

Owned and produced by Distillerie Tessendier, Grape Grower, Distiller, & Master Blender for four generations

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## COGNAC PARK

- Cognac Park is the premier brand from Distillerie Tessendier, a Cognac house established in 1880.
- Today, in its fourth generation of family ownership, the distillery and vineyards are composed within an estate of more than 60 acres in the heart of one of the most exclusive growing areas of Cognac: The Borderies.
- Fourth-generation brothers and Master Blenders, Lilian and Jérôme Tessendier, expertly compose their blends with extreme attention to detail.
- The wines that are used in the distillation of Cognac Park come from four crus within the Cognac region: Grand Champagne, Petite Champagne, Borderies, and Fins Bois.
- Each year, the Tessendier family distills its Cognacs from the 3,000 hectoliters of wine produced on its own estate and buys another 40,000 hectoliters from winemakers, maintaining relationships that span several generations.

## DISTILLERIE TESSENDIER:

Producer and Owner of Cognac Park

- Distillerie Tessendier & Fils was founded by Gaston Tessendier in 1880. He started out as a winemaker and later began distillation of eau-de-vie. The company has remained in the Tessendier family through four generations.
- The current Distillerie Tessendier family estate is at Domaine Du Buisson which was acquired by Gaston. It is the site of the family's vineyards and winery.
- Today, brothers Jérôme and Lilian Tessendier oversee every aspect of production and blending.



## Saint-Maixent-l'Ecole La Rochelle Rochefort Saint-Jean-d'Angely Saintes COGNAC Angouleme Royan ( • Pons La Couronne Soulac-sur-Mer Lesparre - Medoc Montendre Pauillac Hourtin La Roche-Chalais Margaux Coutras

## THE SIX CRUS OF THE COGNAC REGION

- The Cognac production area was delineated by decree on May 1, 1909 and ratified by decree in 1938.
- In the Cognac region, there are six different growth regions, referred to as the six *crus*. However, the word *terroir* is also commonly used to describe these regions.
- This is because *terroir* actually means far more than its literal translation to land or soil, taking into account the geography and climatic conditions.

## Terroir has two main factors in Cognac:

#### 1. Geography

The soil in each terroir is unique due to features like organic matter, mineral composition, grade, and drainage, that were impacted by geological episodes. It is the earth that nourishes the vines and gives life to the grapes. Because the soils are so different, so are the grapes that grow there and therefore the wine they produce.

#### 2. Climatic Conditions

The Cognac region is commonly referred to as 'softly tempered,' with ample amounts of sunlight and sufficient rain, and an average annual temperature of 13.5°C (55°F). This microclimate, combined with the special soil, is considered ideal for high quality spirit-producing wines.

## SOIL COMPOSITION

The French geologist Henri Coquand first described the soil features of the six crus or terroirs in 1860. The Tessendier Distillery's vineyards are located in Borderies, but they work with grape growers in three other crus for the production of their wines.



#### **GRANDE CHAMPAGNE**

Clay-like, chalky, thin soils on top of soft chalk formed during the Cretaceous period. The limestone content from the surface down is said to be in excess of 60% in some places. Montmorillonite clay provides fertile soil with good structure and a high water reserve. This cru produces lighter, floral cognacs that require long aging in casks to achieve full maturity, often reaching their full potential after decades.

### **PETITE CHAMPAGNE**

It is generally regarded that the cognacs from Petite Champagne have equal potential as those from Grande Champagne but with a touch less finesse. With similar soil conditions to Grand Champagne, vine roots can penetrate more than 20 metres through the chalk, and the subsoil acts as a giant sponge through which water slowly rises during prolonged dry periods.



#### **BORDERIES**

The soil in the Borderies cru is composed of more clay and flint. These cognacs are generally nuttier and often have toffee flavors with tones of violets on the nose. They age somewhat quicker than those from the two Champagnes and can often be at their optimum quality in as little as 30-40 years.



#### **FINS BOIS**

Fins Bois effectively surrounds the Champagnes and Borderies. Most of this area is covered by clay and chalk soils (known as groies) that are similar to the Champagnes. Lying in a lower area known as the Pays Bas, north of Cognac, the soil is heavy, 60% clay, leftover from the Jurassic period. Fins Bois soil also has a high sandy content. Vines are often dispersed, mixed with other crops and surrounded by forests of pine and chestnut. Modern, high volume cognac blends often contain substantial quantities of eaude-vie from Fins Bois.



