volume, a central part of Hennessy’s communication strategy is the Hennessy Remixed platform, in which four essential flavour groups are recommended to bring out the character of Hennessy cognacs: ginger, red berries, citrus and orchard fruits.

“The spicy tang of ginger blends with the echoes of cinnamon, clove, vanilla and hazelnut of Hennessy cognac,” the company says. “The slight sweetness of red berries softens the woody facet, while lemon zest awakens its accents of plum and candied fruits. With a touch of apple, the flowery evanescence of eaux-de-vie is instantly released.”

Designed both to encourage mixing for home consumption and to inspire bartenders, Hennessy provides recipes for all ability levels, categorised as Easy, Intermediate and Expert.

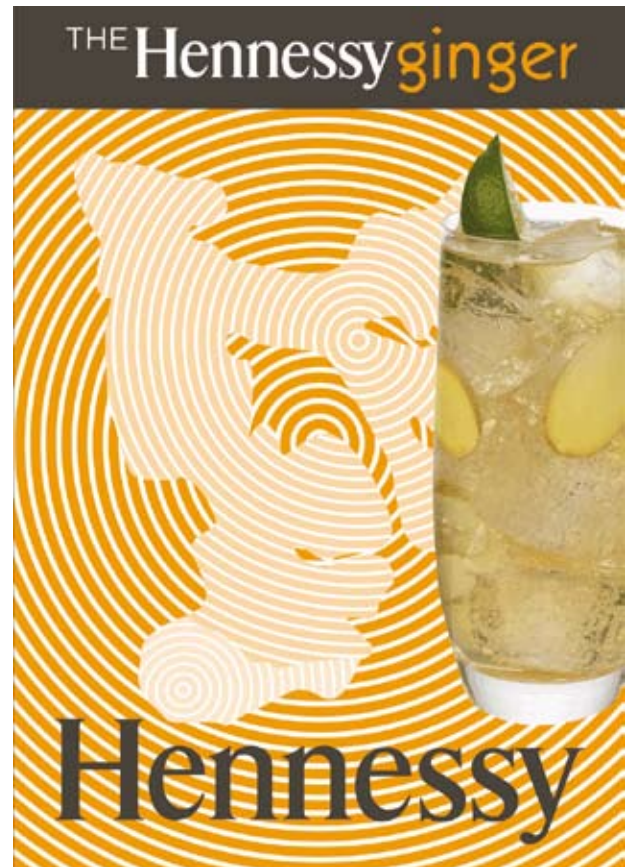
In recent years Courvoisier has been reaping major benefits promoting mixing, in the UK especially, with its Courvoisier Punch campaign. Punch is seen by many as the origins of the cocktail, and the signature Courvoisier serve is simply made up of 25cl Courvoisier VS, 75cl lemonade, 20 dashes Angostura bitters, with three orange wheels and six lemon wheels.

Courvoisier is increasing activity as part of its £15m annual investment through Maxxium in the UK, where it is the clear market leader in VS and VSOP. “Many consumers wouldn’t think to mix their cognac, so we’re looking to break that down,” says Courvoisier UK marketing controller Eileen Livingston.

The strapline for the activity around punch is Raise Your Spirit. “It’s about friendships, shared experiences, and we’re pushing that out across the trade this year so the consumer sees a consistent message in off and on-trade,” says Livingston.

### Creative outlook

But cocktails are only a relatively small aspect of what’s going on in cognac. This year Courvoisier is exploring new territory with its US-only release of Courvoisier Rosé – blended using



Courvoisier cognac and French red wine grapes. With a recommended retail price of \$24.99 for a 75cl bottle, suggested serves for the 18% abv Courvoisier Rosé are simply over ice, or in mixed drinks such as the Pink Slipper (with equal parts prosecco and a lemon twist garnish).

“We are looking to tap into younger consumers and female drinkers,” says the company’s communications head, Jennifer Szersnovicz. “We don’t want to be a vodka, but in the three-tier [US distribution] system, you have to be able to show that you are coming in with new opportunities.”

And, following its 2010 launch of 12-year-old and 21-year-old bottlings in the US, Courvoisier is rolling out the Connoisseur Collection age statement extensions around the world in 2011. The blends were chosen to illustrate

how cognacs from different regions reach their peak of maturity at different times: the 12-year-old is 80% Borderies blended with Grande Champagne, while the 21-year-old is 100% Grande Champagne. “This allows us to target



# Innovation & Branding

a connoisseur market in aged brown spirits,” says Szersnovicz, “and show there are more avenues to explore.”

Dealing in Grande Champagne cognacs at the premium end, Delamain is a family-owned and controlled négociant. The “marketing department” at Delamain is, says managing director Charles Braastad, himself and company president Patrice Peyrelongue. “We are always thinking about new ways to approach our market, working at a certain level,” adds Braastad.

## On trade moves

In the on-trade, Delamain’s Trio pack of three 20cl bottles of its Grande Champagne labels Pale & Dry, Vesper and Très Vénérable has found an outlet at Sketch restaurant in London where, says Braastad, customers are served three small servings of these in place of a single measure of an XO. It’s an ingenious way for an on-trade establishment to move premium styles of cognac without having to stock the very expensive, ostentatiously packaged top-end examples.

Also making moves in the on-trade is Cognac De Luze, at Domaine Boinaud – 410ha of privately owned vines surrounding the property in Grande Champagne, which also boasts 41 pot stills. Strong in Scandinavia, where De Luze holds 43% volume market share in Norway and 23% in Finland, the philosophy here is of “total distillation of unfiltered wines”, according to international director Bob Eastham, giving a richness and discernable texture to the De Luze cognacs.

Having introduced its new Alfred blend, between VSOP and XO levels, De Luze has recently repositioned its range from the VSOP upwards, revamping its pricing, packaging, promotions and distribution arrangements. At 43% abv, Alfred (or ‘A’) is presented in a striking, silver-grey coated bottle that, says Eastham: “Attracts the eye of a consumer at the bar.” The coating’s colour is intended to represent the colour of the



Cognac Frapin is at the vanguard of development of the new Folignan grape variety (see *The Essentials*, p14-15).

“We planted 3.3ha four years ago,” says cellar master Olivier Paultes. “We make old cognacs here, so we need to know how it behaves over time. It will take a minimum of 10 years [ageing] before we can judge how good it will be for longer ageing.”

The initial reactions of Paultes and estate director Patrice Piveteau are good. “It’s not a revolution, it’s a small new tool, perhaps useful in the future,” says Piveteau.

The third in Paulte’s tri-vintage blend series, Frapin Multimillésième, is currently available.

Following the inaugural release in 2008 (No.1, a blend of 1982/83/85 vintages, with a dried tropical fruit character) and No.2 the next year (1979/83/85, rich and rounded), No.3 is a more spice-focused 1982/83/86 blend. The series has been a hit, winning gold medals in competitions globally.



