



JARNAC

FRANCE

COURVOISIER



INTRODUCTION

CELEBRATING

CAPTIVATING
The incredible Paris Golden Age

INSPIRING
Innovation, invention and ingenuity

DEFINING
A remarkable cognac

ALLURING
Aroma is everything

ENTICING
Relive the golden years



CELEBRATING

FOR COURVOISIER, AROMA IS EVERYTHING

We are delighted to bring you a unique and limited edition aromatic gift that evokes a time when Paris, the birthplace of Courvoisier, was at its most glorious: the Paris Golden Age.

It was a time of grandeur and sophistication. A time of artistic expression. It was a time of flourishing opportunity and of stunning achievements celebrated with the finest cognac.

What better way to toast your own personal triumphs than through this evocative storytelling experience so synonymous with success. The House of Courvoisier has designed a truly original gift for this very purpose. It contains one of the finest cognacs in the world accompanied by two bespoke scents to inspire, entice and draw you back into the opulence and elegance of those golden years.

CAPTIVATING

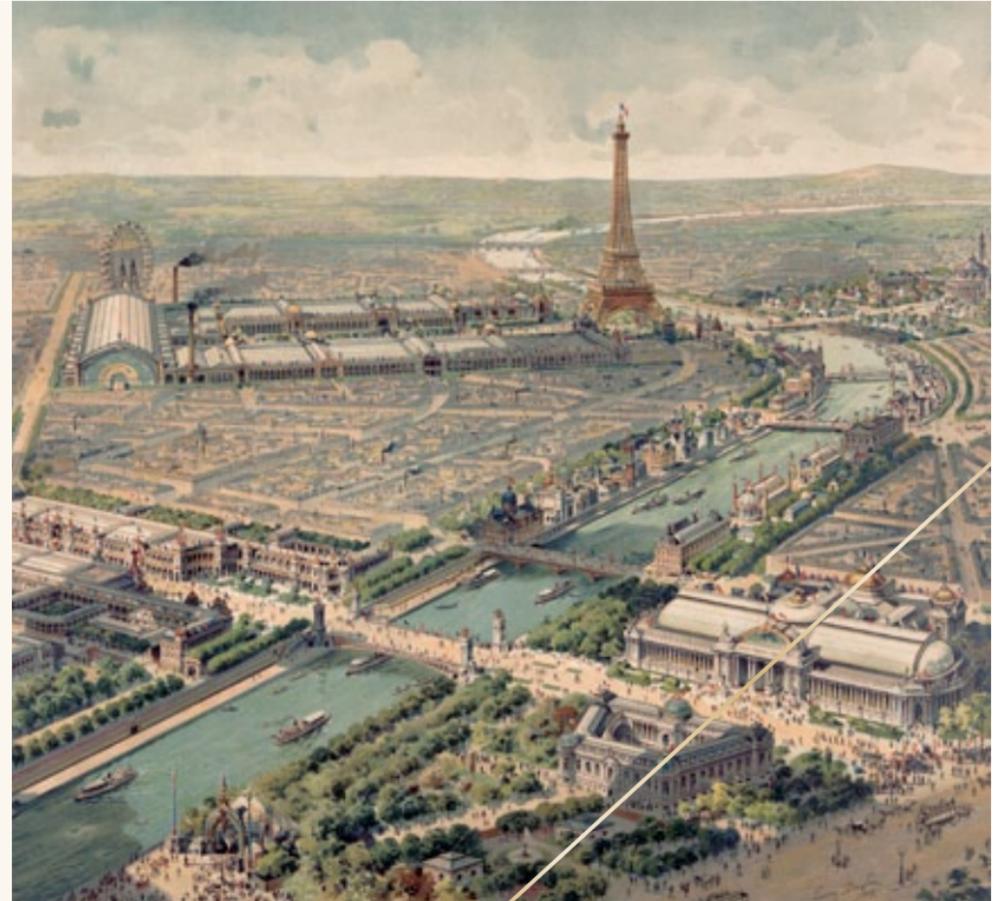
THE INCREDIBLE PARIS GOLDEN AGE



Paris dazzled and delighted the world during this remarkable period. The city was an eclectic hive of activity and advancements, when art, music and technology flourished, breaking tradition and embracing a golden future.

