



EST<sup>d</sup> 1862

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**MEUKOW**  
Cognac

*Strength, elegance, suppleness...*





# STORY & KNOW-HOW THE MEUKOW HERITAGE



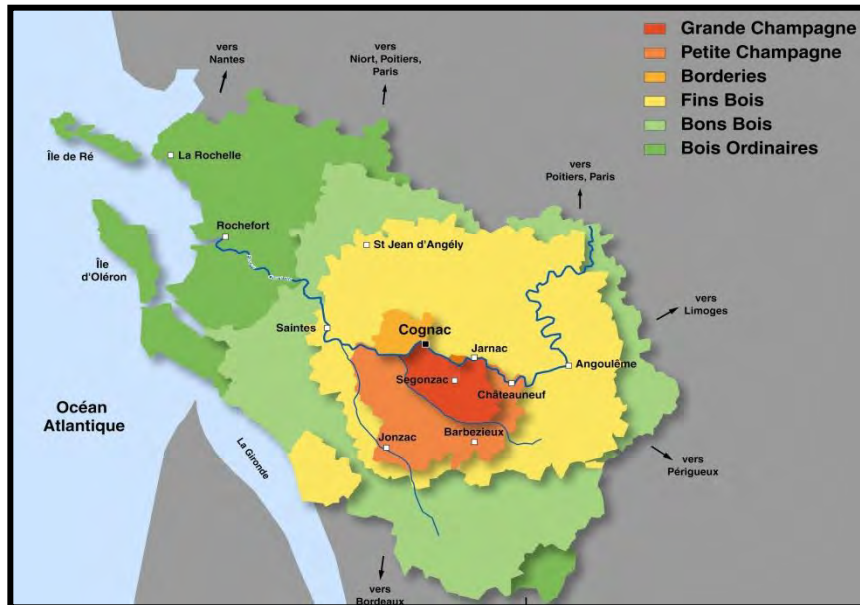
*Auguste-Christophe & Gustave MEUKOW*



- Russian origins
- Meukow dates back to 1862
- Strong image of selection, high quality and pleasure
- Since 1995, Meukow uses the Panther as icon:  
“Strength, elegance, confidence and suppleness”



# STORY & KNOW-HOW THE MEUKOW SELECTION

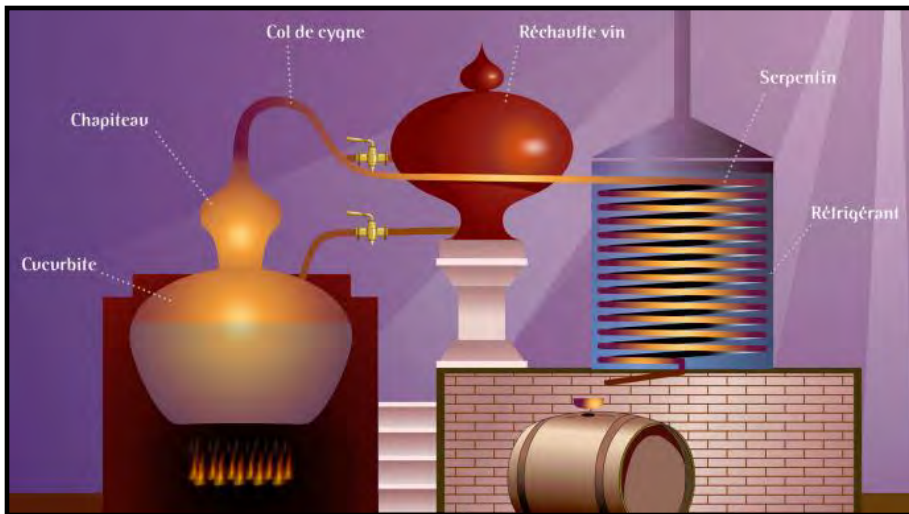


We use the 5 main “Crus” from the Cognac delimited area:

- **Grande Champagne:**  
mostly floral (grape-vine flower, lime blossom, dry wood)
- **Petite Champagne:**  
floral (grape-vine flower) and fruity
- **Borderies:**  
mostly floral (violet, iris)
- **Fins Bois:**  
mostly fruity (crushed grapes), lightly floral (grape-vine flower)
- **Bons Bois:**  
fruity (crushed grapes)