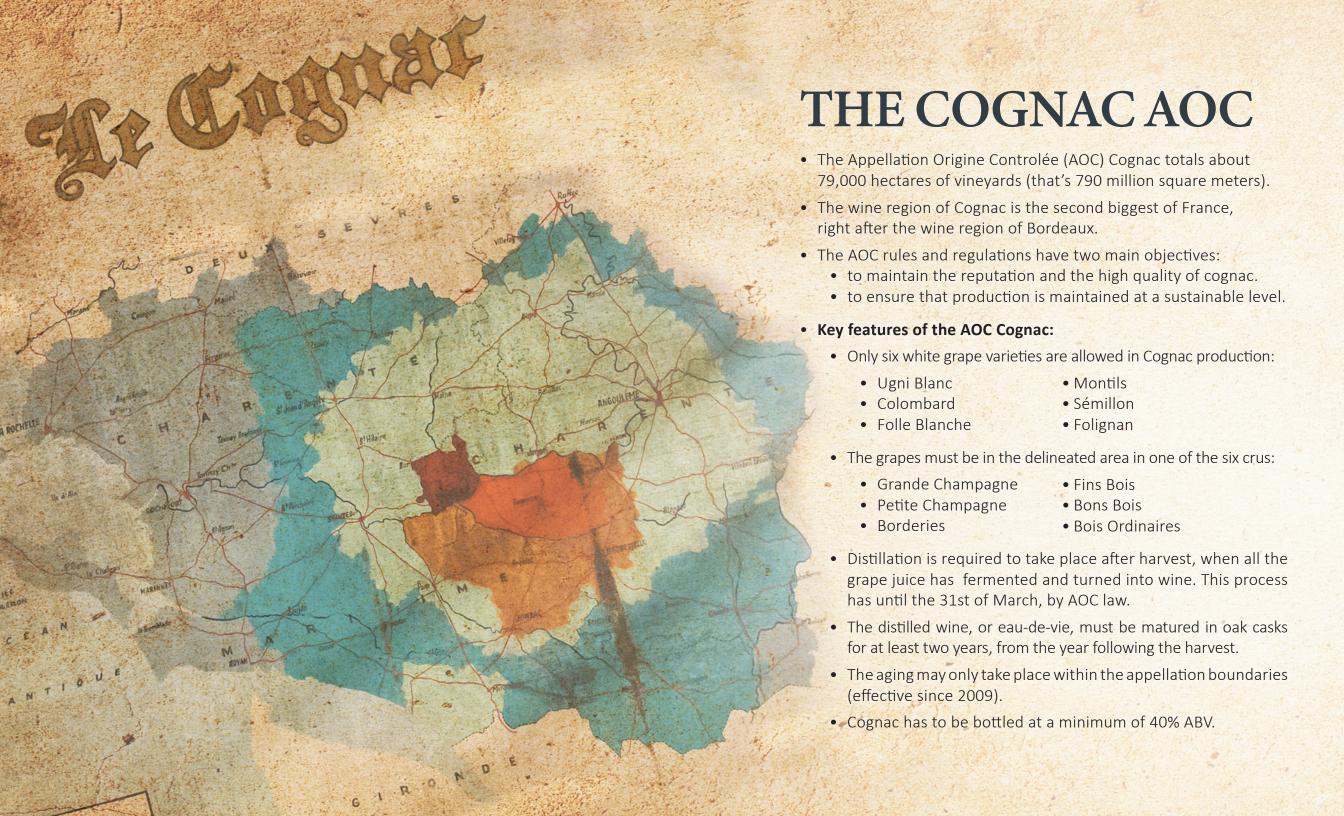
#### **BONS BOIS**

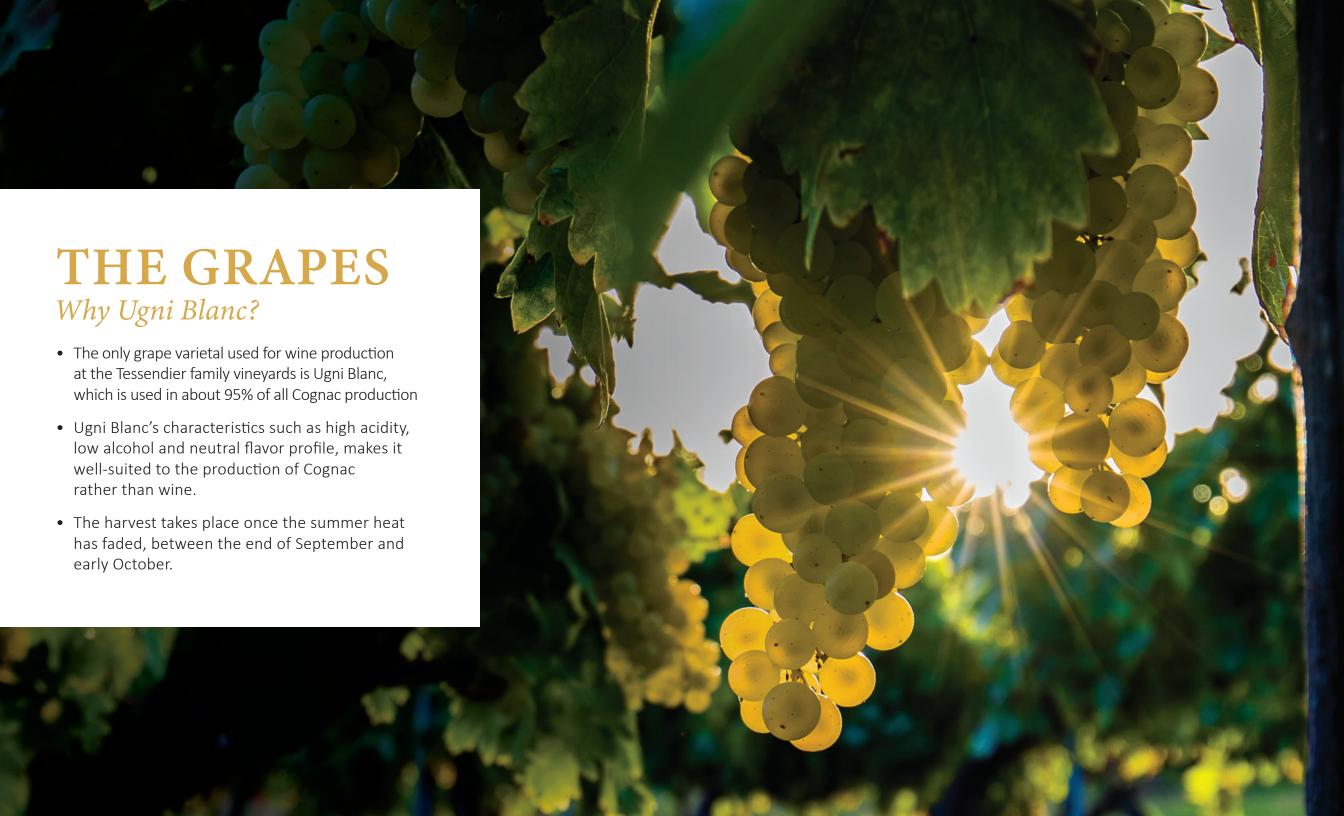
Vines are often dispersed, mixed with other crops and surrounded by forests of pine and chestnut. Like Fins Bois, the soil in Bons Bois is made up of heavy, clayey, chalky soil. The soil on the coast and in several valleys has eroded from the Massif Central and is sandy, especially in the southern vineyards. Modern cognac blends contain substantial quantities of Fins Bois and even some Bons Bois can be found in the bigger blends.



#### **BOIS ORDINAIRES**

Regarded as the lowest cru of the Cognac region. Here, the soil is almost exclusively sandy in an area that lies along the coast or on the islands of Ré and Oléron. The wine produces fast-aging eaux-de-vie with a characteristic maritime aroma and flavor profile. Much of the eaux-de-vie from these lands is used for blending in fruit liqueurs; the cognacs are unspectacular.













