



PRESS RELEASE

23.09.2021, Angeac-Champagne (FRANCE)

After a difficult period, due to the worldwide pandemic, Cognac De Luze is happy to participate in the Tax Free World Association (TFWA) Event 2021 from October 24th to 28th in Cannes.

Since 1822, the Cognac De Luze brand has been crafting its range of Fine Champagne Cognacs, offering a unique aromatic signature with complex, fruity, floral and delicious flavors.

We will be delighted to introduce two of our outstanding products and give you a sneak-peek into our brand redesign in honor of Cognac De Luze's 200th birthday.

Cognac De Luze XO is a unique blend of eaux-de-vie which are aged in French oak barrels before being blended by our Cellar Master in true Cognac tradition. The blend determines body and roundness, and also gives Cognac De Luze XO its finesse and elegance on the palate. Its flavors of toffee, candied fruit, cinnamon and warm brioche will sign the aromatic excellence of Cognac De Luze.

The eaux-de-vie for **Cognac De Luze Gentry** are aged in new, toasted French oak barrels and blended by our Cellar Master in true Cognac tradition. A Cognac as lively as it is subtle, that can be enjoyed in a casual way thanks to its aromas of fig, vanilla, orange, coconut and candied fruit.

You will discover our new slogan for 2022 – Taste the Finest – and our updated eco-friendly packaging design. We want to breath new energy into the historical elements of Cognac De Luze such as its wolf logo, restyled to express not only the strength, but also the finesse of our cognacs.

2022 is set to be a year of change and celebration. We look forward to sharing these exciting projects with you and hope to see you at our booth C16 – Blue Village

**Join the Cognac De Luze Team at the booth
C-16, "Maison Boinaud", Blue Village.**

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