It was Napoleon III who was instrumental in putting France back on the scientific and cultural map. Under his reign, Paris was in the spotlight, hosting incredible world fairs to showcase achievements: the 1889 Exposition Universelle was acclaimed as the single most important event during the Paris Golden Age.

Paris became an inspiring metropolis filled with a vibrant sense that anything was possible. It attracted creative thinkers and intellectuals from far and wide and many artists, such as Toulouse-Lautrec and Matisse, who were unable to afford rent in the more central areas, set up in Montmartre which gained notoriety as a hedonistic and bohemian area. Cabarets, concert halls, galleries and salons came alive with joie de vivre while the whole city sparkled with confidence and celebration.





INSPIRING

INNOVATION, INVENTION AND INGENUITY



During the Paris Golden Age, new scientific breakthroughs transformed lives almost every day and technological innovations held the population in awe.

The most defining moment of the era was the Eiffel Tower by Gustave Eiffel, designed as the centrepiece of the 1889 Exposition Universelle using a visionary new material: metal. It became the world's tallest man-made structure for more than 40 years, towering as a symbol of the city's progress, inventiveness and modernity.

In as much as Le Tour Eiffel was the toast of the world, Courvoisier was the drink of choice for the world to toast with. As winner of the coveted Medaille d'Or at the Exposition, Courvoisier was the obvious choice to have on the menu (as it was again at the anniversary dinner held 70 years later) at the official grand opening hosted by Gustave

Eiffel on 31 March 1889. This extravagant affair was attended by leading names including the future King Edward VII, Buffalo Bill, Vincent Van Gogh and Henry James.

The many great celebrations, gala dinners and banquets to mark Paris' notable achievements during this time were simply incomplete without French wines, Champagne and the finest cognac. Cognac was being served at all the smartest Parisian cafés and restaurants as the places to lounge, talk, play cards and mingle. The new French élite had more money and time than ever before.





**POSITIONAL
ONLY**

DEFINING

A REMARKABLE COGNAC



Although all cognacs come from Cognac in France, Courvoisier actually started in Paris. Our story began early in the 19th century, when founders Emmanuel Courvoisier and Louis Gallois quickly created a reputation for supplying some of the finest wines and spirits, moving in all the right social circles and cultivating contacts at court.

In 1843, the business relocated to Jarnac in the heart of the Cognac region, which is still our home today. Proudly displaying the title of Fournisseurs brevetés de S M L'Empereur (Official Supplier of the Court of Napoleon III) from 1862, Courvoisier cognac became acknowledged around the world.

Now, as then, making Courvoisier is a delicate blend of art and science. It is governed by the stringent rules of the Appellation d'Origine Contrôlée that oversees all cognac production. We passionately combine traditional techniques with the desire to continually innovate.

INITIALE



Winner of the 2009 Silver Medal at the International Wine And Spirit Competition, our remarkable Initiale expression is recognised as one of the finest in the world.

Richer, smoother and more mature than its contemporaries, Initiale is the embodiment of understated perfection. This elegant and rare blend of eaux-de-vie at the peak of flavour perfectly marries the Grand Champagne and Borderies crus, starting at the delicate age of 35 and maturing up to and beyond 50 years old.

The perfect balance of intense flavours has been patiently evolved and nurtured for at least two decades to create a rich and complex blend with a velvety texture and aromatic bouquet laced with hints of candied orange, apricot and pear.

Fragrances start with humid forest and rich truffle aromas, then port wine and cedarwood, followed by spicy hints of hot fruit cake, capturing cinnamon, orange peels and dry apricot.





**POSITIONAL
ONLY**

TASTING NOTES



OLD PORT WINE

During the long ageing process, the volume of cognac gradually reduces, making it more concentrated. This gives it the 'rancio' aroma – earthy and mushroomy.

TRUFFLE

At Courvoisier, our ageing warehouses retain the same floors they've had for centuries. In these naturally humid conditions, the exquisite aroma of truffles gently develops over time.

