

DESTINATION Cognac

A TREASURY OF EXPERIENCES

Appreciations
by 13 cognac
lovers

COGNAC HOUSES

Each with its own savoir-faire
and characteristics

Guided tours

All the experiences
are possible

Cognac and you

An authentic universe
to be tasted

ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH - DRINK RESPONSIBLY.



PHOTO CREDIT : © BNIC / AURELIEN TERRADE

EXPLORE
COGNAC

Explore Cognac is a collective program initiated by the BNIC and run by a community of local players who are committed to promoting their territory, expertise, and appellation. It lists unusual tourist experiences related to the world of Cognac.

Find out who is behind Explore Cognac in this brochure.

ALCOHOL ABUSE IS DANGEROUS TO YOUR HEALTH. PLEASE CONSUME IN MODERATION.

LE COGNAC

COGNAC: THE MASTERFUL BLENDING OF SAVOIR-FAIRE WITH THE LAND

The historic vineyards of Cognac, an AOC (Controlled Origin Appellation) of some 83 140ha - the fourth in terms of area in France - have profoundly marked the identity of the Charentes. They benefit from a mild oceanic climate and land that is suitable for producing a range of white wines that are perfectly suited to distillation. It is this distilled wine that becomes cognac... but only after many years of aging.

During the distillation period, the winter countryside is redolent of many varied perfumes. The distillers open their doors to share with visitors this unique, privileged ambiance. After distillation comes aging and the eau-de-vie obtained from the process will spend many long years in oak to acquire its colour and aromas.

The cellar-master will then give the cognac its definitive and specific form by composing an assembly of floral, fruity, spicy or woody notes from a selection of different eaux-de-vie.

It is thanks to the talents and know-how of men and women from a number of highly skilled trades that the exceptional qualities of this authentic and rare product are celebrated in more than 160 countries. Almost 98% of our production is exported to over 150 countries and the names of our town and our region are known worldwide.

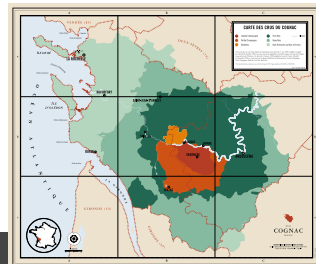
THE COGNAC APPELLATION

Since it is a Geographical Indication (GI), Cognac can only be produced within a delimited geographical area, defined by the French decree of 1 May 1909. The "Cognac", "Eau-de-vie de Cognac", and "Eau-de-vie des Charentes" appellations are exclusively restricted to wine spirits grown and distilled within the defined regions of Charente-Maritime and Charente, as well as several villages in the Dordogne and Deux-Sèvres departments.

The origin

of the growing areas map

Henri Coquand (1813-1881), a geology professor, studied the Cognac region's soil and terroir in the 19th century and, with the help of a knowledgeable taster, classified the various soils according to the type of eau-de-vie they produced. This led to the definition of various Cognac producing areas in around 1860 and served as the basis for the decree of 13 January 1938, setting the boundaries of these areas.



ABK6 COGNAC

THIS BRAND WHICH CARRIES OUR FAMILY NAME IS THE SIGNATURE OF DOMAINES FRANCIS ABÉCASSIS.

For this brand, our Cellar Master has chosen the most emblematic spirits of our estates. In these aromatic and intense Cognacs are found the fruit of the vine and the lightness of its perfumes. The whole ABK6 range is gourmet, with notes of candied fruit, cooked apples, spices ...

Since its creation in 2005, ABK6 brand has won numerous medals in the most prestigious international competitions, including the best VSOP in the world in 2021 for our VSOP ABK6 at the World Cognac Awards.

Only 15 minutes from Angoulême, we welcome you all year round upon reservation, for a private visit of the whole estate with a tasting, or a tailor-made tour with entertainment and local gastronomic discoveries.

We welcome you all year round from Monday to Saturday, by reservation.

CONTACT US

« Domaine de chez Maillard »
1, Route du Ménager - 16440 Val des Vignes
Tel: +33(0)5 45 66 35 72
visites@abk6-cognac.com
www.abk6-cognac.com



**FRANCIS ABECASSIS,
OWNER OF THE ESTATE**

ABK6
COGNAC

A philosophy : Single Estate Cognac

We are convinced that blending eaux-de-vie from exceptional estates gives our Cognac an inimitable typicality and strength. Deeply attached to the terroir, we have decided to produce distinct cognacs according to their origin.

