

# Newsletter SPRING / SUMMER 2023



#### Vines



#### Flowering season

Between May and June comes flowering. During this period, the flowers open, the caps fall and future grapes appear.

It's all about this period. The weather highly influences the quality of future grapes. Vines need warm weather, sun and some rain: pollination must be optimal to help fruit sed.







Beautiful is expected harvest if the sky is here to stay.

## **GARDEN SIDE**

#### **Biodiversity**

#### Distillerie des Moisans in the heart of biodiversity

On June the 14th, we have celebrated the agreement signed between PUR (Global Leaders in Nature-Projects), LIFE VISON, LPO (Wild Birds Directive) and our Distillery. The goal is to preserve European mink, in danger of extinction.







The engagement of Distillerie des Moisans is to provide 20 hectares (65 acres) in MAE (agroenvironmental measure) meadow alongside the Charente river, to help growing fauna and flora to protect European mink.

Thanks to the plan "let's plant hedges in Nouvelle-Aquitaine", PUR company financed the plant of 2 200 hedges in 2,2 km.

















## Aromatic garden







Flowers and botanicals to delight the eyes and the taste buds are flourishing in our educational garden in line with our creations and cocktails. LIFESTYLE!









#### Cellar Master

#### David FLORAC

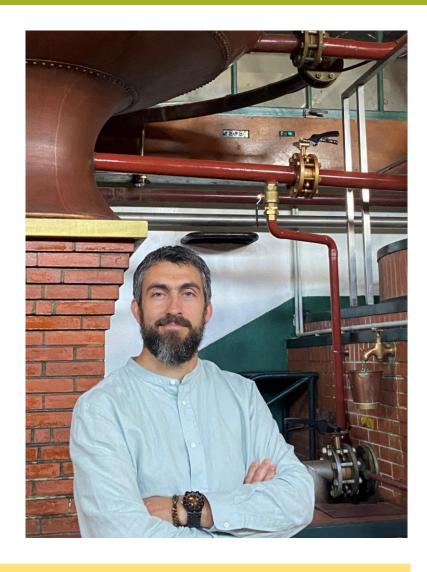
Experience, Skills, Excellence are his values, in total line with our house.

David comes from Cognac and he spent most of his life in Charente. From an early age he spends a lot of time with grandparents, producers of pineau and cognac in the very rare appellation of « Borderies ».

Very quickly, he loves the distillation and he focuses his studies in a Master of biochemistry and biotechnology. He obtains an experience in research laboratory in New Zealand.

Full of skills, David is recruited in a famous cognac's house and has the responsabilities of distillation and blending. Finally, he will stay 8 years in this company.

Looking for new adventure, he joined an important distillery belonging to a worldwide known French group during 8 years.



Today, David joins the « Distillerie des Moisans » which he describes as a jewel, and it's an honor for us to welcome him.

He excels every day by his skills of cellar master, organizer and leader.

David loves his work because it is challenging and fundamental, with a permanent search of excellence to honor cognac history.



#### Trade shows



## World famous trade shows

From February 13 to 15, Vinexpo in Paris.

From March 19 to 21, Prowein in Germany.



## Open days

#### An event always appreciated.

From June 9 to 11, more than 500 visitors, a record!

Visits, tastings, discovery, discussions, ...

« Interesting visit »

« Good products »

« Pleasant welcome »

« Well being »







## Our partners this summer



#### « Les 3 coups de Jarnac » from July 25 to August 11

Very select theater festival:

Parisians take a break in the country and program their theater plays in our region « The Charente ».

July 29<sup>th</sup>, we will partner with French Academy member Jean-Marie Rouart's production « The Oriental bar ».

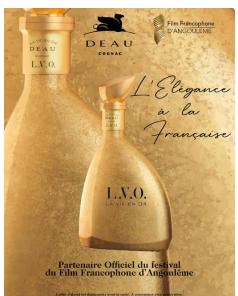
## The Festival of French-speaking Film in Angoulême from August 22 to 27

16th edition will be in tribute to Swiss cinema.

Every evening, DEAU Cognac delights the guests in the Mercure gardens, "The place to be".







#### « Circuit des Remparts » from September 15 to 17

Born as of Formula 1 race, today it attracts the most extraordinary collector cars.

Traditionally, we are happy to be part of this festivities for this event.







#### Luxury in Paris



« Madame Rêve » in the heart of Paris.
One can find DEAU Cognac in a sumptuous rooftop setting of Paris, at the panoramic restaurant « La Plume ».





« Ritz Paris » in Vendôme square welcomes in its gallery and concept store « DEAU Cognac » collection and « Mini Mixo » boxes.

All over Paris, the EVOK Collection group shakes up the codes of luxury hotels: « le Nolinski», «le Brach», «le Sinner», «le Cour des Vosges».

The « Mini Mixo» by Distillerie des Moisans in all room's mini bars.





## In our region

Very fruitful partnership with talented members of **JRE** association (young European restaurateurs), in more than 375 high end restaurants in France and in Europe, especially in Charente with « Domaine du Chatelard ». Partnership with other luxury restaurants as well.





« AUMI » in Angoulême, one Michelin star





Hôtel SPA **« LES CHAIS MONNET »** in Cognac





The famous Restaurant **« CHEZ PAUL »** in old town of Angoulême

## Our range of spirits gets bigger

Thanks to our know-how in creating top of the range spirits, we have launched two new boxes of Cognac Extra: Roland Bru and Moisans; as well as 17 years old Nicaragua rum in an exceptional decanter and two 100% French vodkas.







#### **Awards**

International Spirit competition in San Francisco:

- Double gold medal : DEAU Cognac Louis Memory
- Silver medal : DEAU Cognac URB'N DEAU Cognac Napoléon





#### Our iconic brands in video







#### Our social networks

#### Click or scan OR Codes:

	Distillerie	DEAU	Canoubier	R.Bru	Ginetic
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## The Distillerie des Moisans wishes you a great summer!



