Grande Champagne soil and, adds Eastham, it protects the liquid from artificial light behind the bar.

Alfred is helping De Luze to target the Scandinavian on-trade – a relatively small sector for cognac at only 3% of the market, but Eastham sees it as an opportunity: “You can’t promote or do tastings in the monopolies,” he says, “but you can in the on-trade.”

Also strong in Scandinavia, Bache-Gabrielsen has developed its Pure & Rustic range for the Norwegian monopoly which, says cellar master Jean-Philippe Bergier, is “always looking for new products and value for money”. The company ships 60% of its sales to Norway, a land that imports 3 million bottles of cognac for its 3.5 million population.

Made in a “brut” style – dry, and straightforward, to highlight the characteristics of the individual liquids – Pure & Rustic is stylistically much closer to cognacs as they were produced a century ago or more. The core blue-labelled range includes a VSOP and XO and a 1990 Grande Champagne.

But the white-labelled Pure & Rustic line allows Bergier scope to present limited quantities of specific bottlings, which currently include a 1991 vintage Grande Champagne single varietal Folle Blanche (only 2% of cognac vine plantings), of which there were only 792 bottles made; and a 54.8% abv 1975 bottling, by request of Vinmonopolet.

The company is finding success with its second line Dupuy in Russia, where the design of the packaging plays a more central role. With other markets developing in Japan, Taiwan, Canada and Brazil, Bergier



says there is interest in Pure & Rustic from the US, in New York and Minnesota.

If you take the time to visit producers in the Cognac region, you’ll find there is a buzz of creativity wherever you stop – perhaps in contrast to what some might think. It may not be immediately obvious, but innovative thinking is certainly a driving force among those who’ll determine the cognac industry’s future.



At ABK6 Cognac, the innovative approach extends to the whole model behind production. The company, owned by Francis Abécassis, has 250ha of its own vineyards across sites in three regions – Grande and Petite Champagne and Fins Bois. “Our philosophy is to be producers of single estate cognac,” says cellar master Simon Palmer. “We believe it brings specific terroir expression.”

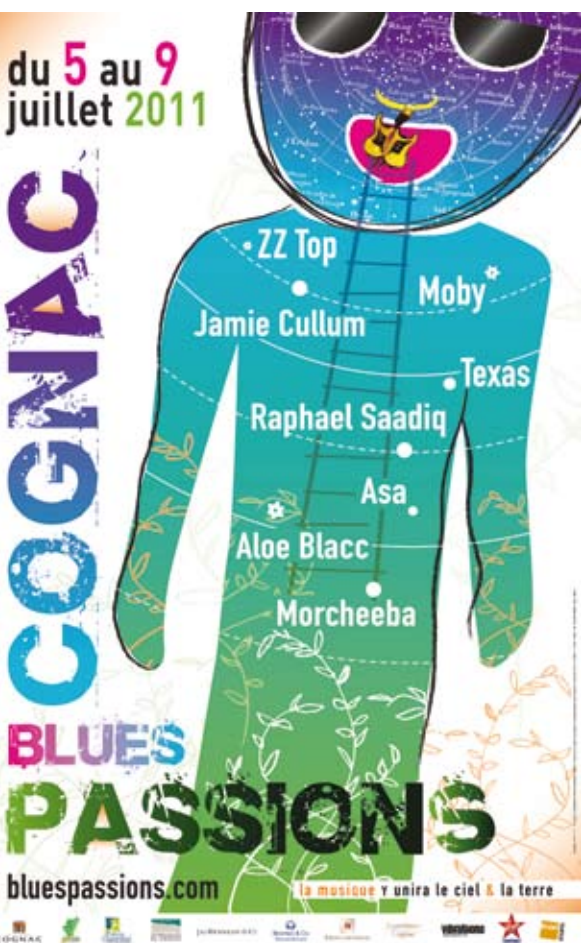
Each of the three production sites has its own winemaker, and at its Fins Bois base in Claix, the company has recently invested in state-of-the-art new winery facilities including 22 stainless steel tanks of 414hl capacity each.

“This shows a real emphasis on the terroir approach,” says Palmer. “Each vat is the equivalent of one day’s harvest by machine, and six-and-a-half days of distillation.”

Among other advantages, this means the production for the resulting eau-de-vie can be traced back effectively to each parcel of wine that went into it.

With its Leyrat (Fins Bois) and Le Réviseur (Petite Champagne) ranges serving the markets for more traditional packaging, the ABK6 range typifies the company’s modern progressive outlook.





# Route to su

**S**andwiched between its illustrious wine-producing neighbours – Bordeaux to the south and the Loire Valley to the north – the Cognac region may not previously have sprung to mind for tourists looking for the vinous experience on a French holiday. But after months of work behind the scenes, things may be about to change.

In October 2010 Cognac was awarded a place on the list of areas of special interest in the new, French government-sponsored Vignobles et Découvertes scheme. Designed to raise the profile of accredited regions and help further develop their potential, the designation is given to regions that provide visitors with good accommodation, restaurants, places to visit and events, as well as areas of outstanding beauty, all with minimum standards for ease of access.

The Cognac bid for the award weighed in physically at 9.5kg and was the work of members of the new Experience Cognac team, which consists of representatives of the BNIC, the Charente and

Charente-Maritime tourist boards, the Cognac Tourist Office and the Regional Tourist Board for the whole of the Poitou-Charentes area.

Key to the bid's success was Étapes du Cognac, which was set up in 2000 and has some 180 members, including small distillers, winegrowers, museums and owners of restaurants, hotels, chambres d'hôtes and gîtes. This organisation admits members according to its quality charter, established in 2009 as a commitment to provide certain minimum standards for the reception of visitors.

The Étapes du Cognac website – cognacetapes.com – highlights the five newly established, fully signposted tourist routes through the



## PRODUCER PROFILES COGNAC DE LUZE

# The choice of delight

**B**enefiting from the Boinaud family's extensive savoir faire, the De Luze Fine Champagne Cognacs are produced from grapes from the 410ha of Grande Champagne vines the Boinauds tend. All the eaux-de-vie are produced in the family's 41-potstill distillery in Angeac Champagne, with ageing, blending and even barrel production taking place on site.

Since its foundation by Alfred De Luze in 1822, the cognac brand which carries his name has successively been synonymous



with a high quality commitment. First, it was Alfred himself who came back from the New World to source the superior qualities that he then shipped to his brother's import company in the US.

Later, in 1862, Alfred invested in a vineyard and estate at the Domaine du Chaîgne in today's premier Grande Champagne cru. After

Visit De Luze on the Mahler-Besse at Vinexpo, Hall 1 Stand B305



trading the very best Charentais eaux-de-vie he actually produced them under his brand name himself.

Today, De Luze is produced by the prestigious 24-generation Boinaud family, whose deep roots have accompanied the development of the cognac industry since 1640.