Our philosophy is therefore summed up in one expression: "Single Estate Cognac".

During your visit to the Estate, you will follow all the stages of production: the vineyard, the winery, the distillery, the aging cellars.

So you will understand the passion of our team who, within exceptional terroirs, shape, with the help of time, the magnificent cognacs that you will taste before leaving us.

BACHE GABRIELSEN

MAISON BACHE-GABRIELSEN, LOCATED IN THE HEART OF THE CITY, WAS FOUNDED IN 1905 BY THOMAS BACHE-GABRIELSEN. TODAY, THE HOUSE IS STILL 100% FAMILY-OWNED AND OFFERS A RANGE OF COGNAC AND PINEAU DES CHARENTES.

Maison Bache-Gabrielsen, was created in 1905 by a young Norwegian lieutenant who fell in love with a beautiful French woman. Since then and thanks to a continuous curiosity, the Maison works on exploring the vast territory of cognac. Hervé Bache-Gabrielsen, representative of the 4th generation, has been managing the company since 2009 alongside Jean-Philippe Bergier, cellar master of the Maison for over 30 years.

Between Cognac know-how and a thirst for discovery, the House was built around the values of innovation, authenticity and passion. It is one of the few Cognac houses still 100% family-owned and continues to use its centuries-old know-how in the creation of new cognacs that highlight the different specificities of the region's terroirs.

CONTACT US

5 rue Louis Dominique - 16 100 Cognac
Tel : +33(0)5 45 32 07 45
www.bache-gabrielsen.com



**HERVÉ BACHE-GABRIELSEN,
DIRECTOR
& 4TH GENERATION**

The Maison's DNA

Maison Bache-Gabrielsen strives to make each cognac an ambassador to the diversity of the cognac region. By capturing the character which is typically linked to one or more vintages, one or more grape varieties and the art of knowing when the ageing process is just right the possibilities become endless.

This is only made possible with the talent of our winegrower partners and the passion of our Cellar Master who is an expert in selecting,

ageing and blending the eaux-de-vie from our region.

The Bache-Gabrielsen range of cognacs has been imagined like a large family, each of them having their own individual personality. Let's try the different expressions of the cognac territories !

BARON OTARD & D'USSÉ



WELCOME TO THE CHÂTEAU DE COGNAC !

It was initially a 10th-century fortress designed to stop Norman invasions, and then in the 15th century became a stately home which was the birthplace Francis Ist.

Baron Otard, who had founded its Cognac House in 1795, quickly understands that the thick walls provide exceptional aging conditions for his eaux-de-vie. He purchases Le Château, saving it from total destruction.

An architectural masterpiece inspired by the Gothic and Renaissance styles, the Château de Cognac is throwing open its doors to allow visitors to discover its history and some of the secrets of how our cognacs are crafted.

Le Château is the perfect place for fancy events, cocktail parties, gala dinners, dance evenings, concerts and more.

Le Château de Cognac, which became a historic monument, is now a witness to French history and a Cognac House. We are offering a diversity of tours combining two aspects of history: the history of France and the history of BARON OTARD & D'USSÉ Cognac up to the present day.

Open year-round except 1st May, 25th December and 1st January.

CONTACT US

127, Boulevard Denfert Rochereau - 16 100 Cognac
Tel : +33(0)5 45 36 88 86
www.chateaudecognac.com



GWENAËLLE TRANCHANT,

Cognac Blues Passions at the Château

« In early July, Cognac is awash with the blues, soul and jazz. The Cognac Blues Festival takes place in many different arenas: in the public park, the François 1er square, the Salle de Abattoirs, at Martell cognac and the Château de Cognac, now the home of Baron Otard cognac. In the guardroom of François 1er's château, history blends with acoustic sessions of a rare intensity. The elegant Blue Note, stripped of all superfluity, is magnified by the ancient beauty of the fortified edifice. »

LE CHÂTEAU DE COGNAC AND ITS HIDDEN TREASURES...

Did you know that the Château de Cognac has beautiful Renaissance-style rooms, such as the Guards & State rooms, better known as "the pearl of Cognac"? Or the private apartments of the King, the birthplace of the famous King François I? Our tour : "Secrets of the Cellars" allows you to discover these apartments normally closed to the public!