## THE STILLS

- Cognac Park uses the 'Charentais' distillation method, meaning that our Cognac is double-distilled in copper *stills*.
- Distillation takes place after harvest, when all the grape juice has fermented and turned into wine. This process has until March 31, by AOC law.
- The Charentais pot still ("alambic") has three main components:
  - Boiler or pot: Vessel holding the wine or brouillis;
  - Still head and swan's neck: Collect the vapors and rectify (filter) them, depending on the shape and volume of the piece (e.g. onion or olive shaped still heads);
- Cooling tank and coil: Condense the vapors and regulate the temperature of the distillate.
- The final product is separated into four parts: the head, the heart, the seconds, and the tails. Only the clear and pure liquid from the heart is used. This distilled spirit or "eau-de-vie" is ready for aging.
- This full distillation process takes 24 hours to obtain a bright, clear, liquid heart of 70% ABV: ready to be aged into cognac.
- Distillerie Tessendier & Fils owns six Charentais alembic copper stills located in the Jarnac area of the Cognac region. (1x100hl 5x25 hl)







## THE DISTILLERY

• The family's distillery is located in the small town of Jarnac, about 15 minutes from Cognac. It is the only distillery still active in the town of Jarnac.

### • First distillation = La première *chauffe*

One pot still with a capacity of 100 hectoliters is used to create the first distillation, which results in a distillate of about 30% known as the Brouillis. This first step is dedicated to the concentration of the alcohol.

#### • Second distillation = La bonne chauffe

The Tessendier brothers own five Charentais copper alambic stills, all dedicated to the second distillation, and each with a capacity of 25 hl.

- The eaux-de-vie can not exceed 72% at 20°C.
- This step is dedicated to the "triage" and the concentration of the alcohol.
- Distillerie Tessendier has been distilling eaux-de-vie for over 130 years.
- Managing distillation is a technical process that is directed by the experience and personal sense of the distiller. They must always be mindful of the following elements:
  - Intensity of the fire
  - T° of the distillate cooling
  - Speed of the different parts of the process, which will refine the aromatic and elegance of the eau-de-vie
  - At Distillerie Tessendier, we always taste during the cut, because we cannot only rely on the alcometer.



## OUR CELLARS

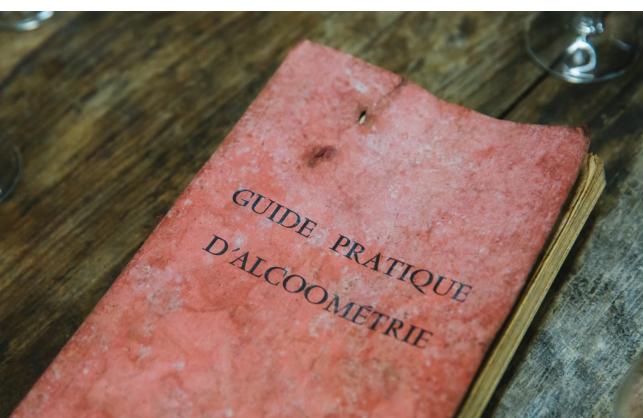
- Distillerie Tessendier owns 14 cellars, located in Jarnac and Cognac near the banks of the Charentes River
- Seven of the cellars are humid and the other half are dry cellars.
- Distillerie Tessendier boasts 20,000 French oak barrels in stock.
- The oldest, most precious Cognacs date back before WWI, and are kept in glass demijohns, deep in the family's Paradis Cellar.













## **AGING**

Historically, many English merchants helped commercialize the cognac trade and the ports on the west side of France that led into the Charente River and further into the Cognac Region. For that reason, the initials used for Cognac age classifications represent English words, rather than French. All of the Cognac Park blends are appreciably older than the minimum legal requirements.

## Guide to Age Classifications

- To be called cognac, an eau-de-vie must be aged a minimum of two years starting from the end of the distillation period, which ends March 31 each year.
- The BNIC monitors and certifies the age of cognacs using the 'Comptes' system, where a cognac's age is counted beginning on its second birthday, which is April 1.
  - Compte 00 = cognacs distilled before March 31
  - Compte 0 = occurs on April 1st, after distillation
  - Compte 1 = cognacs which have passed their second April 1
  - Compte 2 = cognacs which have passed their third April 1
  - Compte 10 = cognacs which have passed their eleventh April 1
- Very rarely do you see either age statements or vintage-dated cognacs (date of harvest), but they do exist.