HOT FRUITCAKES

Deliciously evocative, this aroma is born of the maturation of very old Borderies grapes at their absolute peak.

ALLURING

AROMA IS EVERYTHING



Aroma means absolutely everything for Courvoisier because the more aromatic a cognac is, the finer it is.

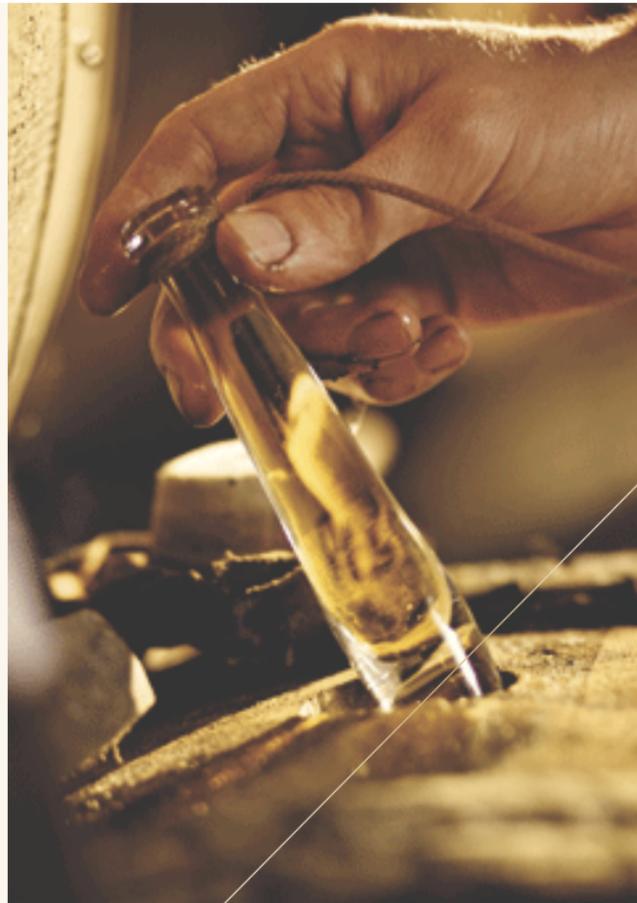
Around 80% of what we taste is actually aroma, so we take great care to nurture every possible aroma at every possible stage of the cognac-making process. In fact we are the only cognac house to hold the Prestige de la France, France's highest award for quality, in recognition of this process.

There are 60 magical seconds after pouring a glass of Courvoisier, when the mixture of air gradually releases the rich aromatics trapped in the cognac for years. This is what our Master Blender calls The Mystical Minute -

“LA MINUTE MYSTIQUE” - and is essential to experience all the sensory nuances so unique to Courvoisier.

What finer way to showcase our passion for aroma than by recreating “an era in which even words and gestures were scented” through two bespoke scents.

Our exclusive limited edition gift captures the exact essence of the Paris Golden Age in a multi-sensory journey that's complemented by the pleasure of savouring our award-winning expression.





BRISE DE VINCENNES

'Brise de Vincennes' will draw you back in time to sitting in an outdoor café sipping cognac on the edge of the magnificently exotic Bois de Vincennes, resplendent with its rubber trees, coffee trees, banana trees and other tropical plants. This is where the beau monde would watch the world go by and be seen in turn, amid the splendour of perfumed furs, long gloves and large hats, served by bustling waiters running from table to table as they artfully carry their laden trays.



NUIT DÉBORDANTE

'Nuit Débordante' is an aroma evocative of deliciously heady nights in a bustling Parisian nightclub. The finest, the liveliest and the most celebrated of Parisian society are gathered in excited anticipation of a dazzling night. The chatter of the crowd soon becomes drowned out as the band strikes up, the heavy velvet curtains lift and the dancers swirl onto the stage in a flurry of perfume and feathers.

*During the Paris Golden Age, Paris
was the toast of the world and
Courvoisier was the spirit of the age.*

*Relive this glorious time once more,
when life was for living and enjoying,
through this unique celebratory
experience. We invite you to celebrate
your own personal achievements
and defining moments.*

SANTÉ .