These atypical rooms, with their uncommon charm, can be totally privatized for all your events.

A royal place for your weddings, unique for your seminars and atypical for your gala dinners.

*Privatized all year, except May 1st, December 25th and January 1st

LE LYS...

Enjoy the most beautiful sunsets in Cognac from the rooftop terrace of the cocktail bar Le Lys, with a breathtaking view of the Charente. Le Lys can be privatized for your parties, afterworks or birthdays.

*Privatized all year, except May 1st, December 25th and January 1st

CONTACT LOCATION

Mendy Goyeau
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mgoyeau@bacardi.com
www.chateaucognac.com



ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH - DRINK RESPONSIBLY.

MAISON BOINAUD



VISIT MAISON BOINAUD, THE LARGEST ESTATE IN THE COGNAC APPELLATION, FOR A UNIQUE DISCOVERY IN GRANDE CHAMPAGNE AT THE HEART OF ITS HIGH-QUALITY SPIRITS.

With more than 550 hectares of vineyards and its distillery of 41 stills, Maison Boinaud is today one of the major actors of the Cognac vineyard.

Maison Boinaud is above all the story of a family marked by audacity, rooted in the soil of this region since the 16th century. Each generation strives to preserve an exceptional know-how and a strong identity, while looking to the future and innovation.

Today, the cousins Charles and Rémi Boinaud continue to produce premium spirits with the same pioneering spirit, taking care of the land handed down by previous generations. The largest vineyard in the Cognac appellation and its traditional distillery open their doors to you for an immersion in the heart of this know-how, and the possibility to experience the reality of its production site.

Through different experiences, come and discover the unique skills and techniques that create the authenticity of the House, and discover in particular the Cognac De Luze and the French Whisky Héroïse brands. From the distillery to the ageing cellar, follow all the steps of the elaboration of these products.

Are you more interested in discovering the vineyard with friends or family? A gourmet break around our spirits? Tasting at sunset with an unusual view of our vineyards? The choice is yours to experience an immersion into the world of Maison Boinaud and its exceptional spirits.

Visits by appointment.

CONTACT US

ed entreprise
et découverte
à la découverte de nos savoir-faire



Hospitality Department
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visites@boinaud.com
www.cognacdeluze.com



This visit will not leave you unmoved!



Sometimes, you really can go on a visit to a cognac house that leaves a genuine trace. As a volunteer at the Fête du Cognac, together with 80 others, I was lucky enough to visit Maison Boinaud. Our guide passed on all the passion that inspired him. The remarkable number of casks in the former riding school, the majesty of the vats that almost give you vertigo, the distillery where the eaux de vie is transformed in forty or so alembics, the tasting of the XO...

SOPHIE DELACOURT

BRAASTAD COGNAC TIFFON

FONDED IN 1875, MAISON TIFFON HAS KEPT ITS FAMILY CHARACTER SINCE ITS ORIGINS. THE COMPANY IS RUN BY THREE SVERRE BRAASTAD'S GRANDSONS : JAN, RICHARD AND ANTOINE ; FIFTH GENERATION SINCE MEDERIC TIFFON.

Cognac is tradition and the family prefers to manage the estate in the traditional manner. Growing their own grapes, distilling the white wine to make their own cognac. Cognac Tiffon owns 40 hectares of vines in the districts Grande Champagne and Fins Bois. Tiffon has also a distillerie with ten pot stills «Alambic». Patiently, in ten different cellars, more than 15 000 oak barrels are ageing to give us a precious nectar.

Well situated, on the banks of the river Charente, our building holds the distillerie, blending cellars, bottling lines and a little museum.

Visits by appointment only.

Open all year (except public holidays) from Monday to Thursday 9.00 AM to 12 AM and from 1.30 PM to 5.30 PM , Friday from 9.00 AM to 12.00 AM. (Guided tours in French, English and Norwegian).

CONTACT US

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Tel : +33(0)5 45 36 87 00
www.braastad.com / www.cognac-tiffon.fr



JULIE MARTINEZ

The distiller's magic

We came across Maison Braastad-Tiffon one winter at distillation time and I am sure that I will remember this visit for a long time. The distillery is set on the banks of the Charente at Jarnac; it was cold outdoors and as we entered the quasi-sacred building, we were enveloped by a gentle warmth.