Boinaud's own strong quality philosophy means that De Luze has a thicker, richer texture, is

longer aged and is a totally natural cognac. Winner of gold medals at the Vinalies, San Francisco, and other prestigious competitions, De Luze is recognised for its quality by experts around the world, making it a delightful choice for consumers. *Cognac De Luze, Domaine Boinaud, 16130 Angeac-Champagne, France* [choose-delight.com](http://choose-delight.com) [contact@cdeluze.com](mailto:contact@cdeluze.com)

# ccess

Cognac region, each focusing on an aspect of its heritage: Cognac & Vines; Cognac & the River; Cognac & Architecture; Cognac, Architecture & the Estuary; and Cognac & Traditions.

The website also currently lists 27 options for stopover accommodation around the area at establishments taking part in the scheme, as well as guides to the region's alcoholic products, tips on cuisine, and practical information for visitors.

Throughout the year the city and region play host to a variety of major events and attractions, cognac-themed or otherwise. And for a comprehensive general guide to heritage activities, museums, sports and leisure in the Cognac region, the [tourism-cognac.com](http://tourism-cognac.com) website is the place to go.



## Cognac events calendar

**June 18-25: Cognac week** A chance for all to discover, or rediscover, cognac at participating bars, restaurants and wine shops around the Poitou-Charentes region. Includes:

**June 24: Le pique-nique chic** (Free) Bring-your-own picnic event in the gardens of the town hall, with free jazz concert – [semaine.cognac.fr](http://semaine.cognac.fr)

**June to September: Les Mardis du Cognac** Weekly events organised by Les Étapes du Cognac in towns around the region – a chance to meet producers and see in situ what they do

**July 5-9: Cognac Blues Passions** Major jazz-based music festival in the town of Cognac, this year featuring performers such as Jamie Cullum, Moby, Texas, Raphael Saadiq, Morcheeba, Cocoon and Asa – [bluespassions.com](http://bluespassions.com)

**July 28-30: Fête du Cognac** Outdoor event across three evenings in which the young winegrowers and food producers of the region present their wares. Cognac, Pineau des Charentes, Vin de Pays Charentais wines and cocktails all available until 2am, accompanied by music from 9pm to 1am – [lafeteducognac.fr](http://lafeteducognac.fr)

**September 4-5: Coup de Chauffe à Cognac** Free festival of street theatre and entertainment – [avantscene.com](http://avantscene.com)

**September 15: La Part des Anges** Charity auction of unique blends and limited-edition decanters of specially created cognacs

**November 17-20: Littératures Européennes Cognac** Literary festival with recitals, lectures, shows and films, with a focus on guest country Spain – [litteratures-europeennes.com](http://litteratures-europeennes.com)

**December 2011 to February 2012: Distilleries en Dête** Les Étapes du Cognac organises open days at distilleries during distillation time

## PRODUCER PROFILES ABK6

# Crafting excellence



**DOMAINES  
ABK6**

SINGLE ESTATE COGNAC

**D**OMAINES ABK6 produces SINGLE ESTATE COGNAC on three estates covering 240ha of privileged vineyard sites: COGNAC LEYRAT, COGNAC LE REVISEUR and COGNAC ABK6.

The Abécassis family extracts the full character of the terroir by controlling each step of production on the estates, from vine growing to blending and bottling. The Single Estate eaux-de-vie blends gives the cognac inimitable character and depth.

The ABK6, Leyrat and Le Réviseur brands have been awarded more

than 60 medals in major international tasting competitions in the past five years, and Domaines ABK6 received the EXCELLENCE IN CRAFTSMANSHIP award at the International Spirits Challenge London in 2010.

Cognac Leyrat – distributed in the UK by Eaux de Vie – is the gastronomic flagship within Domaines ABK6.

Widely recognised for the exceptional quality of its elegant cognacs, Leyrat is present in the world's finest restaurants. GLORY is the Extra quality cognac of the range, presented in a very prestigious carafe

and wooden presentation box.

ABK6 offers a modern cognac solution. While remaining respectful of the traditions of the Cognac region and its products, ABK6 is intransigent about its quality. The blends reach exceptional smoothness thanks to a selection of very old eaux-de-vie. This aromatic and intense cognac highlights the typical fruit and freshness of ABK6.

At Vinexpo 2011, ABK6 launches the limited edition ICE COGNAC by ABK6 – specifically created by the cellar master to be served ON ICE, its initial smoothness evolves fresh and

vivid notes, thanks to the contact with the ice cubes.

ICE COGNAC by ABK6 is a contemporary concept in Cognac, offering consumers a more festive tasting experience: Cognac ON ICE.

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# Making it click

## Lucy Britner investigates cognac education and finds business is booming online

**A**s Sir Francis Bacon once said, knowledge is power. Although Facebook and blogging certainly weren't on Bacon's agenda in the 1500s, the man made a good point.

So, with empowering in mind, in 2010 the Bureau National Interprofessionnel du Cognac (BNIC) launched the BNIC Cognac Educator Programme.

The educator programme is a course aimed at wine and spirits educators and trainers and it's designed to give participants detailed training in all aspects of cognac. Participants also receive official recognition as course educators once they have passed an exam.

The BNIC says of the course: "In the world of drinks today, education and training are key to effective communication, whether this is to the public or professionals.

"As the generic body for the administration of the Cognac appellations and the organisation responsible for the promotion of cognac throughout the world, the BNIC is keen to help educators spread the word about cognac."

The course content includes history, viticulture, vinification, distillation, ageing, marketing & economics and tasting – including cognac cocktails.

The first tranche of educators included bartenders, sommeliers, journalists, press officers and trainers from around the world.

Three distinctions were awarded:

to Bridget Albert from Illinois, US, a former bartender and spirits consultant with the US company Souther Wine & Spirits; Anthony Stockbridge, a Wine & Spirits Education Trust (WSET) educator and member of the Association of Wine Educators in the UK; and Emile Chaillot, a French bartender and international trainer at Ugo & Spirits.

### Blogging

To bolster its online credentials in the US, the BNIC recently sponsored a competition for bloggers, which could be entered via links on Twitter and Facebook.

The entrants judged to have written the best texts on any subject related to cognac, with the exception of brands, stood to win a trip to the Cognac region, bottles of cognac or cash prizes.

The first round of winners was recently announced and it was Robin Austin, The Amateur Gastronomer, who won an all-expenses paid trip to the Cognac Blues Passions festival, for her piece entitled Cognac: Pleasing to Any Palate, which focused on the attractions of cognac for women. Second prize, and \$500, went to Clive Purchasehouse for Waiter, There's Wine in My Cognac – A Wine Blogger's Take on Cognac; and third prize, and some bottles of cognac, went to Alice



BNIC/Andrew Thomas

Feiring, for Finding Solace in the Big (Cognac) House.

### Growing enthusiasm

Out in cyber space, a Facebook group called Cognac Maniacs has been set up. It's a portal where cognac enthusiasts can read news and views on the subject, while at the same time enjoying the culture that surrounds cognac and gaining information about it.

