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press kit



Cognac DE LUZE

FONDÉE EN 1822

COGNAC DE LUZE is crafted with delicacy. From a rugged landscape comes a fruit of the utmost delicacy. It finds its perfect setting in the palms of weathered hands, bearers of a legacy of ancestral craftsmanship. The intensity of its flavor, developed by the most discerning noses, carries the weight of the years spent quietly maturing.

Its character is precious because it asserts itself with gentleness.





COGNAC DE LUZE

- 6 | Its history
- 7 | Key dates
- 8 | A unique proposition
- 10 | Its consumers
- 14 | Its ambition
- 16 | Its international success
- 18 | Its values
- 20 | The wolves
- 22 | Collection



DE LUZE COGNAC *A TASTE OF FINESSE.*

Since 1822,

Sourced from the most prestigious terroirs of the
Cognac AOC, Grande Champagne and Petite
Champagne, which together create “Fine Champagne”,
De Luze Cognac offers unique flavours expressed
through a refined range including VS, VSOP, GENTRY, XO
and EXTRA Cognacs.

DE LUZE COGNAC has cultivated the finesse of its taste,
the complexity and fruitiness of its aromas, as well as
the lightness of its notes. Its unique, fine and delicate
bouquet reveals all the subtlety of its terroir.

Its unique, fine and delicate bouquet reveals all the subtlety of its terroir.

DE LUZE COGNAC, *ITS HISTORY*

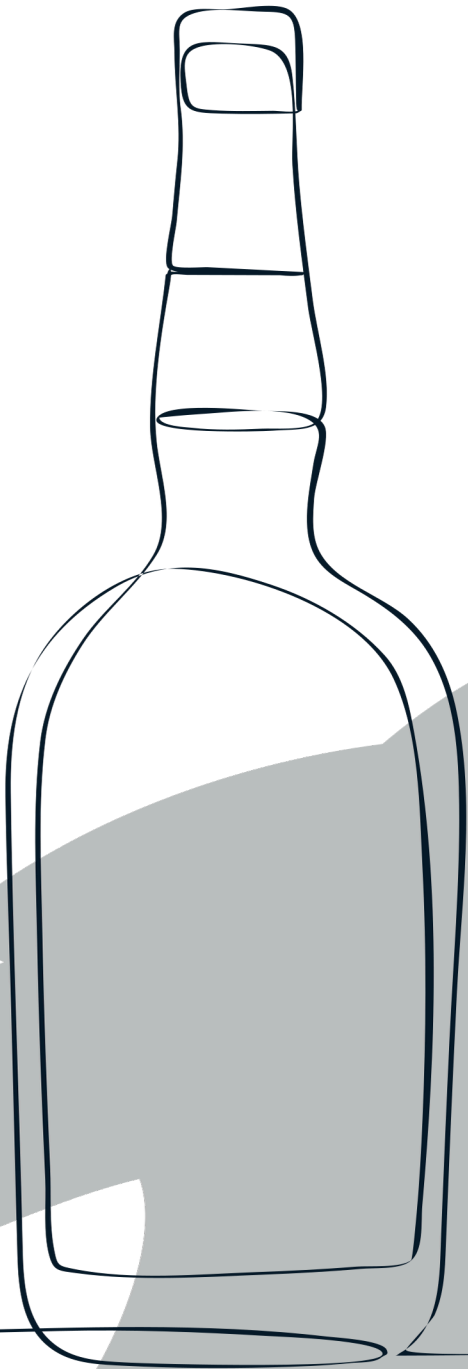
DE LUZE COGNAC is a story of family, mutual support and the passing down of knowledge, deeply rooted in the Charente region.

The first De Luze on record was born in the 17th century in Chalais, in the Charente region. It is therefore no surprise that, 250 years later, a Cognac bearing the same name emerged in this very same region.

The story of De Luze Cognac begins as follows: Alfred De Luze and his brother Louis-Philippe were involved in the wine and eaux-de-vie trade through the latter’s import-export company, operating between the United States and Europe. Buoyed by their success, Alfred founded his own company in 1822, “A. de Luze & Fils”.

The House specialised in the ageing and trading of fine Bordeaux and Burgundy wines, as well as old Cognac eaux-de-vie.