I will never forget the aroma that reminded me of "Tarte Tatin" warm from the oven, or the transparent eau-de-vie which flowed slowly from the still.

This was a real moment of discovery in a special ambiance. We visited the company's museum, saw bottles of cognac from the last 130 years; an amazing sight. I strongly recommend this visit, especially during the winter distillation period because it is a truly magic moment!

CAMUS

BEHIND THE SCENES OF A FAMILY'S PASSION...

Since 1863, five generations have each taken over from its predecessors to establish the reputation of Camus, decade after decade, with one shared conviction: to pass on its passion, heritage, tradition, know-how and excellence.

Camus, the only major Cognac House to remain family-owned and independent, has been recognized as a « Living Heritage Company » since 2016. This is thanks to the excellence of its savoir-faire, its technical innovations, and its commitment to crafting outstanding products.

With 190 hectares nestled in the heart of the Borderies, the rarest cru of Cognac, our House works to create the most aromatic cognacs. Discover the secrets of distillation and the slow alchemy of aging through a visit designed to awaken all the senses and become a true connoisseur. Take the time to appreciate all the aromatic intensity of our cognacs.

CONTACT US

21, Rue de Cagouillet - 16 100 Cognac
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www.camus.fr



**JULIE LANDREAU,
CELLAR MASTER**

A unique distillation process

Camus never ceases to renew itself and push the limits of innovation by creating cognacs with ever more surprising organoleptic specificities combining with balance and refinement.

Thus, in 2017, the exclusive patented "Instensity®" distillation process was born. A bespoke, entirely manual distillation method that allows the selection, during the second distillation, of the most aromatic liquid fractions, rich in esters and responsible for intense fruity aromas.

Thanks to this unique technique, our cognacs are up to 7 times more aromatic than with a standard distillation.

This secret of Camus cognacs is the result of 15 years of research and development with the goal of offering consumers unparalleled character and aromatic intensity.

COURVOISIER

LOCATED ON THE BANKS OF THE CHARENTE IN JARNAC, MAISON COURVOISIER HAS BEEN ENHANCING THE POTENTIAL OF EACH EAUX-DE-VIE SINCE 1828 THROUGH THE DELICATE ART OF DISTILLATION, AGEING AND BLENDING. THROUGH THE INTENSITY OF THEIR CHARACTER, OUR COGNACS REVEAL THE SPIRIT, THE RICHES AND THE HERITAGE OF THE HOUSE.

Discovery tour: the perfect introduction to the spirit of Maison Courvoisier.

Follow the footsteps of Félix Courvoisier in Jarnac, founder of our Maison in 1828. Discover the subtle art of distillation, ageing and blending, that defines the Maison Courvoisier. Enter the emblematic cellar, chai Renard, a unique experience deep inside Maison Courvoisier history and craftsmanship. Experience the Maison signature style, cognac in blossom, through the tasting of Courvoisier VS, VSOP and XO.

CONTACT US

2, Place du Château - 16200 Jarnac
Tel : +33(0)5 45 35 56 16
www.courvoisier.com



DOMINIQUE GENTES

"Bottle your own" Courvoisier

In January, I was awarded the title of Best Ambassador during a delightful evening organised by the Cognac Tourist Office and their partner Courvoisier.

My reward was a "Bottle your own" event which consisted of creating my very own bottle of eau-de-vie, aided by two specialists who accompanied me during each stage of the process and enabled me to better understand how cognac is produced.

I took great care during each manipulation - using a large pipette to obtain the correct quantity to pour into a large measure, transferring it into a small bottle, preparing my label, signing the register.

And that was that! A beautiful 20cl bottle of "Petite Champagne" aged for 15 years in Chai Renard. Thank you Courvoisier, for a wonderful experience!

MAISON DELAMAIN

PLUNGE INTO THE HISTORY, CRAFTSMANSHIP AND SENSORIAL WONDERS OF COGNAC

For almost two centuries and across nine generations, the House of Delamain has remained committed to crafting some of the world's finest cognacs. In pursuit of the heights that the best of nature, time and man can create in unison, Delamain embraces an "excellence: only and always" approach to unlocking the extraordinary potential of the world's most sensorial spirit and lifting this gift of nature to another level.

