

MAISON FONDÉE À JARNAC EN 1828

COURVOISIER

Le Cognac de Napoléon

VS: THE JOYFUL INTRODUCTION TO THE SIGNATURE COURVOISIER BLEND

TASTING NOTES

Spring blossoms with notes of apple, pear and grapefruit complemented by smooth fresh oaky finish.

WHICH COMES FROM

A vivid blend of Fins Bois, Bons Bois with a touch of Petite Champagne. Both the Fins Bois and Bons Bois are distilled without lees, elevating the delicate and fruity floral signature taste of Courvoisier. The touch of Petite Champagne distilled with lees adds complexity and length to our VS, aged up to eight years.

ALL BECAUSE

The Courvoisier VS is meticulously blended to defy category conventions of VS as an entry product that is often used as a base and mixing ingredient for long drinks. VS for the House of Courvoisier is blended, to be enjoyed neat or in a simple long drink, as an authentic and joyous introduction to the Courvoisier collection.



PRODUCT DETAILS

SIZES

1.75L, 1L, 750ml, 375ml, 200ml, 100ml, 50ml

RETAIL PRICE GUIDANCE

750ml: Index 90+ to Hennessy VS; min \$30 USD
1.75L & 1L: Index 90+*
375ml: Index 115+*
200ml: Index 125+*
(*vs. 750ml price per ml.)

PROOF

80

COURVOISIER® VS

COLOR Light amber.

AROMA Very fruity, rich, pungent. Fresh oaky taste, balanced with the vigor of a young cognac. Notes of ripe fruits and spring flowers.

TASTE Strong character. Powerful, harmonious, clean and full bodied.

FINISH Short, intense and as rich as the aroma. Goes down easily.

ACCOLADES

Courvoisier® is the most awarded cognac house* and remains the only cognac house to have received France's highest award, Prestige De La France, in 1984.

Courvoisier® VS has also been the recipient of these fine awards and more:

- 2019 San Francisco World Spirits Competition – Gold
- 2019 San Diego International Wine & Spirits Challenge – 91 points, Gold
- 2019 Spirits International Prestige – Platinum



*Based on 20 Top Spirits Award Competitions since 2019.

Courvoisier® Cognac, 40% alc./vol. Courvoisier Import Company, Chicago, IL USA.

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GROWTH & PORTFOLIO STRATEGY CONTEXT

Courvoisier® VS is our introductory SKU, inviting and recruiting new users into the cognac category.

Cognac has the highest category spend in all of Spirits. Consumers that purchase Cognac spend an average of \$112 on the category per year and are among the most valuable spend drivers in Spirits.¹

Courvoisier® VS continued to see successful growth in 2021 at +20.5% (ahead of the cognac category at +10.7% and total spirits +5.9%), contributing to 77% of Courvoisier's® overall actual sales growth².



THE GALA

INGREDIENTS

1.75 parts Courvoisier® VS Cognac
4 parts Sparkling Lemon Fever-Tree

METHOD

Build all ingredients over ice in a highball glass and stir. Garnish with a lemon wheel and serve.

RECOMMENDED GLASSWARE

Highball glass

GARNISH

Lemon wheel

SERVE OCCASION

Simple +1 perfect for crafting at home

BACKGROUND

The name "Gala" stems from our past, dating back to 1937, a time when Courvoisier® was recommended to be enjoyed with sparkling water. The modern Gala was inspired by this simple and refreshing serve, bringing the vibrant flavor of lemon to the mix.

UPC / SCC DETAILS

| | |
|--------|---|
| 1.75 L | UPC: 0080686961024 SCC: 10080686961021 |
| 1 L | UPC: 0080686961031 SCC: 10080686961038 |
| 750 ML | UPC: 0080686961048 SCC: 10080686961045 |
| 375 ML | UPC: 0080686961086 SCC: 10080686961083 |
| 200 ML | UPC: 0080686961109 SCC: 10080686961106 |
| 100 ML | UPC: 0080686961116 SCC: 10080686961131 |
| 50 ML | UPC: 0080686961079 SCC: 10080686961076 |

SUGGESTED SHELF RECOMMENDATION

Place Courvoisier® at eye level to the left of Hennessy®
Brand Flow: Courvoisier® VS > VSOP > XO



Courvoisier® Cognac, 40% alc./vol. Courvoisier Import Company, Chicago, IL USA.

1. Source: IWSR 2021

2. Source Nielsen AOD TTL US Liq+xAOC+Conv, L52W to 10/9/21