## Cognac Age Classifications

#### VS

Minimum two years. Also known as Very Special.

#### V.S.O.P.

Minimum age of four years.
Also known as Very Special Old Pale or Reserve.

#### X.O.

Minimum age of ten years. Also known as Extra Old or Hors d'Age, which often unofficially indicates particularly old or premium releases.

#### Extra

Extra is recognized as a minimum of 10 years.

## Additional Aging Classifications

- 3 Etoiles: 2 years
- Reserve, Vieux, Royal: 4 years
- Napoléon, Très Vieille Réserve, Très Vieux, Heritage: 6 years
- Ancestral, Gold: 10 years
  - If used the mention of "XXO" means that the younger eau-de-vie is equal or older than 14 years old. (AOC December 2018)



## **OUR BARRELS**

- Cognac Park expressions are primarily aged in Limousin French Oak barrels
- These barrels possess a very coarse grain; which is not great for winemaking but ideal when aging Cognac
- Our skilled team of coopers hand make our barrels
- Once the oak staves are cut, the wood is dried naturally for three years by the master coopers
- Once the barrels are completed, they are filled with the eaux-de-vie and the aging process begins
- All casks are 350-400 liters each (100 gallons) with a light or medium toast, also known as 'Bousinage' resulting in complex, light and elegant flavors across the portfolio







## THE BLENDING

- The creation of Cognac most often involves a complex blending of eau-de-vie of different ages and from different 'crus' to create a harmony of flavors and aromas.
- Distillerie Tessendier boasts two Master Blenders: Jérôme and Lilian Tessendier.
- Each day at around 11am, they taste over fifty different eaux-de-vie.
- They subtly blend, step-by-step, three hundred different eaux-de-vie each year to create the Cognac Park collection.



## MASTER BLENDERS

Tessendier brothers Jérôme and Lilian have an uncanny ability to translate Cognac to the consumer of today; creating light, straightforward and unadulterated Cognacs that speak to all people at an affordable price; while still using only the finest and most complex qualities of the spirit in the process.

Together they became "the pioneers of the made-to-measure Cognac" that today is known, quite simply, as craft cognac.

The style of the house is pure and elegant with an intense focus on terroir.

Jérôme and Lilian have a total of 14 aging cellars containing around 20,000 barrels.





## COGNAC AROMA WHEEL



## COGNAC AROMA WHEEL

#### Park VS Carte Blanche

Linden blossom, apricot, banana, pear, ginger, dried fruit, pink pepper, lychee, orange zest, white flowers, menthol

#### Park VSOP

Apricot, ginger, vanilla, lychee, orange zest, jasmine, acacia

#### Park Borderies Single Vineyard

Dried fig, cinnamon, clove, coffee, cedarwood, buttercup

### Park XO Grande Champagne

Orange, banana, plum, dried apricot, caramel, mushroom, cocoa, apple, saffron, cigar box, coffee, leather, hazelnut, orange blossom, lilac, almond

### Park XO Cigar Blend

Plum, mango, chocolate, apple, saffron, clove, licorice, cigar box, cinnamon, ginger bread, hazelnut, cedarwood, cream, honey, roasted almond, nougat

#### Park Extra Grande Champagne

Mango, quince, dried fig, coconut, licorice, truffle, gingerbread, leather, candied orange, prune, cream, lilac, almond, nougat

#### Park Borderies Mizunara

Fresh apricot, fig, and plum. Soft and round with fruit and spice notes of cinnamon and clove.

### Park Organic Fins Bois

Orange, apricot, pear, ginger, vine flowers



# THE COGNAC PARK INSPIRATION

The name, Park, was embraced back in 1993, when Jérôme collaborated with a Scotsman, Dominic Park, who fell in love with the Cognac region and had a dream of creating a brand in his name. It was Park and the Tessendier brothers who developed the Cognac Park line and ultimately brought it to market. Their commitment to using only the finest and most complex of qualities of the spirit was paramount. Thus, the concept of "Craft Cognac" was born.

### ABOUT DOMINIC PARK

- Following a decade working in the London wine trade, Park decided in the early 1990's to move to France and create a new Cognac house
- Maison Cognac Park was founded to make straightforward, unadulterated cognacs presented in simple packaging. In essence, the idea was to offer an alternative to the stereotype of over caramelised brown cognacs sold in flamboyant crystal decanters or frosted glass bottles.