Delamain is the only cognac house to exclusively make X.O and above cognacs with eaux-de-vie sourced exclusively sourced from Cognac's finest terroir, the Grande Champagne. As such, Delamain holds a unique place in the "cognacsphere," and is a proud guardian of both the Grande Champagne terroir and the craftsmanship-lifted-to-art of earlier generations in whose footsteps we now walk.

We look forward to warmly welcoming you into the heart of cognac's history, the heart of its artistry and the heart of its very special terroir; to sharing our story, our ancient cellars, and a sensorial magic, borne of nature and sublimely intensified across time. It is this sensorial magic that makes every visit into our cellars and cognacs a truly personal/individual experience. One we truly enjoy sharing with friends old and new.

Delamain is honoured to have been selected gold medalist in the Best of Wine Tourism Awards 2023. In selecting us as the winner in the Arts & Culture category, the judges cited Delamain's partnerships with visual artists who are inspired, as we are, by the beauty of nature. The result is a visitor experience that is "a visual, aromatic and gustatory adventure that pushes artistic and sensorial boundaries".

CONTACT

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visite@delamain-cognac.com
www.delamain-cognac.com



Best Of Wine Tourism

by GREAT WINE CAPITALS | THE AWARDS OF EXCELLENCE

GOLD WINNER 2023



Intimate and immersive

« A Delamain visit is unlike anything that most of our guests have ever experienced.
A sensory encounter that I find immensely rewarding to be a part of. »

**REBECCA MONTGOMERY,
BRAND EDUCATION & STRATEGIC PARTNERSHIPS MANAGER**

MAISON FRAPIN

COGNAC FRAPIN IS THE PASSIONATE INCARNATION OF HIGH TRADITION FROM A FAMILY ESTABLISHED IN THE CHARENTE SINCE 1270.

The House of Frapin is an exceptional vineyard of more than 240 ha set exclusively in the heart of the 1st growth area of Grande Champagne. More than 20 generations have worked in these vineyards that, thanks to an ancestral savoir-faire and age-old methods, have produced cognacs harvested, distilled and aged exclusively in the estate. This intergenerational transmission shows particularly in the artisanal distillation on lees and aging in the wet or dry cellars of Frapin cognac.

The House of Frapin offers three tours year-round, by appointment only, which will enable the visitor to discover the history and know-how of Frapin cognacs; the visits include tasting of certain of our products.

Frapin is a blend of timeless style, the highest expression of the quintessence of cognac.

CONTACT US

1, Rue Pierre Frapin - 16130 Segonzac
Tel : +33(0)5 45 83 40 03
www.cognac-frapin.com



Immerse yourself in the world of cognac ! ~~~~~



MARC LAMY

A true universe to treasure ..., the heritage of time.

It was when I opened the doors to Maison Frapin that I was overwhelmed by the authenticity of the site and captivated by the history of this family whose famous ancestors have been established in Grande Champagne for more than 20 generations!

The atmosphere is intimate and hushed when you enter the "Temple of cognac" and undertake a surprising journey into the past – everything in its place, unchangeable.

My favourite memory is of the tasting room, the cellar master's laboratory where thousands of samples have pride of place on the shelves, jostling for space with extremely rare eaux de vie, lavish carafes and exceptional cognacs - truly superb world.

Perhaps the most striking memory of my visit is that time is a treasure ...

HENNESSY

A WORLD LEADER IN COGNAC, HENNESSY IS OFFERING A DYNAMIC AND MULTI-SENSORIAL EXPERIENCE WHICH WILL SURPRISE AND ENCHANT YOU.

A cruise on the Charente River provides an unusual start to the new Hennessy tours at Cognac. Experts welcome the visitor on board for a private visit in a small group to the heart of the Hennessy universe.

Refined, aesthetic and inspiring, this new tour, which follows the rhythms of the making of cognac, stimulates the sensations, between surprise and enchantment.

The first stage of the visit, to the cellar buildings, introduces a modern scenography with artistic and audacious intent, plunging the visitor into the multiple facets of the brand: the epic story of the Hennessy family, the discovery of the technical craft, the people who are woven into its history, and the many talents which make up the worlds of Hennessy.

TASTE COGNAC LIKE A PROFESSIONAL, IN THEORY AND IN PRACTICE

In the busy traditional storage buildings, we enter the deepest level of the brandy universe. We see the noble rows of oak barrels, the walls of darkened stone and fragrances which whisper in the half-light ...

