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Press kit



Cognac DE LUZE

FONDÉE EN 1822

Cognac De Luze is crafted with care from one of the earth's most fragile fruits. It grows in rough, rugged terrain, yet is at home cradled in weathered, work-weary hands, a witness to age-old skills passed down from generation to generation. Its distinctive flavor, created by the keenest palates, tells the story of years spent in silence, patiently waiting. Its strength is its gentleness, its character something to treasure.

Welcome to the world of Cognac De Luze.





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COGNAC DE LUZE *A TASTE OF FINESSE.*

Since 1822,

Sourced from Grande and Petite Champagne, the Cognac AOC's leading terroirs. When blended, these create a 'Fine Champagne' Cognac.

Cognac De Luze delivers a unique flavor experience, through a stylish range of VS, VSOP, XO and EXTRA Cognacs.

Our Cognacs are specially crafted to showcase their finesse of flavor: They are complex and fruity, with a delicious touch of lightness.

Smooth and stylish – unique aromas to reflect a unique terroir.

THE STORY OF *COGNAC DE LUZE*

This is the story of a family. Of teamwork and heritage, inextricably linked to the Charente region.

Our earliest official records show a De Luze born in the 17th century at Chalais in the Charente, so it's not altogether surprising to find a Cognac here with the same name, albeit 250 years later.

The story of De Luze Cognac started with **Alfred De Luze and his brother, Louis-Philippe, both of whom worked in the wine and spirits industry**. They were employed in Louis-Philippe's import-export business, buying and selling their products in the US and Europe. Inspired by their success, Alfred decided to go it alone. In 1822, he formed his own company, A. De Luze & Fils, specializing in maturing and trading fine Bordeaux and Burgundy wines as well as the traditional Cognac eaux-de-vie.

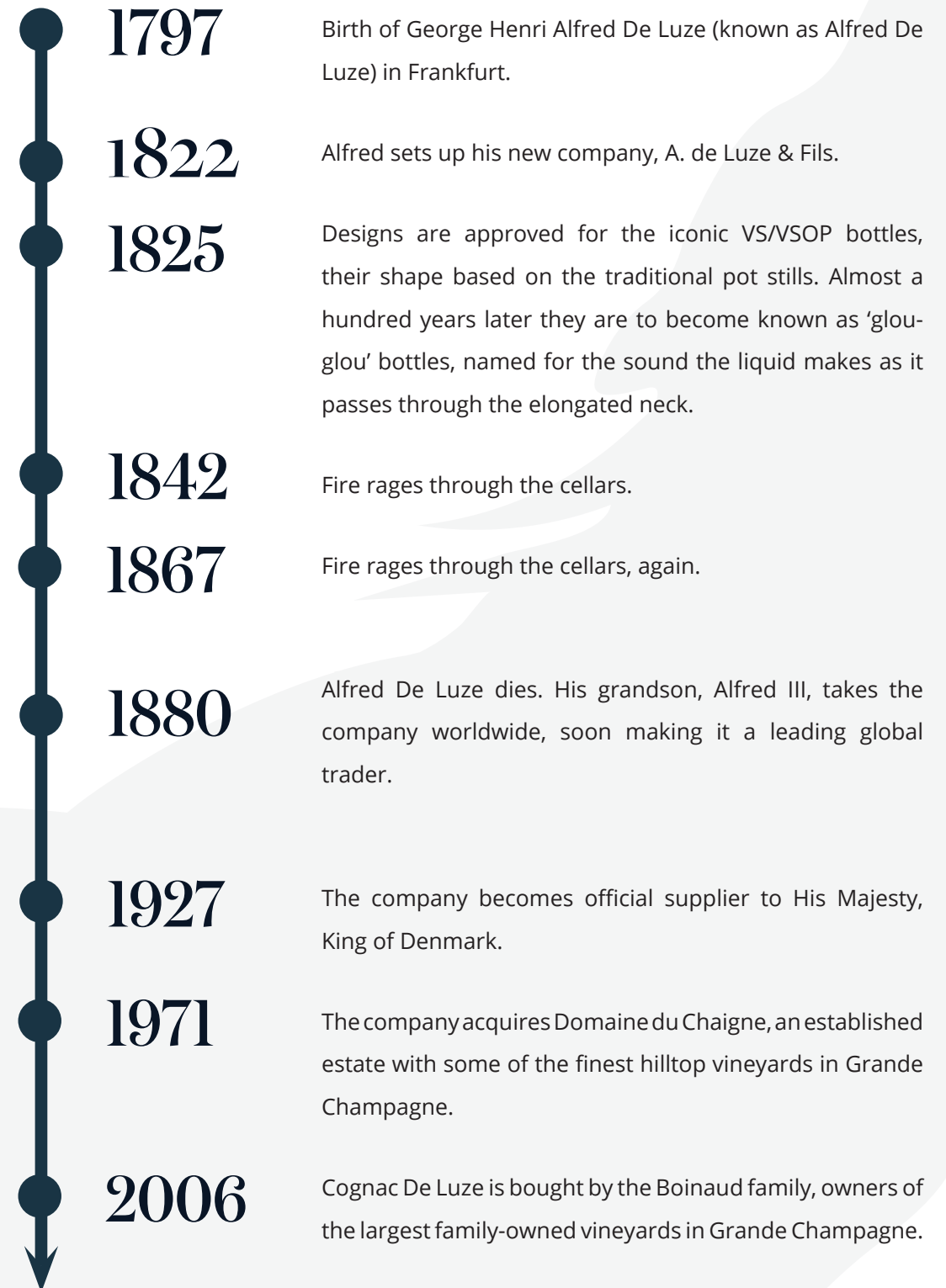
And that's where it all started.