## COGNAC PARK MARKET POSITION



## **SMALL HOUSE COGNACS**

Maison Dudognon, Jean-luc Pasquet, Guy Pinard

- For vintage Cognac produced in tiny quantities, discover the ranges offered by Maision Dudognon, Jean-Luc Pasquet, and Guy Pinard.
- Family-owned, including vineyards, wine production, and distillation.
- Due to the small production numbers, these brands have a small distribution footprint, low marketing efforts, and may be hard to locate consistently.
- Organic farming methods, often utilizing wild yeast from grapes for fermentation.
- Legal additives such as caramel color and boisé are not used.
- Wines come from a single vineyard, meaning that each blend is "single cru."



## TRENDING BRANDS

Cognac Park, Maison Ferrand, Hine, Camus, Hardy

- Brands that are often family-owned or controlled.
- At least some wine production happens in-house, normally at a family-owned estate. To support higher volumes, wine is usually purchased from trusted vineyards.
- Employ traditional production processes, but look to innovate using interesting cask finishes, thoughtful blends, and cask strength releases, etc.
- Focus is on terroir and paying respect to the qualities of cognac that are imparted by each growing region.
- With a larger inventory of aging cognacs in their warehouses these brands can achieve production numbers that support wider distribution and increased marketing.
- Rely only on minimal amounts of caramel to adjust for color variation. The use of boisé is generally eschewed.



## THE BIG FOUR

Courvoisier, Hennessy, Martell, Remy Martin

- Huge production levels supported by worldwide distribution and massive exposure.
- Owned by major spirits conglomerates, rather than being family owned.
- Brands of this scale purchase vast seas of bulk, unaged eauxde-vie from distillers around the Cognac region, blending it to create consistent Cognac expressions.
- Caramel coloring and boisé are often used to create consistency, deeper shades of brown, and sweeter flavors for younger cognacs.
- Core expressions tend to incorporate large quantities of young cognac from the "lesser" growing areas.

## COGNAC PARK AWARDS AND ACCOLADES



Cognac Park VSOP

Wine Enthusiast, 90 points, *Best Buy,* 2017



Cognac Park
Borderies Single Vineyard

Wine Enthusiast, 98 points, *Top 100 Spirits of 2015* 



Cognac Park
XO Traditional Reserve

Wine Enthusiast, 96 points, 2020



Cognac Park
XO Cigar Blend
Vielle Fine Champagne

Gold Medal San Francisco World Spirits Competition, 2017

Wine Enthusiast, 90 points, *Very Strong Recommendation*, 2017



Cognac Park
Borderies Mizunara

Wine Enthusiast, 93 points, *Top 100 Spirits of 2019* 



Cognac Park
Extra Grande Champagne

Wine Enthusiast, 93 points, 2019

## **SIDECAR**

## The Definitive Cognac Cocktail

The Sidecar is one of the oldest and most revered cocktails. The first recipes for the Sidecar appeared in 1922, in Harry MacElhone's *Harry's ABC of Mixing Cocktails* and Robert Vermeire's *Cocktails and How to Mix Them.* It is one of six basic drinks listed in David A. Embury's *The Fine Art of Mixing Drinks* (1948).

## Recipe

2.0 oz. Cognac Park VS Carte Blanche

.75 oz. Giffard Curação Triple Sec

.75 oz. Fresh-squeezed lemon juice

#### Method

Combine ingredients in a cocktail shaker with ice.

Shake vigorously and fine strain into a chilled coupe glass.

Garnish with a lemon peel.

Adding sugar to a portion of the rim is optional.



## **ROUTE TO MARKET**

COGNAC PARK VS

### Volume Driver in Cocktails

Fresh, young, and light in tannin, Cognac Park Carte Blanche is well-positioned for use in cocktails. Crafted by a respected, generational Cognac house that agonizes over creating the perfect blends of eaux-de-vie from the top crus.