Back on the other side of the Charente River, it's time for the rituals of the tasting. The only producer to have a Tasting Committee, Hennessy opens the doors to its workshop where you discover the secrets and different stages of the production of cognac and the Hennessy products. You then step into the shoes of a member of the Tasting Committee and try the different methods of tasting.

The one thing left to do is to perfect your discoveries in the shop, the only place in the world to unite all the Hennessy collections.

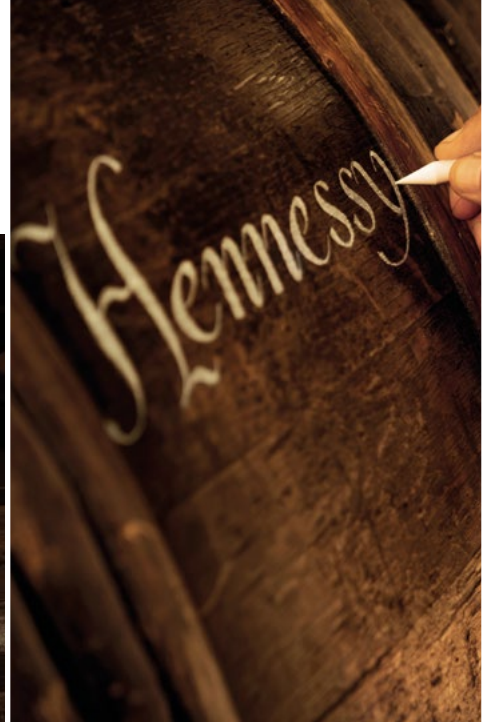
VISIT HENNESSY

Rue de la Richonne - 16 100 Cognac

Tel : +33(0)5 45 35 06 44

Buy your visit on:

www.hennessy.com





Hennessy

Les Visites



A unique and unchanging ritual

Every day at 11 o'clock precisely, the entire Tasting Committee enters the Main Office for a ritual that began in 1920. They gather beside the Master Blender to evaluate 40 or so samples of eaux-de-vie of different ages in order to decide on their future. This is an extremely rigorous exercise that gives long-term credence to the vision of these experts whose role is to transmit to their successors a heritage that will bear fruit many years from now. It's thanks to this unchanging ceremony, guided by the Master Blender, that the continuity of quality of Hennessy cognac is guaranteed.

DRINK RESPONSIBLY.

HINE

SINCE 1763, THE HINE ADVENTURE CONTINUES...

Two and a half centuries after Thomas Hine's founding journey from Dorset, the historic cellars of the 16 quai de l'Orangerie see their doors opening. Let us guide you into our cognacs elaboration, wandering across the Paradis and Chai des Millésimes, you will discover the singularities of the Hine House.

Finally, you will taste our cognacs, exclusively from the region's first two growths, the Grande and Petite Champagne... Apotheosis of the shared and preserved know-how from a team of 40 dedicated persons. All this is done, in the utmost respect of our traditions and our environment, to offer you the fruit of exceptional cognac craftsmanship that you will find nowhere else.

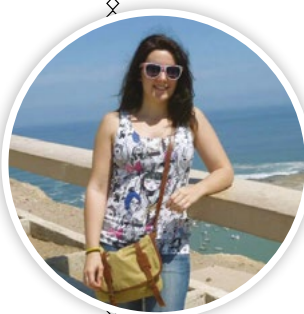
Guided tours on request.

CONTACT US

16, Quai de l'Orangerie - 16200 Jarnac
Tel : +33(0)5 45 35 59 59
visites@hine.com
www.hine.com



So British!



« Visiting Hine has a particularly English feel to it - the stag emblem reminds one of James Bond's manor house in "Skyfall", an impression that is underlined by the atmospheric blending of stone, oak vats and sublimated by the intoxicating perfume of cognac.

I loved the vintage cognacs and discovered the double maturation - a cognac that is made as usual in Charente but then aged in England for reasons of both history and taste. »

MARION ARNOU

MARTELL

THE MARTELL VISITS

A UNIQUE IMMERSION INTO THE OLDEST OF THE GREAT COGNAC HOUSES.