At the time of going to press, the number of followers on Cognac Maniacs was approaching 24,000 – many post every day to share their experiences.

User-generated content on the portal includes questions about cognac, quizzes, Youtube videos and links to cognac-related articles in the press and on blog sites. Members include many from the trade – bartenders, sommeliers – as well as enthusiastic and knowledgeable consumers.

You can also follow @Cognacmaniacs on Twitter. Tweets aim to get the cognac conversation going with questions like "What is your best cognac memory" and "Do you know which cognacs you'll taste to celebrate Mother's Day?"

Whether you want to become a cognac educator or just to enjoy talking about the spirit, a wealth of knowledge is only a few clicks away.



# Innovation and modern luxury

**F**ounded in 1814 by an Italian merchant named Alfonso de Fussini, A. de Fussigny embraced the concepts of innovation, dynamism, modern luxury and high quality products. Acquired in 2008 by entrepreneurs Jean-Dominique Andreu and Patrick Giudicelli, A. de Fussigny is today an independent cognac house in the heart of the historical city of Cognac.

Proud to be a true 'négociant' in the noblest meaning of the word, A. de Fussigny is keen on insisting on this very important aspect of the business. According to them, selecting superior spirits in order to create outstanding blends and a recognisable house style is definitely a true art.

Upon completion of the secret 'assemblages' by the master blender, the cognacs are then carefully tasted by a team of skilled professionals to make sure the quality matches the impeccable standards that A. de Fussigny imposes on itself. These

drastic steps are, according to the A. de Fussigny management, crucial to maintain the outstanding quality of the cognacs released.

"This is nothing but utter respect for the consumer" says Patrick Giudicelli, master blender and co-owner of the company.

## Production potential

But being skilled at selecting and blending does not mean you cannot do anything else.

The facility by the Charente River actually includes a distillery with eight 25hl pot stills. And even though they are unfortunately not currently functional: "We are definitely eager to put these beautiful devices back to work as soon as possible," says Jean-Dominique Andreu, president and co-owner of the company.

"That would not only be a great adventure for us, but also a means to control even more precisely the qualities of our blends."



## Unmistakably stylish

The house style of A. de Fussigny cognacs is indeed unmistakable. A superior elegance and an outstanding aromatic richness are both provided by the origins of the blends. "We favour Fine Champagne (blend of Petite Champagne and Grande Champagne, with a minimum of 50% Grande Champagne). We believe that the elegance of Petite Champagne and the aromatic complexity of Grande Champagne really pair well together," explains Jean-Dominique Andreu. "While the texture remains extremely elegant, the aromatic profile shows a myriad of flavours..."

Even though quality blends are the trademark of A. de Fussigny Cognacs, they are not absolutely everything that matters. Packaging also holds great importance, as suggested by the flagship of the brand, A. de Fussigny XO Fine Champagne, in its recognisable square bottle shape in a modern gift box.

A strong colour code (bright orange, velvety purple and stylish silver), a very memorable bottle style, and award-winning blends definitely



succeed as a working combination for A. de Fussigny Cognacs.

The A. de Fussigny range of products is composed of two lines.

With the Creation Line – composed of Sélection Fine Cognac (six to eight years), Supérieur Fine Champagne (12 to 15 years), and XO Fine Champagne (20 to 25 years) – the search for perfection in the combination of aromas is crucial. "Developed for hedonists, Creation Line insists on the complementarity of the flavours to provide a remarkable complexity," says the master blender.

With a more subtle approach, the Collection Line is composed of cognacs from separate origins. For the specific consumer not looking for complementarity but for unique character in the blends, A. de Fussigny has selected and released cognacs from separate regions: Fins Bois, Borderies, Petite Champagne and Grande Champagne. Finally, Pure Organic, a very delicate blend elaborated from certified organic wines, completes the range.

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## Most recent awards

### A. de Fussigny XO

Double Gold medal – San Francisco World Spirits Competition 2011  
 Gold, 95 points – Chicago Beverage Tasting Institute 2011  
 Gold medal, Concours Mondial de Bruxelles 2011

### A. de Fussigny Grande Champagne

Gold medal – SIP Awards, San Diego 2010  
 Silver medal – International Wine & Spirit Competition 2010, London

### A. de Fussigny Sélection

Gold, 92 points – Chicago Beverage Tasting Institute 2011  
 Gold medal – San Francisco World Spirits Competition 2011  
 Silver medal – Internationaler Spirituosen Wettbewerb 2010

### A. de Fussigny Supérieur

Gold, 91 points – Chicago Beverage Tasting Institute 2011  
 Gold medal, Premium category – Grand Collections Moscow 2010



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**AUTENCE**  
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Pessines, Le Fief Galet  
17460 THENAC  
Tel 33 (0)1 45 63 25 66  
audry@cognac-audry.com

**Guy BONNAUD**  
Les Cailletières  
16170 GOURVILLE  
Tel 33 (0)5 45 21 73 30  
pineaucognac.bonnaud@laposte.net

**Dominique BONNEAU**  
8 Rue de la Petite Champagne  
17800 COULONGES  
Tel 33 (0)5 46 96 36 29  
dominique.bonneau7@wanadoo.fr

**BONNIN**  
4 route de St-Hilaire  
17770 NANTILLE  
Tel 33 (0)5 46 95 32 23  
bonnin.jeanclaude@wanadoo.fr

**Raymond BOSSIS**  
Les Groies  
17150 ST BONNET SUR GIRONDE  
Tel 33 (0)5 46 86 02 19  
pineau.bossis@libertysurf.fr

**Paul BOSSUET**  
2 Chemin Terrières, Senouche  
17610 CHANIERES  
Tel 33 (0)5 46 91 51 90  
bossuet.logisdefolleblanche@wanadoo.fr

**Suzette BOUCHER**

78 rue des ajoncs, La Rambauderie  
17150 ST SORLIN DE CONAC  
Tel 33 (0)5 46 86 00 72  
boucher.suzette@neuf.fr

**BOULE Et Fils**

La Verrerie  
17150 BOISREDON  
Tel 33 (0)5 46 49 64 64  
boule.fils@wanadoo.fr  
boule-fils.fr.st

**Louis BOURON**

189 avenue de Jarnac, BP 80  
17416 ST JEAN D'ANGELY Cedex  
Tel 33 (0)5 46 32 00 12  
infos@cognac-louisbouron.com  
cognac-louisbouron.com

**Bernard BOUTINET**

Le Brissonneau  
16370 BREVILLE  
Tel 33 (0)5 45 80 86 63  
cognacboutinet@wanadoo.fr  
cognacboutinet.com

**BOUYER FRÈRES**

10 rue des Ormeaux, St-Richer  
17800 CHADENAC  
Tel 33 (0)5 46 91 21 08  
scea.bouyerfreres@wanadoo.fr

