



Cognac
DE LUZE

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PRESS RELEASE

Cognac De Luze celebrates its 200th anniversary with a fresh new look

"We want to maintain Cognac De Luze's brand legacy by making it part of today's world."

Rémi Boinaud, Cognac De Luze's Master Blender.

This refreshing new perspective coincides with the 200th anniversary of the brand in 2022.

Accompanied by a new look and slogan – Taste the Finest – the De Luze team has redesigned their bottles, and invite consumers to try pairing its understated aromas of vanilla, candied fruit, dried plums and cinnamon with red meat, mature cheeses and chocolate-based desserts. Serving suggestions such as these are a good way to guide the novice drinker while still highlighting the refined flavor so highly prized by seasoned Cognac lovers.

Cognac De Luze's VS, VSOP, XO and EXTRA products are Fine Champagne Cognacs, a unique blend made from the two most prestigious crus of the region: the Grande Champagne and the Petite Champagne. This harmony of terroirs, along with the expertise offered by Cognac De Luze, creates a subtle balance of aromas that is expected by Cognac connoisseurs and at the same time perfect for new consumers.

"Our aim is to open up the world of Cognac to the 30-something age bracket, attract more female consumers, and target drinkers who are looking for a new flavor experience," says Rémi Boinaud.

Taking the idea a step further, the Brand's historical visual assets have been redesigned to emphasize the values of Cognac De Luze. The original colors are highlighted on the new packaging; a clear blue for the VS, representing wisdom and serenity, and red for the VSOP to embody strength and passion.

Even the iconic logo has been restyled. In the 20th century, a pair of wolves was added to symbolize strength and family. "In 2022, consumers will rediscover our wolves with a modern twist: one line-drawn to express the refined flavors, and the other in a flat tint to represent a robust nature and hard work. They perfectly express the unique Cognac De Luze balance," explains Roxane Meger-Guingamp, the Cognac De Luze Brand Manager.

2022 is set to be a year of change, a year for repositioning the brand. As well as rejuvenating the packaging and marketing communications, Cognac De Luze will launch a new VSOP+ category product and develop a few other nice surprises. Moreover, the Brand will expand its wine tourism with a range of authentic and exclusive tours of the estate in Angeac-Champagne. These tailor-made tours will focus on the elaboration of Cognac De Luze and will highlight all the skill and passion required to create these fine cognacs.

Contacts

Thomas Livorin

Press Officer

+33 (0)5 458 837 272

Thomas.livorin@boinaud.com

www.visitcognacdeluze.com

Roxane Meger-Guingamp

Senior Brand Manager

+33 (0)6 986 084 65

Roxane.meger@boinaud.com

www.cognacdeluze.com