

The road less travelled is the road that yields the greatest rewards. It's an idea that followed the Larsen family crest as we've forged oceans and traversed mountains to distill our cognac. Combining the experience and the wisdom of maturity with the spirit of the modern explorer, Larsen is about getting off the beaten track and forging our own way ahead.

It's a prevailing tendency to uncover uncharted territories that put Jens Reidar Larsen on a ship destined for the new world in 1926. When he arrived in France, the Americas had to wait and the sense for adventure led him on the road to Cognac where romance and a thirst for knowledge encouraged his next quest, distilling the region's famous elixir.

Our cognac is about the explorer; it's about new frontiers and breaking off from the beaten path. Imbued with the spirit of those legendary Norwegian explorers and distilled down to the experiences of their modern counterparts, we like to think that the Larsen name carries on the traditions set forth by our ancestors.

We don't explore a mountain to find what lies on top of the mountain, but rather to uncover something new about ourselves. The reward at the top is a realization, a truth, and a thirst, satisfied. Every mountain and ravine we forge strengthens our resolve and it's reflected in every sip we savor at the edge of each precipice.

Every new adventure is a revelation informing every aspect of a life lived to its fullest. As we traverse plains, scale mountains, and forge rivers every part of the explorer's being is in perfect harmony with the present. You cannot escape the **force** of the here and the now and on longer expeditions every step and every encounter is a meditative experience, extending the present into eternity.

The woes of the past and the anxieties of the future simply drift away in a glass of Cognac when we reach our destination. The crude symbols of a modern society, a bank account or a passport cease to define us up here as we continue to ascend on our unique path one step at a time.

The adventurous spirit lives in us all, and you don't need to climb Everest or dive to the depths of the Marianne trench to satisfy that spirit. It can be achieved in a lonely walk in the countryside, strolling an empty beach or finding solace on an open hill. The world beckons at your doorstep, and wherever your journey may take you, the spirit of exploration awaits you in every drop of Larsen cognac. "My secret," says Mathias Larsen "is to keep a bottle hidden in your backpack until you've reached your destination."