*Thus, De Luze Cognac
was born. Timeless
since 1822.*



KEY DATES

1797

Georges Henri Alfred De Luze, known as “Alfred De Luze”, is born in Frankfurt.

1822

Alfred founds his own company, “A. de Luze & Fils”.

1825

The VS/VSOP bottles take on their iconic shape, inspired by distillation stills. Nearly a century later, this shape would come to be known as “glou-glou bottles”, named after the sound made by the liquid as it flows through the long neck.

1842

Fire at the ageing warehouses.

1867

Fire at the ageing warehouses.

1880

Upon Alfred De Luze’s death, his grandson, Alfred III, travelled the world and helped establish the House among the leading Cognac merchants worldwide.

1927

Supplier to His Majesty the King of Denmark.

1971

Acquisition of the Domaine du Chaigne, a historic estate located in Grande Champagne.

2006

The Boinaud family, which owns the largest vineyard in the Cognac appellation, with 430 hectares in Grande Champagne, acquires De Luze Cognac.

DE LUZE COGNAC, *A UNIQUE PROPOSITION*

QUALITY

The expertise to blend Grande Champagne and Petite Champagne eaux-de-vie to create "Fine Champagne".

TATSE

A unique taste, accessible to every palate: the finesse of its terroir shines through on the palate.

*The finesse of its taste
to savour Cognac*

CRAFTING

A commitment to excellence since 1822: eaux-de-vie distilled and aged according to the art and tradition of Cognac. They are then blended by the Cellar Master at the estate.



Cognac is a premium and noble spirit, carrying a rich heritage and a certain prestige, long associated with special occasions and rich flavours.

Today, its consumption is expanding, increasingly appealing to younger generations in search of modern experiences.

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Today, its consumption is expanding, increasingly appealing to younger generations in search of modern experiences.



With its rich and indulgent aromas,
Cognac appeals to a new generation
seeking modern and unique
experiences.

Today, it is reinvented through creative cocktails and a variety of food pairings, both sweet and savoury, for a freer and more contemporary tasting experience.



The prestige of Cognac continues to appeal to a more traditional clientele seeking excellence and refinement. In an international and business context, particularly in Asia, it embodies a true symbol of luxury and status. Cognac houses are also strengthening their ties with the restaurant industry, developing privileged and lasting partnerships.

DE LUZE COGNAC

It can be enjoyed at any time, neat, on the rocks or in a cocktail.
It also has a place at the table, pairing beautifully with a wide variety of dishes, from starters to dessert.

« On The Rocks »



Enjoyed in keeping with tradition, neat or on the rocks, for discerning palates seeking to savour an exceptional spirit.

Mix & Cocktail



A mixed drink offers a gentle introduction to Cognac and the richness of its aromas. The intensity of Cognac’s flavour can be explored and refined before it is enjoyed neat.

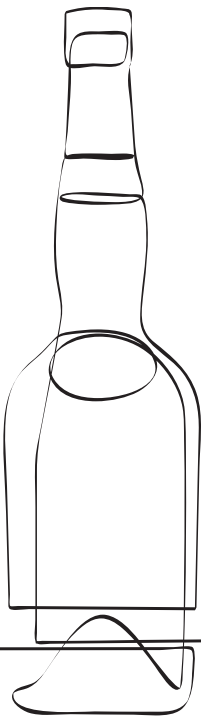
Food Pairing



Cognac pairs beautifully with both savoury and sweet flavours, offering a unique accompaniment to rich, savoury foods such as charcuterie and cheese, while complementing the sweetness of desserts and chocolate.

Across its refined range, De Luze Cognac invites you to transform every tasting into a truly “unique moment”.
Designed as an experience in its own right, each Cognac comes with precise tasting recommendations and carefully selected food pairings, designed to reveal its full finesse and aromatic richness.

From enjoying it neat to exploring culinary pairings, every moment becomes an invitation to fully discover the world of De Luze.



DE LUZE COGNAC, *THE AMBITION*

De Luze Cognac is above all a taste of finesse, crafted with refinement through mastery of every stage of the production process.

Because Cognac is not simply about strength, De Luze Cognac is a refined spirit with a delicate taste, accessible to every palate. Novices can appreciate its fruity and delicate aromas, while connoisseurs can fully immerse themselves in a complex palette of aromas.