Alfred was a born adventurer; he also relentlessly pursued excellence and managed to instill both qualities in the generations that followed. Overcoming a series of trials and tribulations (his wine cellars were ravaged by fire not once, but twice), Alfred made a virtue of moving with the times and seized every opportunity he saw.

By 1927 Cognac De Luze became the official supplier of his Majesty King of Denmark. In 2006, a second family, the Boinauds, came on the scene. They purchased Cognac De Luze, and it's thanks to them that the story continues to this day. It is now the Boinaud family who pass down the original De Luze savoir-faire, and continue to make Cognac De Luze in the truest Cognac tradition.



KEY DATES



COGNAC DE LUZE, *A UNIQUE PROPOSITION*

QUALITY

It takes great skill to blend Grande and Petite Champagne crus to create a ‘Fine Champagne’ Cognac.

FLAVOR

Cognac De Luze has a unique flavor and wide appeal: An elegant terroir, reflected on the palate.

A TASTE OF FINESSE

PRODUCTION

We distill and mature our eaux-de-vie in true Cognac tradition, as we have since 1822. They are then blended on the estate by our Cellar Master.



COGNAC DE LUZE, *IN STEP WITH TODAY'S CONSUMPTION PATTERNS*

Cognac is seen as a premium product with a noble, distinguished pedigree: Full of rich flavor, and an indulgence for special occasions.

But it's also increasingly becoming the drink of choice for the younger consumer.

MODERNITY: APPEALS DIRECTLY TO THE YOUNGER AUDIENCE

With its rich and sweet flavors, Cognac is attracting more and more consumers in their thirties in search of something different and exciting to drink. They dare to use Cognac in creative cocktails and enjoy the taste of finesse with sweet or savory dishes.



PRESTIGE: ATTRACTING THE MORE MATURE DRINKER

Imported brands offer a high-quality, luxury experience, which can be relevant for the Asia-based consumer in a business context. Brands are also increasingly looking to develop links with the food and beverage industry.