**Philippe BRAASTAD-TIFFON**

20 quai de l'Orangerie  
16200 JARNAC  
Tel 33 (0)5 45 80 00 66  
pbraastad@duquai.com  
duquai.com  
(Brand: Duquai)

**BRARD BLANCHARD**

1 Chemin de Routreau  
16100 BOUTIERS ST TROJAN  
Tel 33 (0)5 45 32 19 58  
brard.blanchard@free.fr  
brard-blanchard.fr

**BREDON**

(See Louis Saveur)

**Chez BRIET**

16250 ETRIAC  
Tel 33 (0)5 45 66 35 34

**J.R. BRILLET**

Les Aireux  
16120 GRAVES ST AMANT  
Tel 33 (0)5 45 97 05 06  
jr.brillet@wanadoo.fr  
brillet.fr

**Gilles BRISSON**

Dizedon  
16100 CHATEAUBERNARD  
Tel 33 (0)5 45 36 12 18  
g.brisson@libertysurf.fr

**Joan BRISSON**

7 rue de St-Hérie  
17160 MATHA  
Tel 33 (0)5 46 58 25 07  
joan.brisson@wanadoo.fr  
cognac-brisson.com (Product: Chantecler)

**Freddy BRUN**

Chez Baboeuf, 16300 BARRET  
Tel 33 (0)5 45 78 00 73  
freddy.brun@wanadoo.fr

**Guy BRUNETAU**

Chez Filhon  
16300 MONTCHAUD  
Tel 33 (0)5 45 78 14 71

**Jacky & Christophe BUREAU**

302 Route du Pineau  
17610 DOMPIERRE SUR CHARENTE  
Tel 33 (0)5 46 91 00 45  
jacky-christophe.bureau@wanadoo.fr

**C****CALVET**

75 Cours du Médoc  
33028 BORDEAUX  
Tel 33 (0)5 56 43 59 00  
calvet@calvet.com  
(Brand: Commanderie de Richemont)

**CAMUS La Grande Marque**

29 Rue Marguerite de Navarre  
16100 COGNAC  
Tel 33 (0)5 45 32 72 96  
s.perret@camus.fr  
camus.fr

**Alain CARRÉ**

Jean Colin  
17360 ST AIGULIN  
Tel 33 (0)5 46 04 25 76

**CARTAIS LAMAURE**

La Grange du Bois  
16200 BOURG CHARENTE  
Tel 33 (0)1 41 12 95 25  
lagrangedubois@wanadoo.fr  
lagrangedubois.com  
(Brand: Lagrange du Bois)

**CASTEL-SABLONS**

Le Bourg  
17520 ST MAIGRIN  
Tel 33 (0)5 46 70 00 30  
contact@castel-sablons.com  
castel-sablons.com

**CAVE COOP. DU LIBOREAU**

18 Rue de l'Océan  
17490 SIECQ  
Tel 33 (0)5 46 26 61 86  
cave-du-liboreau@wanadoo.fr  
liboreau.com  
(Brand: Calisinac)

**CELLOU**

La Guétrie  
17500 ST SIMON DE BORDES  
Tel 33 (0)5 46 48 05 21

**René-Luc CHABASSE**

51, rue Elysée Loustalot, BP 10  
17412 ST JEAN D'ANGELY Cedex  
Tel 33 (0)5 46 32 11 48  
cognac@chabasse.com  
chabasse.com

**Viviane CHABERNAUD**

16300 CRITEUIL LA MAGDELEINE  
Tel 33 (0)5 45 80 54 21

**Alain CHADUTAUD**

Rue des Jardins, Bourras  
16200 MERIGNAC  
Tel 33 (0)5 45 35 81 40  
alain\_chadutaud@yahoo.fr

**Bertrand CHADUTAUD**

Rue du Mas  
16200 MERIGNAC  
Tel 33 (0)5 45 35 83 19

**Le CHAI DE LÉONIE**

La Roche au Loup  
16440 ROULLET ST ESTEPHE  
Tel 33 (0)5 45 97 09 42  
chaidelionie@chaidelionie.com  
chaidelionie.com  
(Brand: Chevalier de la Croix Philippe)

**Jean-Yves CHAIGNAUD**

Jacquot  
16250 PLASSAC ROUFFIAC  
Tel 33 (0)5 45 64 08 67  
jychaignaud@cognac.fr  
jacquot.com

**Pascal CHAIGNIER**

6 place de la République  
17500 JONZAC  
Tel 33 (0)5 46 48 31 63  
jbvc5@wanadoo.fr

**Jean-Claude CHAILLAUD**

Vignobles du Bourget  
17500 ST SIMON DE BORDES  
Tel 33 (0)5 46 48 16 03  
chaillaud@aol.com

**CHAILLOUX**

Maison Neuve  
17270 NEUVICQ  
Tel 33 (0)6 80 15 07 71

**Le CHAMP DES VIGNES**

58 Chemin des Cormes  
17120 CHENAC ST SEURIN D'UZET  
Tel 33 (0)5 46 90 52 50

**CHAMPAGNE DE ST-PREUIL**

Chez Philbert  
16300 AMBLEVILLE  
Tel 33 (0)5 45 80 55 22  
cspamb@club-internet.fr

**CHAPON**

Roussillon  
17500 OZILLAC  
Tel 33 (0)6 89 95 08 22  
chaiduroissoir@hotmail.com

**Roselyne CHAPRON**

12 rue de l'Orme  
17500 ST MAURICE DE TAVERNOLE  
Tel 33 (0)5 46 48 44 11  
chapron-r@hotmail.fr

**A&M CHARLEMAGNE**

15 Impasse du Tropic  
16000 ANGOULEME  
Tel 33 (0)5 45 95 02 77  
e.bouyer@charlemagne.fr

**CHARPENTRON & Cie**

4 route de Bois Clos  
16200 GONDEVILLE  
Tel 33 (0)5 45 81 13 27  
charpentron@aol.com  
cognac-charpentron.com

**Didier CHARRASSIER**

Les Grands Pateurs  
17260 GEMOZAC  
Tel 33 (0)5 46 94 60 28

**CHARTIER**

Chez Quimand  
17770 ECOYEUX  
Tel 33 (0)5 46 95 40 36  
echartier@cer17.cermet.fr  
cognac-chartier.com

**Yves et Ginette CHAT**

12 rue du Marronnier, Chez Drouillard  
17770 BERCLOUX  
Tel 33 (0)5 46 95 93 36

**CHÂTEAU CHESNEL**

BP 9, 16370 CHERVES RICHEMONT  
Tel 33 (0)5 45 83 11 05  
mhderoffignac@wanadoo.fr  
roffignac.com  
(Brand: Roffignac; Château Chesnel)

**CHÂTEAU D'ORIGNAC**

17240 ST CIERS DU TAILLON  
Tel 33 (0)5 46 49 67 56  
y.meyer@sichel.fr

**CHÂTEAU D'USSON**

Le Logis d'Usson  
17800 ECHEBRUNE  
Tel 33 (0)6 08 31 71 86  
chateaudusson@aol.com

