

Best food matches for Cognac

Now you know to recommend how Cognac and Imported Brandy can be drunk, food is the next question. Industry leaders share what foods best complement these burnt wines.

- VSOP is best accompanied by a selection of sushi or grilled lobster with spices.
- Crusty chocolate sponge with hot chocolate filling calls for a glass of XO Special.
- Cooled VSOP or XO can bring a new taste to red salmon and an array of other seafood dishes.
- Cognac is the perfect accompaniment for any chocolate dessert.
- Armagnac is a natural accompaniment for dark chocolate or fruitcake.



Upcoming promotions

Hennessy a cocktail favourite

Hennessy have big plans for promotion of their products in 2003. The Hennessy VSOP and X.O gift packs will be offered for the peak gift giving periods of Father's Day, Christmas and Chinese New Year. Hennessy VS cocktails will be appearing throughout the year at a variety of major PR events including the GQ Men of the Year Awards, Living Cocktails at Hemmesphere, the launch of The Sydney Magazine and Melbourne Fashion Festival.

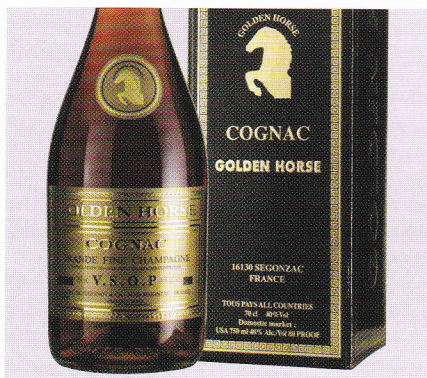
The 'Hennessy Experience' – a promotional activity offering creative and new ways to enjoy Hennessy V.S – will also be conducted during the year. The 'Hennessy Experience' commenced in February when over 30 new Hennessy cocktails were created and promoted by six leading Sydney bars. Consumer tasting sessions at selected



off-premise establishments will present the prestige range of Hennessy X.O, Hennessy Paradis Extra and Hennessy Richard.

Taste test a Golden Horse

Golden Horse will lead the way with in-store Cognac tastings in an attempt to introduce both consumers and retailers to their products. The VSOP Special Selection and XO will be tasted in most outlets throughout Sydney in 2003. Golden Horse plan to cash in on the cocktail craze by

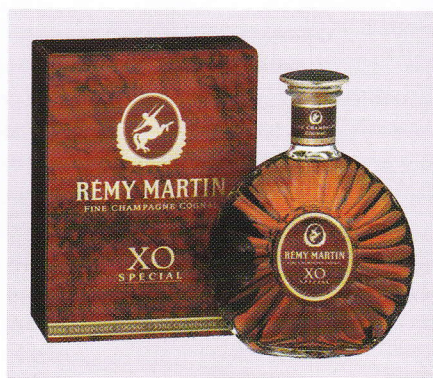


providing retailers with a cocktail book highlighting Cognac cocktails, which will be available to consumers during the tastings. Posters and a national advertising campaign will support this promotion.

Remy Martin Ambassador heads to businesses

The introduction of a new Cognac Brand Ambassador position at Maxxium will ensure trade and consumers are educated about Cognac. Tamara Lee has been appointed to this position and will be responsible for conducting training and education sessions as well as liaising with key on and off-premise accounts to develop the Rémy Martin brand.

Maxxium plans to introduce Rémy Martin Cognac to new consumers to be enjoyed neat on a range of 'quality' occasions as well as in cocktails and as a mixer. A revised brand positioning will see Rémy Martin Cognac develop a strong advertising/PR presence in key target markets, with the focus being to "discover its supreme quality".



Did you know?

The origins of French Brandy can be traced as early as the 13th century in the region of Armagnac. It was the Pope's doctor Arnaud de Villeneuve who was the first to describe the distillation of wine, way back in 1285. The Dutch called this new spirit, "Brandewijn" which means, "burnt wine".

The roots of Cognac are often debated and several legends have arisen on the subject. Some say Cognac began with the legend of a Knight of the Cognac region in the 16th century. Thinking he might burn in hell firstly for murdering his unfaithful wife and secondly for killing her lover, the Knight 'burnt' his wine twice and put it in the cellar. It was found some five years later and obviously feeling better about his fate, he entertained. News of this new process spread throughout the region and they were soon all using this process to turn their acidic poor wine into Cognac. Another legend relates the story of the 'Brown Cross Chevalier' as the initiator of the double distillation process. The Knight had a dream where he saw the devil and a big furnace, and the devil threatened to 'boil his body twice in order to extract his soul'. The Chevalier then woke up with the idea to distil the eau-de-vie twice, in order to 'extract its soul'.