



# COURVOISIER®

## A GREAT INTRODUCTION

Courvoisier® continues to be proudly obsessive over the quality of our cognac as the only cognac house to control the entire process from grape to glass. From the grape selection to the distillation process to the oak barrel construction, aging, and then blending, Courvoisier® is designed to deliver all of the classic cognac aromatics. The more aromatics, the more flavor that a cognac has which provides a wonderful base for cocktail building.



## PRODUCT DETAILS

SIZES	1.75L   1L   750mL 375mL   200mL   100mL 50mL
SUGGESTED PRICING	\$24.99
PROOF	80

## TASTING NOTES

COLOR	Golden-light amber
AROMA	Rich in spring flowers, ripe fruit and fresh oak balanced with the vigor of the young cognac
TASTE	Strong character, powerful and harmonious, clean
FINISH	Short, intense, and as rich as the aroma, slips down easily

## ACCOLADES

Courvoisier® remains the only cognac house to have received France's highest award, **Prestige De La France** in 1984. Courvoisier® has also been the recipient of these fine awards:

- 2016 San Francisco World Spirits Competition – Silver Medal
- 2015 Ultimate Spirits Challenge – 91; Excellent, Highly Recommended
- 2015 San Francisco World Spirits Competition – Gold Medal

## OVERCOMING OBJECTIONS

- Cognac is growing +17.2% in the last year, one of the fastest growing categories in Spirits<sup>1</sup>
- VS Cognac is the fastest growing tier of Cognac and is driving over 75% of the category growth<sup>1</sup>
- Courvoisier® is one of the oldest, most prominent, and most aromatic cognac brands, adding legitimacy and clout to any shelf or back-bar with a renown for its mixability in aromatic cognac cocktails

## DRINK STRATEGY

### Midnight Special

- 1.5 parts Courvoisier® VS Cognac
- 4 parts Ginger Beer

Build in the glass, add ice, and top with Ginger Ale

The carbonation brings out the subtle notes that CV has to the forefront. The play of spice from the ginger and the refreshing addition of lime allow the vibrancy of the Fin Bois dominant VS show off all of its character.



## 2017-18 COMMERCIAL AND PROMOTIONAL SUPPORT (WHERE LEGAL)

ATL – Brand Relaunch with Celebrity Influencer, A\$AP Rocky

- Celebrity Influencer buzz-worthy activations (tour, events, etc.)
- Staggered year-round Print & Digital with celebrity partner focus
- Q1-Q3 PR Activations with celebrity partner, LTO, and key focus activations

BTL

- Paint the Store Purple/Cover It In Courvoisier programming
- Regional influencer activity
- Trade advocacy activity with Lux/Multicultural Specialists/Brand Ambassador

## SUGGESTED SHELF RECOMMENDATION

Place Courvoisier® XO on the top shelf amongst super-premium cognacs  
Place Courvoisier® VS and VSOP adjacent to Hennessy®

## UPC/SCC DETAILS

1.75L

UPC: 080686961024

SCC: 10080686961021

750ML

UPC: 080686961048

SCC: 10080686961045

375ML

UPC: 080686961086

SCC: 10080686961083



1. Nielsen TTL xAOC+, \$ Vol & \$ % Chg, 52 WE 4/22/17

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ENJOY RESPONSIBLY

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