Maison Martell proposes guided tours at its historic site in Cognac. A complete journey of discovery allows visitors to explore the world of Maison Martell and experience the essence of its history, its identity, and its savoir-faire. Start your visit with the history of Maison Martell, a combination of heritage and modernity, right from the beginning when Jean Martell founded our House in 1715 up until today. Continue with an encounter with the artisans who contribute to the creation of Martell cognacs. Each of their highly specialized crafts participates in maintaining the excellence and the worldwide reputation of Martell cognacs. Your journey will then be concluded by a cognac tasting of your choice in our boutique.

Come also enjoy the Indigo by Martell bar, a vast rooftop terrace with a friendly and colorful atmosphere, which offers a spectacular 360-degree view over the town, and which proposes a creative cocktail menu.

CONTACT US

16, Avenue Paul Firino Martell - 16100 Cognac
Tel : +33(0)5 45 36 34 98
www.martell.com



A dynamic House !

« I have had the chance for the last five years to show people around the historical site of Maison Martell. When crossing the gates of the passageway you dive within the heart of Maison Martell, its history, and its legacy. Maison Martell proposes a unique experience for their visitors with a guided immersion, between tradition and modernity, into the heritage of the oldest of the great Cognac Houses.

My role is to accompany our visitors and to make their journey unforgettable. After the tour, we invite them to explore the rest of the building which has become a true destination: since 2018, the Martell boutique shares the ground floor with the "Fondation d'Entreprise Martell", and on the top floor, people can come and enjoy the Indigo by Martell rooftop bar, which offers original cocktails and a splendid view on the entirety of Cognac and its surroundings ; the perfect place to share true moments of conviviality! »



JÉRÉMY MARCELINO,
VISIT OFFICER

MEUKOW



FOUNDED IN 1862, THE HISTORY AND SAVOIR-FAIRE OF THE MEUKOW HOUSE, IN THE HEART OF COGNAC, IS TOLD THROUGH A MODERN AND INNOVATIVE SCENOGRAPHY - A GUIDED VISIT THAT OFFERS INITIATION AND TASTING.

Meukow was created in the 19th century by two brothers from Silesia, Auguste-Christophe and Gustav Meukow, who were sent by Czar Alexander II to France in order to supply the Russian court with eaux-de-vie. After many visits, they decided to set up a business in Cognac and A C Meukow was founded on August 1st 1862.

In 1979, Meukow became part of the independent family-run business "Compagnie de Guyenne", founded by Michel Coste in 1969, the commercial structure enabled Meukow to develop and expand their range. Determined to reinforce the impact of the Meukow brand, Michel Coste searched for a strong symbol that would evoke the quality of their cognacs whilst distinguishing them from other brands.

In 1993, he created what was to become the brand's icon: "Le Félin", a bottle decorated with a panther, a superb creature that symbolises strength, elegance and suppleness, the intrinsic qualities of Meukow cognacs.

CONTACT US

26, Rue Pascal Combeau - 16 100 Cognac
Tel : +33(0)5 45 82 32 10
www.visitemeukow.com



**From the Paradise to the Cellar Master
and final product, immerse yourself in a world
of emotion and magic...**



The Meukow House, set in the heart of Cognac, welcomes visitors to its initiatory tasting experience.

Learn about our know-how and a few secrets of our House from our cellar master. Meukow cellar visit and tasting of three cognacs, including a Meukow XO.

Visits year-round on weekdays and on Saturdays from May to September.

Duration: 1 hour.

Why not extend your visit to the Meukow House by trying some of the delicacies created by our chef, designed to go perfectly with our

cognacs. New seasonal suggestions every week. Booking required.



ROULLET FRANSAC

A QUALITY SPIRITS BOUTIQUE AT ROULLET FRANSAC.

Roullet Fransac combines history, in its prestigious old family house, and expertise in the art of assembly very selected eaux-de-vie.

The shop, close to the port and facing the beautiful river, is a pleasant stop for testing FRANSAC Cognacs, liquors and Pineaux des Charentes.

Open all year long, we share with you our knowledge about spirits and we offer you a "Very Special" experience.



CONTACT US

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VINCENT BRETAGNOLLE,
ARCHITECTURE AND
HERITAGE FACILITATOR,
VILLE D'ART ET D'HISTOIRE

A little history

The position of this 18th century building reveals its strategic importance, being situated by the Charente and the port. It is in the heart of the most important business sector of Cognac. From the Middle Ages, the Charente was the main means of transport for salt from the Atlantic coast and was the origin of the development of the town. Having transited via Cognac, the "white gold" was distributed far and wide: the Dordogne, Poitou, the Limousin and the Auvergne. In 1544, a violent rebellion on salt rights brought this traffic to an end, having nevertheless given the town an exceptional commercial importance. It was the wine trade and then from the 17th century, the eaux-de-vie commerce that relaunched the port and gave the town its international stature. Over time, river traffic decreased and the sailing barges disappeared at the beginning of the 20th century.