COGNAC PARK BORDERIES

Single Vineyard

&

COGNAC PARK BORDERIES Mizunara Cask Finish

## Unique Offerings for Retail Placement

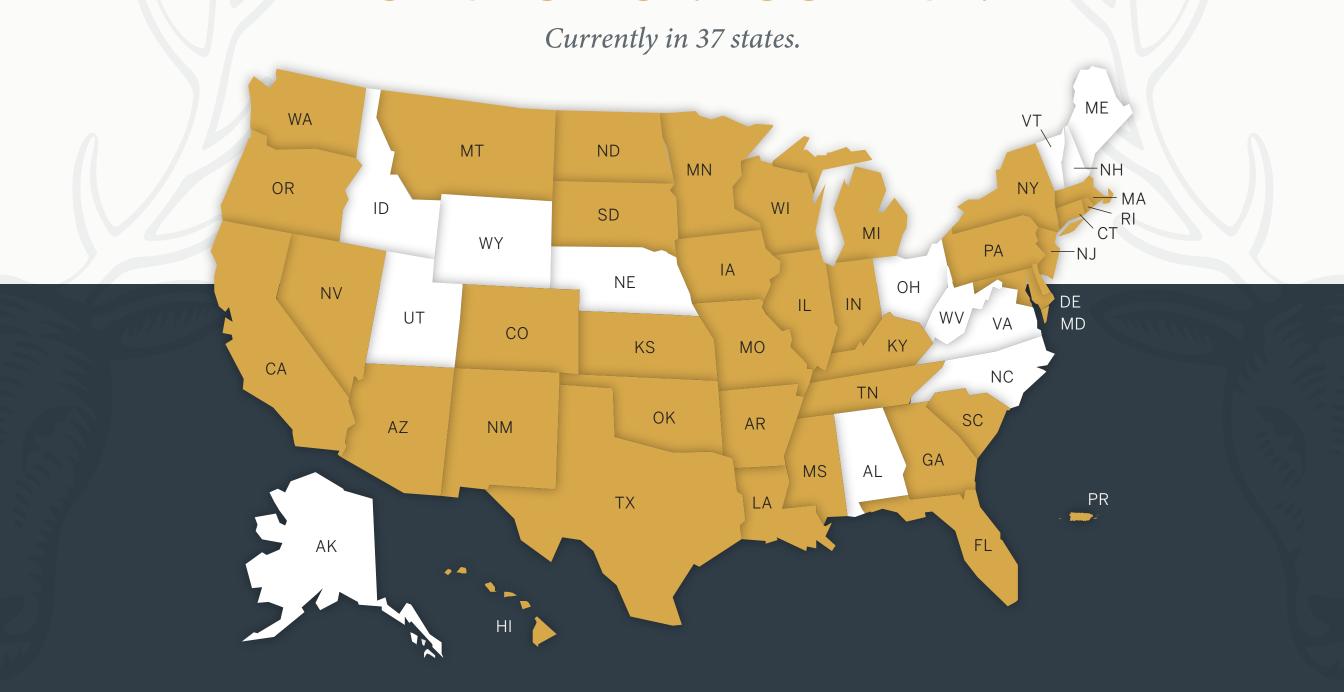
These two bottlings are made produced 100% (from vine to bottle) by the Tessendier family. There are very few cognacs on the market produced 100% from the Borderies, the most exclusive cru in Cognac with the smallest land area.

COGNAC PARK
Park Pineau des Charentes

## Do You Pineau?!

Many bar programs lack a solid Pineau des Charentes, yet it's a cocktail modifier that every bar should have on hand. Park Pineau des Charentes works like a fortified wine in cocktail application.

## **DISTRIBUTION FOOTPRINT**



## PARK PINEAU DES CHARENTES

## About the Product

Park Pineau is a blend of juice from grapes grown in the Cognac region and the cognac brandy itself. The result is a delicate, floral French aperitif that drinks like slightly sweet white wine. Best served chilled or used like vermouth in cocktails.

