

MAISON FONDÉE À JARNAC EN 1828

# COURVOISIER

*Le Cognac de Napoléon*

## VSOP: SYMBOLIZES THE VERSATILE AND MULTI-LAYERED NATURE OF THE COURVOISIER BLEND

### TASTING NOTES

The sweet maturity of late summer stone fruits, blossoming notes of jasmine with hints of gingerbread and a smooth velvety finish.

### WHICH COMES FROM

The delicate marriage of the four crus – Fins Bois, Borderies, Petite Champagne and Grande Champagne. The Fins Bois distilled without lees ensures the blend's subtly floral nature, in juxtaposition with the Borderies, Petite Champagne and Grande Champagne distilled with lees that deepens the unique complexity and multi-layered richness of our blend. Our VSOP is carefully aged up to twelve years in our own proprietary barrels and aging techniques.

### ALL BECAUSE

VSOP for the House of Courvoisier is blended with the intention to be enjoyed in a refreshing cocktail, neat, or on the rocks to appreciate the generous bouquet of aromas and flavors.



### PRODUCT DETAILS

**SIZES** 1L, 750ml, 375ml, 200ml, 50ml

**RETAIL PRICE GUIDANCE** 750ml: Parity to Remy VSOP  
1L: Index 90+\*  
375ml: Index 115+\*  
200ml: Index 125+\*  
(\*vs. 750ml price per ml.)

**PROOF** 80

### COURVOISIER® VSOP

**COLOR** Amber.

**AROMA** Floral, subtle and harmonious with notes of late summer stone fruits, blossoming notes of jasmine, rose, hints of gingerbread and vanilla.

**TASTE** Warm and delicate. Smooth with a nice velvety finish and length on the palate.

**FINISH** Very well-balanced throughout.

### 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® VSOP has also been the recipient of these fine awards and more:

- 2019 San Francisco World Spirits Competition – Double Gold
- 2019 New York World Wine & Spirits Competition – Gold
- 2019 Critics Challenge: International Wine and Spirits Competition – Double Gold



\*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® VSOP is our hero SKU and can be used to recruit new users into the cognac category or influence trade up from VS.

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.<sup>1</sup>

As premiumization trends drive cognac's growth, Courvoisier® VSOP has seen successful ability to capitalize on this trend with VSOP growing at +40.1% (double the average Cognac VSOP growth at +20.5%)<sup>2</sup>. Our portfolio strategy remains focused on accelerating Courvoisier® in the On-Premise via VSOP, with a focus on daytime drinking occasions.

## THE FRENCH TWIST



### INGREDIENTS

- 1.75 parts Courvoisier® VSOP Cognac
- 0.50 parts Orange Curaçao or Triple Sec
- 0.75 parts simple syrup
- 0.50 parts fresh lemon juice
- 3 parts Fever-Tree Club Soda

### METHOD

- Build all ingredients except soda water into the shaker, add ice, shake and strain over fresh cobbled or crushed ice.
- Top with soda water then garnish.

### RECOMMENDED GLASSWARE

- Double old-fashioned glass

### GARNISH

- Lemon twist

### SERVE OCCASION

- Refreshing, elevated serve ideal for day drinks

## BACKGROUND

The French Twist is a citrus-forward classic cocktail. The citrus reveals the rich undertones of Courvoisier® VSOP and the carbonation lifts the mouth-watering aromas.

## UPC / SCC DETAILS

1 L	UPC: 0080686962038 SCC: 10080686962035
750 ML	UPC: 0080686962045 SCC: 10080686962059
375 ML	UPC: 0080686962083 SCC: 10080686962080
200 ML	UPC: 0080686962106 SCC: 10080686962103
50 ML	UPC: 0080686962076 SCC: 10080686962073

## 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