# STORY & KNOW-HOW THE MEUKOW DISTILLATION



- Ugni blanc grapes
- Double distillation process in “Charentais” pot still
- To develop deeper aromas, roundness and richness (“the fur of the Panther”)



# STORY & KNOW-HOW

## THE MEUKOW AGEING



- Traditional, in oak wood barrels, well controlled by our Cellar Master
- Mixed use of new and old barrels
- Looking for equilibrium between wood tannins and cognac aromas



# STORY & KNOW-HOW THE MEUKOW BLENDING

- Acquisition of the style and harmony of our range
- Meukow cognacs are elaborated by our Cellar Master, who respects the know-how and the tradition
- Superior quality: we incorporate older Cognacs in all our blends
- Capacity to reproduce with consistency this high quality level



## → Awarded cognacs





# STORY & KNOW-HOW THE MEUKOW PACKAGING

- Panther icon created in 90's: strength, suppleness and elegance
- Gold Pack in 2005 by the Design and Packaging National Institute
  - “The force and suppleness highlights the indomitable appearance of the product (panther) and the luxury traditionally associated with the Cognac”
  - “Sophisticated and modern bottle”
  - Target: younger generations (*consumption untraditional*), as well as many women (*suppleness*) and men (*force*)
  - Packaging:
    - Wish to consume (39%)
    - Wish to offer as a present (42%)
    - Give confidence (32%)

PACK  
d'OR  
2003 - 2005





# STORY & KNOW-HOW THE MEUKOW INNOVATION

- 2 liqueurs: Meukow Vanilla and Meukow Xpresso
  - Unique: blend of Meukow Cognac and natural aromas
  - Softness: low alcohol degree
  - Mixology:



## *Meukow Pleasure*

*Meukow VS, Meukow Xpresso,  
Meukow Vanilla, double cream,  
caramel syrup, chocolate biscuit straw*





MEUKOW  
Cognac



# MEUKOW TASTING

## MEUKOW VS



« *Elegant and powerful* »

*A.C. Meukow*

- **Appearance:** Old gold, brilliant with copper tints
- **Head:** High percentage of “Fins Bois” brings fruity notes
- **Heart:** The ageing in small oak barrels develops woody notes
- **Background:** Liquorice notes and nutmeg



**BEST VS COGNAC**  
**and Double Gold Medal**  
at the San Francisco World Spirits  
Competition in 2015



# MEUKOW TASTING

## MEUKOW 90



« Cordial and powerful »

A.C. Meukow

- **Appearance:** Old gold, brilliant with copper tints
- **Head:** Full aroma with dried fruits notes
- **Heart:** Spiced, with generous woody notes typical of small oak barrels ageing
- **Background:** A beautiful and powerful aromatic persistency and a long smoothness notes with liquorice and nutmeg aromas



# MEUKOW TASTING

## MEUKOW VSOP SUPERIOR



« Superior » means that the cognac has a minimum age of 5 years old

- **Appearance:** Beautiful clear amber-yellow colour with gold tints
- **Head:** Fruity with raisins, candied orange, and white peach
- **Heart:** Walnut notes and hazelnut aromas with vanilla
- **Background:** Harmonious and mellow-tannins with light spicy nuances



Double Gold Medal  
at the San Francisco World  
Spirits Competition in 2015



Gold Medal  
at the Cognac  
Masters, The  
Spirits Business  
in London in 2011



Silver Medal  
at the Winevents  
Hong Kong  
in 2011



Gold Medal & Cognac Trophy  
at the International Wine &  
Spirit Competition (IWSC) in  
England in 2004

« Smooth and mellow »

A.C. Meukow



# MEUKOW TASTING MEUKOW ICONE



« The celebration of  
the 150<sup>th</sup> anniversary »

*A.C. Meukow*

- **Appearance:** Old gold, bright, some reflections of amber
- **Head:** Elegant aromas, with dried and candied fruits as hazelnut and orange peel, enhanced with woody notes
- **Heart:** Smooth taste, well balanced with ginger and typical woody notes of small oak barrel ageing
- **Background:** an aftertaste of chocolate and liquorice



Silver Medal  
at the  
Winevents  
Hong Kong  
in 2014



Gold Medal  
at the Cognac  
Masters, The  
Spirits Business in  
London in 2013



Limited edition for  
the 150<sup>th</sup> Meukow  
anniversary



Silver Medal  
at the Winevents  
Hong Kong  
in 2012



# MEUKOW TASTING

## MEUKOW XO



- **Appearance:** Fiery and mahogany colour with perfect clarity and very attractive texture
- **Head:** Floral with jasmine and iris. Fruity with prune and peach
- **Heart:** Chocolate and vanilla flavours and candied fruits fragrances
- **Background:** Nutmeg and spices. Warm cigar box.