**CHÂTEAU DE BEAULON**

25 rue St-Vincent, BP 1  
17240 ST DIZANT DU GUA  
Tel 33 (0)5 46 49 96 13  
c.thomas@chateau-de-beaulon.com  
chateau-de-beaulon.com

**CHÂTEAU DE L'OISELLERIE**

16400 LA COURONNE  
Tel 33 (0)5 45 67 36 90  
expl.angouleme@educagri.fr

**CHÂTEAU DE LA MAGDELEINE**

La Magdeleine  
17270 ST MARTIN D'ARY  
Tel 33 (0)5 46 04 11 54  
chat.magdel@free.fr  
chateaudelamagdeleine.fr

**CHÂTEAU DE LA TILLADE**

La Tillade  
17260 ST SIMON DE PELLOUAILLE  
Tel 33 (0)5 46 90 00 20  
contact@la-tillade.com  
la-tillade.com

**CHÂTEAU DE PLASSAC**

Le Château  
17240 PLASSAC  
Tel 33 (0)5 46 49 81 85  
champagne.dampierre@wanadoo.fr  
dampierre.com

**CHÂTEAU MAILLOU**

16290 ST SATURNIN  
Tel 33 (0)5 45 96 92 63

**CHÂTEAU MONTIFAUD**

17520 JARNAC CHAMPAGNE  
Tel 33 (0)5 46 49 50 77  
vallet@chateau-montifaud.com  
chateau-montifaud.com

**CHÂTEAU ST-SORLIN**

17150 ST SORLIN DE CONAC  
Tel 33 (0)5 46 86 01 27  
chateau.saint.sorlin@wanadoo.fr

**CHAUROUD & FILS**

11 Rue des Magnolias  
17800 ST LEGER  
Tel 33 (0)5 46 96 90 77  
jpb.chauraud@wanadoo.fr  
vignoble-chauraud.fr

**Frédéric CHAUVET**

Herbeau  
17520 STE LHEURINE  
Tel 33 (0)5 46 49 11 57  
chauvetcognac@aol.com

**CLOS DE LA GROIE**

56 Grand Rue  
17160 BRIE SOUS MATHA  
Tel 33 (0)5 46 26 62 88  
denechere.sebastien@wanadoo.fr

**COCHAIN**

110 route du Pineau  
17120 CHENAC ST SEURIN D'UZET  
Tel 33 (0)5 46 90 46 20  
earl-de.beaumont@akeonet.com

**Jacques COLLIN**

6 Rue de Bellevue  
16100 CHATEAUBERNARD  
Tel 33 (0)5 45 32 04 93  
cortix.fr/l-echassier  
(Brand: L'Echassier)

**COMPAGNIE DE GUYENNE**

26 rue Pascal Combeau,  
BP 10  
16101 COGNAC Cedex  
Tel 33 (0)5 45 82 32 10  
ccgi@cdgocognac.com  
meukowcognac.com  
(Brands: Meukow, Brugerolle)

**COTEAUX DE MONTIGNAC**

3 Route de Fontgrand, Montignac  
17800 BOUGNEAU  
Tel 33 (0)5 46 91 33 87  
jocelyne-couillaud@wanadoo.fr  
coteaux.montignac.free.fr  
(Brand: Couillaud)

**COULON Et Fils**

St-Gilles, Route des Sables Vigniers  
17310 ST PIERRE D'OLERON  
Tel 33 (0)5 46 47 02 71

**COUPRIE**

La Roumade  
16300 AMBLEVILLE  
Tel 33 (0)5 45 80 54 69  
laurent.couprise@tiscal.fr  
cognac-couprise.com



## COUR

Le prunier, Malvieille  
16290 MOULIDARS  
Tel 33 (0)5 45 96 40 38

## COURVOISIER

2 Place du Château  
16200 JARNAC  
Tel 33 (0)5 45 35 55 55  
sylvie.riviere@beamglobal.com  
courvoisier.com

## Pierre CROIZET

Lantin  
16200 TRIAC LAUTRAIT  
Tel 33 (0)5 45 35 88 10  
cognac@croizet.com  
croizet.com

## CROIZET

Rue du Dorland, BP 3,  
16720 ST MEME LES CARRIERES  
Tel 33 (0)5 45 81 90 11  
contact@cognac-croizet.fr  
cognac-croizet.fr

## DAGNAUD Et Associés

1 Impasse de Fontdouce  
16100 CHATEAUBERNARD  
Tel 33 (0)5 45 83 30 57  
cedric.dagnaud@akeonet.com  
cognac-pineau-dagnaud.com

## D

### DAVIAUD

Domaine de la Coussaie  
17130 CHAMOUILAC  
Tel 33 (0)5 46 49 23 73  
daviaud4@wanadoo.fr

### DE L'ABBAYE

17 Chemin de l'Abbaye  
17400 ASNIERES LA GIRAUD  
Tel 33 (0)5 46 59 17 36  
raisins.abbaye@cognac.fr  
pineaucognac.iffrance.com

### DE LA GRELIÈRE

5 La Grelière  
16200 STE SEVERE  
Tel 33 (0)5 45 80 97 10

### Henri DE LOTHERIE

Beauregard  
16130 JUILLAC LE COQ  
Tel 33 (0)5 45 32 29 72  
chez.com/henridelotherie

### DELAMAIN & Co

7 r. Jacques & Robert Delamain, BP  
16, 16200 JARNAC  
Tel 33 (0)5 45 81 08 24  
delamain@delamain-cognac.com  
delamain-cognac.com

### DELAUNAY

Biard  
16130 SEGONZAC  
Tel 33 (0)5 45 83 36 24

### Gérard DELMON

79 chemin de la Pichonnerie  
16200 NERCILLAC  
Tel 33 (0)5 45 35 40 28  
gerard.delmon@wanadoo.fr



## DE LUZE

Domaine Boinaud, Le Bois  
16130 ANGEAC CHAMPAGNE  
Tel 33 (0)5 45 35 76 00  
contact@cdeuluze.com  
choose-delight.com



## Jacques DENIS

Le Maine au Franc  
16130 ST PREUIL  
Tel 33 (0)5 45 83 41 22  
cognac-denis@hotmail.com  
(See gccognac.com )

## DESRENTES

Chez les Rois  
16100 LOUZAC ST ANDRE  
Tel 33 (0)6 68 76 32 79  
earl.desrentes@cer16.cernet.fr

## Raymond DESSE

34 rue Millardet  
16130 SEGONZAC  
Tel 33 (0)5 45 83 44 14  
mn.desse@wanadoo.fr

## DISTILLERIE DE LA TOUR

4 rue des distilleries  
17800 PONS  
Tel 33 (0)5 46 91 31 44  
faxinfo@distillerie-de-la-tour.com  
distillerie-de-la-tour.com