DE LUZE COGNAC,
MAKES COGNAC ACCESSIBLE TO
EVERYONE, WITH FINESSE.



KEY FIGURES

200

De Luze Cognac celebrated its 200th anniversary in 2022, marking an important milestone in its history and heritage.

24L

The largest De Luze Cognac bottle, which is also the largest Cognac bottle ever produced in the world.

25

The number of countries to which we export - a figure that continues to grow.

DE LUZE COGNAC,
AN INTERNATIONAL BRAND

245 520

De Luze bottles (70 cl)
produced in 2022.

178 560

De Luze bottles (70 cl)
produced in 2023.

134 170

De Luze bottles (70 cl)
produced in 2024.

150 495

De Luze bottles (70 cl)
produced in 2025.



The De Luze Cognac range in terms of production:

VS	57%
VSOP	26%
XO	17%

96%

The bottles sold in **2025** were exported
to more than **25** countries.

COGNAC DE LUZE, *LES VALEURS*

HONEST

De Luze Cognac remains true to its heritage, upholding the same standards of excellence since 1822. This expertise is passed down with humility, through a constant commitment to quality, preserving the integrity of Cognac without ever altering its true character. More than a product, De Luze also embodies respect for the women and men who cultivate and shape this Cognac land. Loyal to its terroir, it is committed to responsible farming, delivering consistent and carefully crafted quality all around the world.

ACCESSIBLE

Making excellence accessible is the challenge embraced by De Luze Cognac. Its refined and balanced taste allows for a full and immediate tasting experience, whatever the chosen way of enjoying it. Neat, on the rocks or in a cocktail, each expression of Cognac remains unique and personal. De Luze thus appeals to every palate, from novices to connoisseurs, offering a Cognac experience that is simple, genuine and authentic.

COMMITTED

A brand rooted in its time, De Luze Cognac evolves with the times while remaining true to tradition and its artisanal expertise. Committed to a responsible approach, it embraces a sustainable vision that respects the land and future generations. Driven by the commitments of Maison Boinaud, a mission-driven company and B Corp certified, it has a clear ambition: to combine excellence, innovation and positive impact.



WOLFES,

A true emblem of De Luze Cognac, the wolf and the brand share their values through a rich symbolism.

The wolves featured on the coat of arms have now been extracted and modernised, revealing the strength and finesse of De Luze Cognac's taste.

WORK - A noble and courageous animal, the wolf symbolises on the coat of arms the reward earned through the endurance and dedication of hard work. De Luze Cognac embodies this family expertise, built by the family over generations. The brand carefully preserves this heritage in order to pass it on in turn.

MYSTERY AND FREEDOM - The childhood fear of the wolf is also linked to an adult fascination with freedom: that of a mysterious, majestic, free and untameable animal. On the palate, De Luze Cognac offers a multitude of untamed flavours that, in their own way, surprise, exhilarate and even fascinate.

LIGHT - Able to see at night, the wolf carries the symbolism of a luminous hero in the darkness, a mythical ancestor who illuminates the way. Created in 1822 and rooted in traditional expertise, the brand serves as a true guiding light for novices and a source of confidence for connoisseurs—a reference point that makes it easier to navigate the complex yet fascinating world of Cognac.

FAMILY - Finally, the wolf is a social animal that revolves around its pack, a group united to protect each of its members, a family to which everyone is worthy of belonging. De Luze Cognac has been a family affair since its creation, a tradition that continues today with the Boinaud family, which safeguards the brand.





VS
COGNAC FINE CHAMPAGNE
APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

De Luze Cognac is all about finesse.

Our VS is a unique blend of eaux-de-vie from the most prestigious terroirs of the Cognac AOC, Grande Champagne and Petite Champagne, which, when blended together, create “Fine Champagne”.

These eaux-de-vie have matured in French oak barrels before being blended by our Cellar Master in the purest respect for Cognac tradition. This makes our VS a young and refreshing Cognac.

Your Very Special moment.

At dusk, on the terrace, our De Luze VS Cognac mixed into a cocktail for apéritif time.



Notes of vanilla, honey and citrus fruits such as orange and grapefruit.



Pairings :
Light and savoury foods such as oysters or sushi.



Serving suggestion :
Enjoy in a cocktail or neat over ice as an apéritif.