LOUIS ROYER

THE BRAND, ALONG WITH ITS VALUES, DATES BACK TO 1853 WHEN LOUIS ROYER FOUNDED A COGNAC HOUSE UNDER HIS NAME IN JARNAC, THE SMALL TOWN KNOWN AS "THE HOME OF CRAFT COGNACS".

Louis Royer infuses this house with his humanist values, his generosity, his love of a job well done, his sense of teamwork, his patience and his desire to reveal and offer the best that the fruit can offer.

We remain true to the values of our founder, with each bottle that we produce a reflection of the skill and passion of our people, from vine to glass.

CONTACT US

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www.louis-royer.com

LOUIS ROYER
COGNAC



LAURENT MOULIS,
DIRECTOR OF
MAISON LOUIS ROYER

The Generosity

Our House is anchored in its territory, in Jarnac, along the Charente, this river that flows slowly. Like this gentle way of life, you can visit our House to discover its savoir-faire, its craftsmen and its products.

Generosity and simplicity are the two legs on which we rely to accompany you in the discovery of our Louis Royer Cognac and its History.

MAISON RÉMY MARTIN

EXCEPTIONAL TOURS TO ENJOY THROUGHOUT THE YEAR

Welcome to Rémy Martin, a cognac house with winegrowing origins, a family business with the *Entreprise du Patrimoine Vivant* (Living Heritage Company) label, that selects eaux-de-vie exclusively from Grande and Petite Champagne and supports High Environmental Value in wine-growing.

Discover the Production Site by train in Merpins

Tour the site where we make our cognacs and its prestigious eaux-de-vie reserve. The little train will take you around the cognac-making site as far as the ageing cellars. Taste* our cognacs VSOP and 1738 Accord Royal accompanied by gourmet appetizers.

From 19th April to 7th October - Duration: 1h15 - Price: 25€/person.

From the vineyard to the distillery

Enjoy a walk through the Grande Champagne vineyards surrounded by nature with the visit of our distillery in Juillac-le-Coq. Taste* a cocktail and our cognac Tercet along with a gourmet appetizer.

Available by booking year-round. Duration: 1h30 - Price: 50€/person.



Low carbon transport, a Bulle Verte (Green station) in the Rémy Martin Estates

The House accommodates a Bulle Verte Exploration Tranquille - an ecostation dedicated to low-carbon transport - on its Estates in Juillac-le-Coq. It is an undertaking in favour of sustainable tourism that combines an original way to discover know-how, environmental responsibility and experiencing the countryside.





RÉMY MARTIN

DEPUIS 1724



ELECTRIC BIKE RIDE IN THE GRANDE CHAMPAGNE

«SLOW EXPLORATION FROM THE VINEYARD TO THE DISTILLERY»

Slow Exploration means going on an electric bike ride that follows village paths and country lanes.

Travel from vine-filled valleys to villages discovering rural heritage (mills, churches...). In our vineyards the focus is on sustainable viticulture and preserving biodiversity. Tastings* of local products and Rémy Martin Cognac set the route's pace.

The ride ends with a tour of the distillery at Juillac-le-Coq. The itinerary varies depending on the season and weather.

Available year-round, from two people. Journey of 2 hours 30 between bikes and gourmet stop-offs. Price: 90 €/person.

**Cognac tastings are reserved for those aged 18 and over.*

Information and booking

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Other private visits
to experience all year round:
«Sustainable exception: behind
the scenes»,
«Cocktail creation»...
www.visitesremymartin.com

PLEASE DRINK RESPONSIBLY

Cognac
Tourist information Office

48, Boulevard Denfert Rochereau
16 100 Cognac

Châteauneuf sur Charente
Seasonal Office

Aire de Loisirs du Bain des Dames
16 120 Châteauneuf sur Charente

Jarnac
Tourist information Office

1, Avenue Carnot
16 200 Mainxe-Gondeville

Segonzac
Tourist information Office

1, Rue Pierre Viala
16 130 Segonzac



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