« Ardent and delicate »

*A.C. Meukow*



**Gold Medal,**  
at the Cognac  
Masters, The  
Spirits Business in  
London in 2013



**Silver Medal**  
at the Winevents Hong Kong  
in 2011



**Silver Medal**  
at the Vinalies Paris  
in France in 2005



# MEUKOW TASTING

## MEUKOW XO GRANDE CHAMPAGNE



« Light and elegant »

*A.C. Meukow*

- **Appearance:** An amber hue with golden and bright tints
- **Head:** Vanilla, cacao and candied fruits aromas (pear, orange, and apricot notes)
- **Heart:** Leather, tobacco and liquorice notes typical of ageing in small oak wood casks



**Gold Medal**  
at the Cognac Masters,  
The Spirits Business in  
London in 2011



**Gold Medal**  
at the Vinalies Paris  
in France in 2007



**Silver Medal**  
at the International Wine  
& Spirit Competition  
(IWSC) in England in 2007



# MEUKOW TASTING

## MEUKOW EXTRA



- **Appearance:** Beautiful mahogany very clear colour, brilliant with gold tints
- **Head:** Fruity with candied fruits and vanilla aromas
- **Heart:** Strong leather notes, dark chocolate and walnut
- **Background:** Truffle and harmonious tannins

« Sensual and complex »

*A.C. Meukow*



# MEUKOW TASTING

## MEUKOW RARISSIME



*A.C. Meukow*

- **Appearance:** Deep dark amber yellow colour, brilliant with copper tints
- The rancio and the unsurpassable aromatic persistency express all the typical characteristics of a very long ageing in the dark and humid Paradis cellar.

« *Natural and rare* »



# MEUKOW TASTING

## MEUKOW ESPRIT DE FAMILLE



- **Origin:** Fine champagne
- **Appearance:** Depth amber hue with golden and bright tints
- **Head:** A powerful and complex nose and its rancio is typical of very old cognacs
- **Heart:** Leather, walnut, prune, coffee, green pepper and orange zest aromas
- **Background:** A well balanced cognac evolving to fresh aromas, liquorice and mint

« Symbol of our heritage »

A.C. Meukow



Bronze Medal  
at the Winevents Hong Kong  
in 2011



# MEUKOW TASTING

## MEUKOW NEC PLUS ULTRA



« Sublime and legendary »

A.C. Meukow

- **Appearance:** A deep amber-yellow colour, brilliant with gold tints
- **Head:** White flowers and orange zest vegetal notes
- **Heart:** The rancio develops leather and walnut aromas
- **Background:** Aromas evolve in finale to cigar box's flowers and cedar, pepper and liquorice.
  
- NPU is produced mostly with Grande Champagne which brings a powerful, delicate and very elegant smell. It is very deep in structure, fresh and light together. Its aromatic persistency is remarkable.



# MEUKOW TASTING

## MEUKOW XPRESSO



« Daring and gourmet »

A.C. Meukow

- **Appearance:** A beautiful deep dark colour with ebony tints
- **Head:** A complex nose with roasted coffee, toasted oak, dark chocolate and bitter orange
- **Heart:** Smooth and abundant with spicy notes and chocolate flavours
- **Background:** Aromas evolve in finale to orange and coffee



# MEUKOW TASTING MEUKOW VANILLA



« Smooth and silky »

*A.C. Meukow*

- **Appearance:** Beautiful glistening robe, golden yellow with glittering tints
- **Head:** Narcissus and liquorice aromas
- **Heart:** Powerful silky vanilla. An unctuous mouth which reminds dry and candied fruits.
- **Background:** caramel, almond and cinnamon sensations



**Superior Taste Award  
2 stars**  
by the International Taste &  
Quality Institute  
in Brussels in 2008



**Gold Medal**  
by the Beverage Testing Institute  
of Chicago – 94 points (Grade  
«Exceptional »)  
in 2004



**Brand of the Year**  
by Drinks International  
Magazine  
in 2003



# THANK YOU !



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