SWEET GINGER

De Luze Cognac is all about finesse.

De Luze Sweet Ginger is a bold liqueur that combines the refined elegance of our Cognac with the vibrant, spicy notes of 100% fresh ginger. Distilled in our traditional Charentais stills, it reflects the growing trend towards lighter, more energetic spirits, offering remarkable aromatic richness.

THE FINEST.

Your Sweet Ginger moment.

At the beginning of the evening, our De Luze Sweet Ginger joins you for aperitif time, creating a vibrant and refreshing moment.



Vibrant, spicy notes of fresh ginger, enhanced by a touch of sweetness, offering a freshness that is both delicate and invigorating.



Enjoy neat, over ice, topped with sparkling water or in creative cocktails - perfect for awakening and refreshing the senses.



Our signature cocktail :
50% Cognac & Ginger Liqueur
50% Sparkling Water
1 Lemon Zest



VSOP

COGNAC FINE CHAMPAGNE
APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

De Luze Cognac is all about finesse.

Our VSOP is a unique blend of eaux-de-vie from the most prestigious terroirs of the Cognac AOC, Grande Champagne and Petite Champagne, which, when blended together, create “Fine Champagne”.

These eaux-de-vie have matured in French oak barrels before being blended by our Cellar Master in the purest respect for Cognac tradition.

Your VSOP moment.

One evening, gathered around the table with your closest friends, sharing a beautiful cut of meat.



Notes of vanilla, prune, cinnamon, chocolate and candied fruit.



Serving suggestion : with a splash of sparkling water, in a cocktail, or neat over crushed ice, as an aperitif or digestif.



Pairings : Red meats (such as rib steak), full-flavoured cheeses (such as Roquefort), or chocolate desserts.





GENTRY

COGNAC FINE CHAMPAGNE
APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

De Luze Cognac is all about finesse.

GENTRY is a unique blend of eaux-de-vie from the most prestigious terroirs of the Cognac AOC, Grande Champagne and Petite Champagne, which, when blended together, create “Fine Champagne”.

These eaux-de-vie have matured in toasted French oak barrels before being blended by our Cellar Master in the purest respect for Cognac tradition.

THE FINEST.

Your GENTRY moment.

A moment to share, or to savour alone, neat or in a “The Gentleman” cocktail.



Notes of fig, vanilla, orange, coconut and candied fruit.



Pairings : Pairs beautifully with gravlax salmon or a cheese such as Brillat-Savarin.



Serving suggestion : Enjoy in a “The Gentleman” cocktail, or neat, with or without ice.





XO

COGNAC FINE CHAMPAGNE
APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

De Luze Cognac is all about finesse.

Our XO is a unique blend of eaux-de-vie from the most prestigious terroirs of the Cognac AOC, Grande Champagne and Petite Champagne, which, when blended together, create “Fine Champagne”.

These eaux-de-vie have matured in French oak barrels before being blended by our Cellar Master in the purest respect for Cognac tradition. This is what gives our De Luze XO Cognac its body and roundness, as well as its finesse and subtlety on the palate.

Your XO moment.

After a good dinner, a moment to share or savour all to yourself.



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



Pairings :
Caviar, duck, chocolate or orange desserts, and crème brûlée.



Serving suggestion :
Enjoy neat at room temperature, over ice, or in a pre-chilled glass.



EXTRA

COGNAC FINE CHAMPAGNE
APPELLATION COGNAC FINE CHAMPAGNE CONTRÔLÉE

De Luze Cognac is all about finesse.

Our EXTRA is the result of the harmonious blending of eaux-de-vie from the most prestigious terroirs of the Cognac AOC, Grande Champagne and Petite Champagne, which, when married together, create “Fine Champagne”.

They are aged in French oak barrels until they reach their peak of flavour. They are then delicately blended by our Cellar Master in the purest respect for Cognac tradition.

Your EXTRA moment.

Choose a good piece of music, settle comfortably into your armchair and savour this moment as much as the De Luze EXTRA Cognac in your glass.



Notes of maple syrup, saffron, candied fruit and toasted wood.



Pairings :
A hard cheese such as Comté or Roquefort, walnuts or dried apricots.



Serving suggestion :
Enjoy neat in a tulip glass, balloon glass or Old Fashioned glass.

NOTES