## Technical Details

- Age: 2 and 4 years
- Blend: Montils (50%), Colombard (30%), and Ugni Blanc (20%)
- Barrels: Light toast
- Aging: Rests in stainless steel vats for 6 months, then is racked to be aged a minimum of 18 months including 12 months in oak barrels. Pineau Park is aged between 2 and 4 years.
- 17% ABV
- Tasting Notes: Particularly delicate and floral, attractive to the nose and pleasant on the palate. Its fresh and juicy character is reinforced by the vigor of the young eau-de-vie.
- French aperitif style; store in the refrigerator
- Enjoy within 30 days for best quality





## COGNAC PARK VS CARTE BLANCHE

## About the Product

The light, vibrant character of Petite Champagne predominates this blend. Fresh, young, and soft in tannin, Cognac Park VS Carte Blanche is ideal for use in cocktails. To create this Cognac we blend eaux-de-vie from two regions - Fins Bois and Petite Champagne - and age a minimum of three years in lightly toasted barrels, with most of the blend spending closer to six years in barrel.

## Why Carte Blanche?

"Our goal was to create an energetic Cognac that grants bartenders creative freedom to use it as they wish in a cocktail, in a way that suits their personal style."

- Jérôme Tessendier

## Technical Details

- Age: Minimum 3 years, but normally closer to 6
- Blend: Fins Bois (50%) & Petite Champagne (50%)
- Barrels: Light toast
- Six months in new oak, then transferred to used casks
- 40% ABV
- 750 ml
- Tasting notes: Menthol, linden blossom, apricot, banana, pear, ginger, dried fruits, pepper (pink), lychee, orange zest, and white flowers



## COGNAC PARK FINS BOIS ORGANIC

## *About the Product*

Cognac Park emphasizes its commitment to a responsible environmental approach by crafting a cognac made with organic grapes grown in the clay-limestone soil above the Charente Valley in the Fins Bois cru. No caramel or sugar are added to this blend.

## Technical Details

• Age: Minimum 3 years

• Blend: 100% Fins Bois

• Certified USDA Organic and Bio

• Barrels: Light toast

• Aging: Six months in new oak then transferred to used casks.

40% ABV

• Tasting Notes: Vine flowers, orange, apricot, pear, and ginger



# COGNAC PARK BORDERIES Mizunara

## About the Product

Mizunara is a rare variety of oak from Japan used to create barrels mostly used for aging Japanese whiskies. We apply a six month cask finish to a blend of single cru cognac from the Tessendier family estate in the esteemed Borderies growing region.

## Technical Details

• Age: Minimum 4 years

• Blend: 100% Borderies

• Barrels: Light toast and light char

• Aging: Four years in used French oak, then transferred to new Japanese casks made from Mizunara wood for nine months.

• 43.5% ABY

• Tasting Notes: Fresh apricot, fig and plum. Soft and round with fruit and spice notes of cinnamon and clove.





# COGNAC PARK BORDERIES Single Vineyard

## About the Product

One of the few cognacs available made exclusively from grapes grown in the Borderies, the smallest of the six Cognac growing regions, each step of production for this exceptional, nuanced cognac is performed by Distillerie Tessendier at their estate.

## Technical Details

- Age: Between 10-15 years
- The Borderies is the smallest and most exclusive of the six appellations.
- Park is the only Cognac brand that offers a 100% Borderies expression.
- Blend: 100% Borderies
- Barrels: Light toast
- Aging: Ten months in new oak then transferred to used casks.
- 40% ABV
- Tasting Notes: dried fig, cinnamon, clove, coffee, cedarwood, buttercup with subtle floral notes







## COGNAC PARK COGNAC PARK EXTRA

## About the Product

The pinnacle of the Cognac Park range, this cognac is a blend of the best eaux-de-vie of the Grande Champagne, the premier growing region in Cognac, all aged at least 40 years in the Tessendier family cellar on the serene banks of the River Charente.

## Technical Details

- Age: Minimum 40 years old
- Blend: 100% Grande Champagne
- Barrels: Light toast
- Aging: Park Extra is aged in oak barrels with a capacity of 350 liters. After twelve months in new barrels, the cognac is transferred to used casks, mainly from the Limousin forest.
- 40% ABV
- Tasting Notes: Quince, coconut, licorice, truffle, leather, candied orange, and nougat. Mellow and finessed on the palate, with great length.



COGNAC PARK
FULL RANGE





COGNAC PARK VSOP Very Superier Old Pale Cegnae Gak is a small







## COGNAC PARK FULL RANGE



Park Borderies Mizunara



Park Extra Grande Champagne



Park Pineau des Charentes



Park Fins Bois Organic

## COGNAC PARK FULL RANGE





For more information please contact:

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