COGNAC DE LUZE

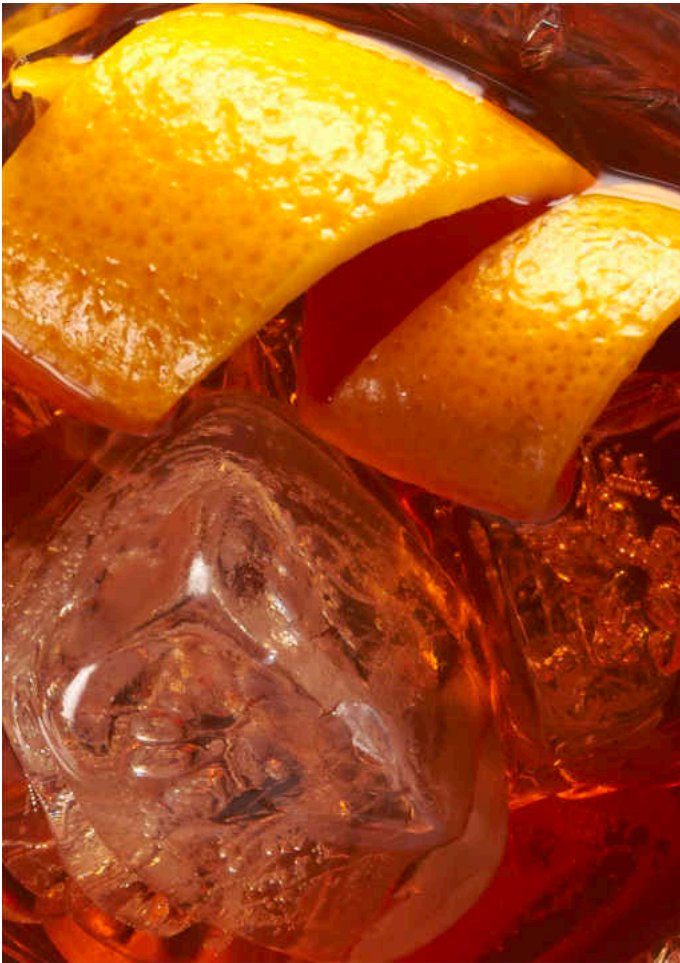
is perfect for every occasion, served neat, over ice or in cocktails.
It’s a great dinner companion too, pairing well with a wide variety of foods from appetizer to dessert.

« On The Rocks »



The traditional way to enjoy Cognac, neat, over ice. For seasoned Cognac drinkers in search of a top-quality product.

Long Drinks and Cocktails

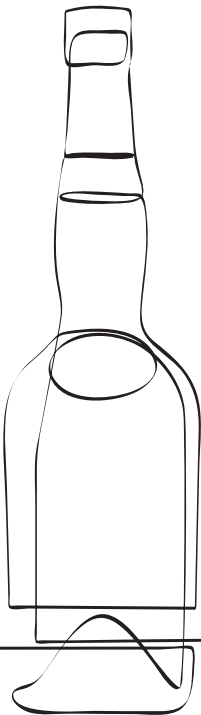


Serving Cognac with mixers gives a gentler approach to its rich flavors. With its distinctive intensity of flavor, Cognac can be an acquired taste, and this is a good first step towards enjoying it neat.

Food Pairing



Cognac pairs well with sweet and sour flavors, is an excellent match for salty, fatty foods such as cheese or charcuterie. It also complements the sweetness in desserts and chocolate to perfection.



At Cognac De Luze, we want to open up our world of fine flavor to every palate. We invite consumers to enjoy their own “unique moment” with every product in our collection:

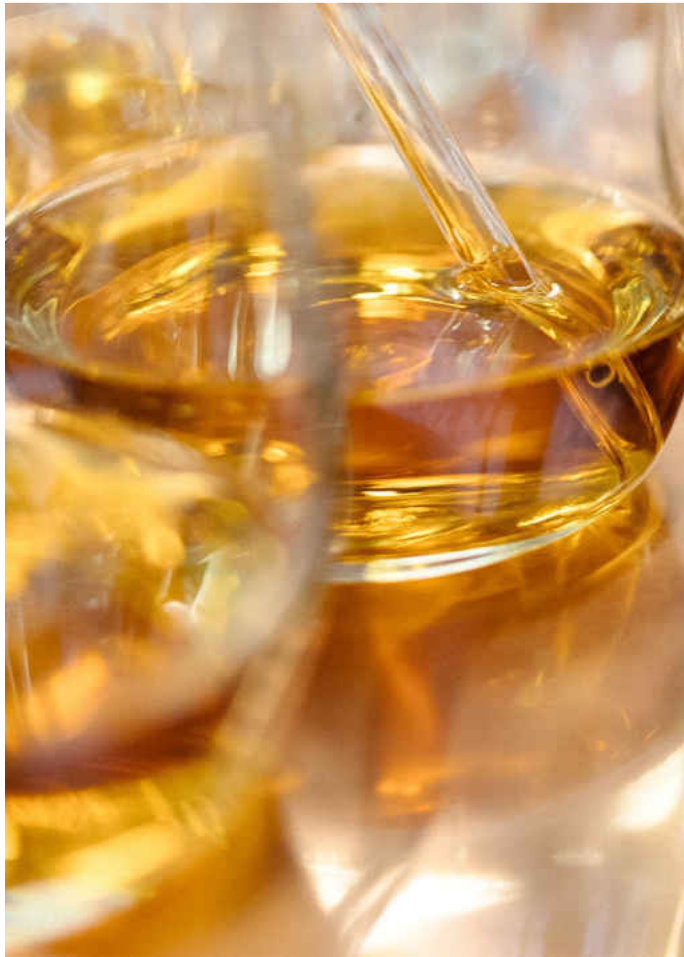
A moment in time transformed into a unique flavor experience, with expert guidance on pairing Cognac with a range of delicious foods.

COGNAC DE LUZE, *OUR MISSION*

Cognac De Luze is a delicate taste, made with skill and precision from grape to glass.

Cognac De Luze is smooth and elegant; its flavor has the potential to appeal to any palate. Novice Cognac drinkers will enjoy its understated fruitiness, while seasoned enthusiasts can appreciate the full complexity of its flavor palette.

s
Cognac De Luze, a refined taste that allows everyone to appreciate a Cognac with all its finesse.



KEY FIGURES

200 ANS

That's how old we are next birthday! Celebrate with us in 2022.

24L

The biggest bottle of Cognac De Luze ever made – and possibly the most impressive Cognac bottle in the world!

35

The number of countries to which Cognac De Luze is exported. And counting.

20%

of Cognacs we sell are in the premium quality range (XO and EXTRA).

COGNAC DE LUZE, *AN INTERNATIONAL BRAND*

540 000

70 cl bottles of De Luze were made in 2017

625 000

70 cl bottles of De Luze were made in 2018

600 000

70 cl bottles of De Luze were made in 2019

300 000

70 cl bottles of De Luze were made in 2020, despite the health crisis related to the Covid-19 global pandemic.



The Cognac De Luze range in terms of production :

VS	55 %
VSOP	25 %
XO	20 %

99%

of bottles sold in 2019 were exported to over 35 countries.

COGNAC DE LUZE, *VALUES*

HONEST

We're very proud of our heritage and demand the same high standards of excellence now as we did in 1822.

Our skills and expertise are humbly passed down from generation to generation, as we carefully nurture quality to avoid compromising Cognac De Luze in any way. We have unbounded respect for our colleagues who take care of the Cognac land. They, in turn, also respectfully and responsibly deliver a consistently high-quality product to customers all over the world.

ACCESSIBLE

Cognac De Luze aims to make Cognac accessible to every palate. With its distinctively smooth, elegant flavors, it's perfect wherever and however you choose to enjoy it. Whether you're a seasoned Cognac enthusiast or just taking your first steps, Cognac De Luze can help you enjoy a fuller, more satisfying Cognac experience.

COMMITTED

As a brand, we like to move with the times. We're rooted in the past, yet bold enough to move forward without compromising tradition. We farm our land in absolute harmony with nature, ensuring its continued viability for future generations. Traditional values and craftsmanship, exported and appreciated all over the world.



COGNAC DE LUZE, *WOLVES*

The wolf is a fitting emblem for Cognac De Luze as the brand and the animal share similar values. The wolves we see on the brand coat of arms have been taken out and modernized to reflect De Luze Cognac's strength and elegance.

A symbol of work - The wolf is admired as a strong, courageous animal, here symbolizing the rewards that come with hard work and endurance. Cognac De Luze is a family affair: Knowledge and skills have been built up by the family over many years and nurtured with care, ready to pass down to future generations.