## DISTILLERIE DES MOISANS

Les Moisans, 16440 SIREUIL  
Tel 33 (0)5 45 90 55 45  
distillerie@moisans.com  
moisans.com  
(Brand: Roland Bru; Domaine de  
Chez Cormier)

## DISTILLERIE DU GIBEAU

Le Gibeau  
17800 MARIIGNAC  
Tel 33 (0)5 46 91 21 72  
chateau.gibeau@wanadoo.fr  
chateaugibeau.fr

## DISTILLERIE DU PEYRAT

4 Impasse des Alambics, Le Peyrat  
16200 HOULETTE  
Tel 33 (0)5 45 80 86 46  
dist.peyrat@wanadoo.fr

## DISTILLERIE DU VÉRON

Place de l'Eglise  
16370 MESNAC  
Tel 33 (0)5 45 83 26 61  
contact@dduveron.fr  
dduveron.fr

## DOMAINE BEL ANGE

2 rue du Foyer, Meussac  
17800 ECHEBRUNE  
Tel 33 (0)5 46 96 35 97  
bel.ange.cognac@wanadoo.fr  
bel-ange.fr

## DOMAINE CASTAY

Le Maine Jary  
16410 TORSAC  
Tel 33 (0)5 45 24 53 56  
f.castay@wanadoo.fr

## DOMAINE DE BEAULIEU

61 rte de la Grande Champagne  
17520 GERMIGNAC  
Tel 33 (0)5 46 49 50 90  
phpit@aol.com  
domainedebeaulieu.fr

## DOMAINE DE BEAULIEU

16300 LAMERAC  
Tel 33 (0)5 45 78 92 49  
db@de-beaulieu.com  
de-beaulieu.com

## DOMAINE DE BEAUPRÉAU

10 Rue de St-André  
17460 RIOUX  
Tel 33 (0)5 46 91 60 52  
domaine-beaupreau.com

## DOMAINE DE BIRIUS

4 rue des Peupliers, La Brande  
17800 BIRON  
Tel 33 (0)5 46 91 22 71  
contact@cognac-birius.com  
cognac-birius.com

## DOMAINE DE BOURSAC

45 Route de Cognac  
16130 ARS  
Tel 33 (0)6 13 26 46 12  
nicolasgir@hotmail.com

## DOMAINE DE LA CHAUVILLIÈRE

2 Chemin de la Chauvillière  
17600 SABLONCEAUX  
Tel 33 (0)5 46 94 44 40  
lachauvilliere@wanadoo.fr  
domainedelachauvilliere.com

## DOMAINE DE LA FONTAINE

La Fontaine  
17160 SONNAC  
Tel 33 (0)5 46 58 26 69  
emmanuel.rullier@cognac.fr  
domaine-de-la-fontaine.com

## DOMAINE DE LA GROLETTE

16370 CHERVES RICHEMONT  
Tel 33 (0)5 45 83 80 37  
Isabelle.Ordonneau@wanadoo.fr

## DOMAINE DE VILLARS

BP 3, 16290 HIERSAC  
Tel 33 (0)5 45 90 81 43  
domaine.devillars@wanadoo.fr

## DOMAINE DE MONTELIN

29 Route des Pages  
17250 STE GEMME  
Tel 33 (0)5 17 28 50 97  
montelin@free.fr  
domaine-de-montelin.com  
(Brand: Domaine de Montelin)

## DOMAINE DES BROIX

Les Broies  
16120 TOUZAC  
Tel 33 (0)5 45 25 33 89  
domaine-des-broix@wanadoo.fr

## DOMAINE DU BOUQUET

12 rue du Bouquet  
17520 JARNAC CHAMPAGNE  
Tel 33 (0)5 46 49 12 01  
thierry.marchais@free.fr  
domainedubouquet.fr

## DOMAINE DU BREUIL DE SEGONZAC

Chez Collet  
BP 32, 16130 SEGONZAC  
Tel 33 (0)5 45 83 41 79  
brillet1@wanadoo.fr  
domaine-breuil-segonzac.fr

## DOMAINE DU CHÂTEAU GUYNOT

Le Château, 2 chemin de la  
Menanderie, 17460 TESSON  
Tel 33 (0)5 46 91 93 71  
domaine-de-chateau-guynot@  
wanadoo.fr  
chateau-guynot.com

## DOMAINE DU COQUEREL

Le Coquerel - Milly  
50600 ST HILAIRE DU HARCOUET  
Tel 33 (0)2 33 79 02 20  
p.couenne@calvados-coquerel.com  
calvados-coquerel.com

## DOMAINE DU RENAUDIN

Route de Cognac  
St-Germain de Lusignan  
17500 JONZAC  
Tel 33 (0)5 46 48 04 44  
expl.lpa.jonzac@educagri.fr

## DOMAINE DU TERRIER

Le Terrier  
17500 REAUX  
Tel 33 (0)5 46 48 25 08  
domaineduterrier@tiscalif.fr  
domaineduterrier.fr

## DOMAINE GARDRAT

La Touche  
17120 COZES  
Tel 33 (0)5 46 90 86 94

## DOMAINE LA FONTAINE DE LA POUYADE

Route de Bourras  
16120 BASSAC  
Tel 33 (0)5 45 81 92 88  
lapouyade@aol.com

## DOMAINE PRIVÉ COGNAC DISTRIBUTION

28 Allée de chez Baudry  
17520 ST EUGENE  
Tel 33 (0)5 46 48 72 99  
domaineprive.cognac@wanadoo.fr  
cognac-cognac.com

## DOUSSOUX-BAILLIF

20 rue des Chênes, Phiolin  
17800 ST PALAIS DE PHIOLIN  
Tel 33 (0)9 79 55 09 75  
doussoux.cognac@orange.fr  
doussoux.com  
(Brand: Jean Doussoux)

## DROUET Et Fils

1 Route du Maine Neuf  
16130 SALLES D'ANGLES  
Tel 33 (0)5 45 83 63 13  
domaine.drouet.fils@tiscalif.fr  
cognac-drouet.fr

## DROUILLARD FRÈRES

Chez Mothay  
17260 ST ANDRE DE LIDON  
Tel 33 (0)6 89 15 25 26

## DUBINY

Pouvet, 17770 BURIE  
Tel 33 (0)5 46 94 96 56  
nelly.dubiny@sfr.fr

## Marc DUBOIS

15 rue des Petits Prés  
Le Brandard  
17800 COULONGES  
Tel 33 (0)5 46 49 54 06

## Lionel DUCOM

Fraîchefont  
16170 AUGE ST MEDARD  
Tel 33 (0)5 45 21 61 84  
dl.ducom@wanadoo.fr

## DUODIGNON

Le Davore  
16130 LIGNIERES SONNEVILLE  
Tel 33 (0)5 45 80 50 42  
cognacduodignon@club-internet.fr

## DUGUAI

(See Braastad-Tiffon)