A symbol of mystery and freedom - A child's fear of wolves morphs into an adult's fascination with freedom, with these mysterious, majestic animals, so free and unrestrained. Cognac De Luze also reveals a plethora of unrestrained flavors on the palate: Exciting, unexpected, fascinating.

A symbol of light - With their ability to see in the dark, wolves have become the creatures of legend - the movement in the shadows, the mythical ancestor, back from the past to help us see. The De Luze brand was created in 1822, a product of skill and tradition. It's a safe haven for the novice and a reassuring companion for the enthusiast: A beacon to guide us through the complex, fascinating world of Cognac.

A symbol of family - Finally, wolves are social animals, moving in packs and protecting each other from danger. They live as families, and every member deserves respect. Cognac De Luze was, and is, built around family. The future of the brand and its family traditions are now in the hands of the Boinaud family.





For a Very Special moment, try Cognac De Luze VS in a cocktail - a Summit perhaps - served on the terrace as dusk falls...

COGNAC FINE CHAMPAGNE

APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

Cognac De Luze, a taste of finesse.

Our VS is a unique blend of eaux-de-vie from Grande and Petite Champagne, the Cognac AOC's most prestigious terroirs, combined to create a Fine Champagne Cognac. The eaux-de-vie mature in French oak barrels before being blended by our Cellar Master in true Cognac tradition. The result is a young, deliciously refreshing VS Cognac.



Aromas of vanilla, honey, citrus such as orange and grapefruit.



Food pairings: Best served with light, salty, savory foods, such as oysters or sushi.



Serving suggestion: Enjoy in cocktails or over ice as an aperitif.



For a VSOP moment:
invite your closest
friends for a glass of
Cognac and some
delicious food – we
recommend a good cut
of meat.

VSOP

COGNAC FINE CHAMPAGNE

APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

Cognac De Luze, a taste of finesse.

Our VSOP is a unique blend of eaux-de-vie from Grande and Petite Champagne, the Cognac AOC's most prestigious terroirs, combined to create a Fine Champagne Cognac.

The eaux-de-vie mature in French oak barrels before being blended by our Cellar Master in true Cognac tradition.

THE FINEST.



Aromas of vanilla, dried plum, candied fruit, cinnamon, chocolate.



Food pairings:
Red meat (Rib of beef), full-flavored cheese (Roquefort) or chocolate-based desserts.



Serving suggestion: Add a drop of sparkling water or serve in cocktails, neat, or over crushed ice. Perfect for pre- or post-dinner drinks.



The perfect XO moment:
After a good meal, a moment to share, or to enjoy in your own company.

XO

COGNAC FINE CHAMPAGNE

APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

Cognac De Luze, a taste of finesse.

Our XO is a unique blend of eaux-de-vie from Grande and Petite Champagne, the Cognac AOC's most prestigious terroirs, combined to create a Fine Champagne Cognac. The eaux-de-vie are aged in French oak barrels before being blended by our Cellar Master in true Cognac tradition. The blend shapes body and roundness, and also gives our Cognac De Luze XO its finesse and elegance on the palate.



Aromas of toffee, candied fruit, cinnamon and warm brioche.



Food pairings: Caviar, duck à l'orange, chocolate-based desserts, crème brûlée.



Serving suggestion: Enjoy neat at room temperature, over a single small ice cube, or served in a chilled glass.

EXTRA

COGNAC FINE CHAMPAGNE

APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

Cognac De Luze, a taste of finesse.

De Luze EXTRA is a harmonious blend of eaux-de-vie from Grande and Petite Champagne, the Cognac AOC's most prestigious terroirs, combined to create a Fine Champagne Cognac. The eaux-de-vie are matured in French oak barrels until they reach their peak of flavor, when they are carefully blended by our Cellar Master in true Cognac tradition.

For an EXTRA special moment: Put on some music, settle down in a comfy armchair and savor the moment - along with the Cognac De Luze EXTRA in your glass.



Aromas of maple syrup, saffron, candied fruit and a powerful vein of oak.



Food pairings:
Firm, full-flavored cheese such as Comté or Roquefort, walnuts or dried apricots.



Serving suggestion:
Enjoy neat, in a tulip-shaped, balloon or lowball glass.