## Claude DURAND

CHEZ MARRON  
16300 MONTCHAUDE  
Tel 33 (0)5 45 78 52 76

## E-F

### EDMOND MAXIME

Fontenelle  
16170 ST AMANT DE NOUERE  
Tel 33 (0)6 81 49 46 62  
priollaud.fabrice@wanadoo.fr

### EURO-NÉGOCE

Domaine du Foucaudat  
16130 JUILLAC LE COQ  
Tel 33 (0)5 45 83 09 00  
euronegoce-spirit@wanadoo.fr  
euronegoce-spirits.com

### Robert FEDON

La Bauche  
17240 ST GEORGES ANTIGNAC  
Tel 33 (0)5 46 70 40 09

### FERRAND

Château de Bonbonnet  
16130 ARS  
Tel 33 (0)5 45 36 62 50  
contact@cognacferrand.com  
cognacferrand.com

### FONT ARNAT

Le Maine Guerre  
16130 LIGNIERES SONNEVILLE  
Tel 33 (0)5 45 80 50 14  
gaec-de-font-arnat@wanadoo.fr

### FONTBORNE

16120 MALAVILLE  
Tel 33 (0)5 45 97 08 05  
font.borne@wanadoo.fr

**FORGERON**

Chez Richon  
16130 SEGONZAC  
Tel 33 (0)5 45 83 43 05  
cognacforgeron@wanadoo.fr  
cognacforgeron.com

**Julien FOUCHER**

5 rue des Tilleuls  
17160 LA BROUSSE  
Tel 33 (0)5 46 58 54 03  
foucherber@netcourrier.com

**Michel FRADON**

8 Le Château  
17500 REAUX  
Tel 33 (0)5 46 48 46 02  
mfradon@cer17.cernet.fr

**FRAPIN & Co**

Rue Pierre Frapin  
16130 SEGONZAC  
Tel 33 (0)5 45 83 40 03  
info@cognac-frapin.com  
cognac-frapin.com

**Jean FROUIN**

Chez Massias  
16300 LACHAISE  
Tel 33 (0)5 45 78 09 16  
jfrouin@terre-net.fr

**G****GACON**

2 Rue du Pont de fer  
17160 LES TOUCHES DE PERIGNY  
Tel 33 (0)5 46 58 53 27  
info@cognac-gacon.com  
cognac-gacon.com  
(Brands: Dalban; F. Gacon)

**René GAGNEROT**

Les Girauds  
17130 JUSSAS

**Pierre GAILLARD Et Fils**

5 Chez Trébuchet  
17240 CLION SUR SEUGNE  
Tel 33 (0)5 46 70 45 15  
pierre-gaillard-et-fils@wanadoo.fr

**GAILLOU**

Domaine du Grand Lopin  
17470 ST MANDE SUR BREDOIRE  
Tel 33 (0)5 46 33 19 57  
le.grand.lopin@live.fr  
le-grand-lopin.com

**GARNIER-MENUET**

Les Rosiers, 17520 NEULLAC  
Tel 33 (0)5 46 44 70 06  
garnier.menuet.scea@wanadoo.fr

**Francis GAUTHIER**

Étandeuil, 16170 ECHALLAT  
Tel 33 (0)6 08 63 19 17

**GAUTHIER**

28 rue des Ponts  
16140 AIGRE  
Tel 33 (0)5 45 21 10 02  
gautier@mabriz.com  
cognac-gautier.com

**GEFFARD**

La Chambre, 16130 VERRIERES  
Tel 33 (0)5 45 83 02 74  
cognac.geffard@aliceadsl.fr  
cognac-geffard.fr

**Cyril GEFFARD**

Ste Foy, 17800 PERIGNAC  
Tel 33 (0)6 11 37 51 79  
c.geffard@free.fr  
c.geffard.free.fr

**GIBOIN**

L'Hermitage  
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Tel 33 (0)5 45 83 24 58  
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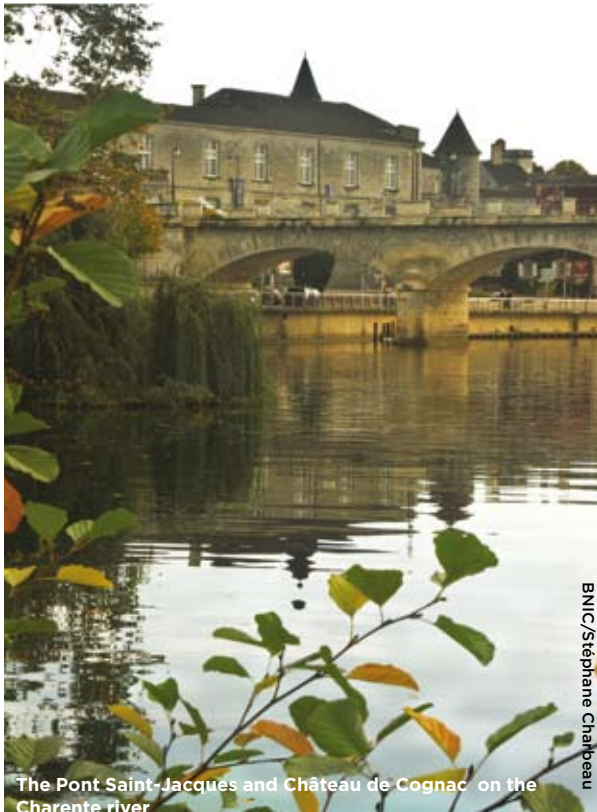
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(See Château Chesnel)

## ROLAND BRU

(See Distillerie des Moisans)

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Le Maine Dorin  
17600 CORME ROYAL  
Tel 33 (0)5 46 94 72 57  
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## Jean-Louis ROY

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## RUMEAU Et Fils

Domaine Les Quillettes  
16250 CHAMPAGNE VIGNY  
Tel 33 (0)5 45 64 02 92

## SFCC

Le Maine Brun  
16290 ASNIERES SUR NOUERE  
Tel 33 (0)5 45 90 83 00

## SPVS

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swfrance.com/bouju.htm  
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BNIC/Gérard Martron

# Global views

Picture credits  
(clockwise from far  
left): BNIC/Li Zhou;  
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## China

The BNIC runs a full programme of events in China, supported by fully translated educational material. In 2010, this included consumer and trade press tastings in Shanghai and Canton; trade seminars in Beijing; food pairing activity in the Cooking Trend Area at Sial 2010, Shanghai; and Sopexa's Apéritif à la Française event, also in Shanghai.



## United States



Bartenders share the Experience at the Manhattan Cocktail Classic 2010

## Russia

BNIC conducted seminars for a total of 150 trade and press members in Moscow last year, to introduce and explain the European Geographical Indication measures, as well as the regulations relating specifically to the Cognac GI



Chris Hannah from French 75 at Arnauld's enjoys a Summit cocktail at Tales of the Cocktail in New Orleans last year