LE PORTIER

COGNAC

2026 BRAND DECK

LE PORTIER
Cognac

Cognac was born in France but made legend in America. Le Portier is a modern expression of that legacy: a premium French cognac crafted to meet today's consumer.

Le Portier was created through a meeting of minds between Jay Bradley (Founder and Master Blender of Craft Irish Whiskey) and Pro Football Hall of Famer Shannon Sharpe, whose influence extends far beyond the field, bringing a powerful connection to culture and a loyal audience that follows him everywhere.

Together, they set out to create a cognac that respects tradition while confidently pushing the category forward: impeccably crafted, effortlessly smooth, and made for the modern cognac drinker.

Meaning "Gatekeeper" in French, Le Portier represents strength, resilience, and elevated taste, qualities that define both the brand's ethos and its community. It is also the French rendering of "Porter," a tribute to Mary Porter, the woman who helped lay the foundation for Shannon's success.

Timeless Collection

SHAY VSOP

Le Portier Shay is a sophisticated spirit and a modern expression of an ancient craft; a world-class blend of Grande Champagne, Petite Champagne and Fin Bois, aged for more than four years in French Oak Barrels.

TASTING NOTES:

Richly evocative layers of flavor and aroma travel from a delicate nose of caramelized apple and butterscotch, to a palate of dried fruits, spice and the sweet smokiness of s'mores with marshmallows toasted on the campfire.

VOLUME:	SRP:
750 ML	$98.99
375 ML	$59.99

CATEGORY:

Cognac VSOP

ORIGIN:

Cognac, France

CASK STRENGTH:

40% ABV

LE PORTIER
COGNAC
Shay
V•S•O•P•

Shay

LE PORTIER
COGNAC
Shay

LE PORTIER
COGNAC
Shay
V•S•O•P•

the

Collectors Edition

Encased in a sleek box, the Collector's Edition features a limited-release semi-precious black obsidian closure, with each 25,000-bottle run monogrammed in a different silver letter spelling **LE PORTIER.**

the

Hall of Fame Edition

A limited release honoring Sterling Sharpe's induction and the unbreakable bond that marks the first brothers ever in the Hall of Fame

AWARDS & RECOGNITION

Designed by Tiago Russo, one of the world's most awarded luxury product designers, recognized extensively by the A' Design Awards, Shay VSOP delivers excellence in both liquid and presentation.

Celebrated in major international spirits competitions for its smoothness and XO-like complexity, Shay has earned Platinum – Best in Class at the SIP Awards and Gold from The Spirits Business, placing it among the very best in its category.

Awards

SHAY VSOP

The SB Global Cognac Masters 2025

Gold Award

French Design Awards 2024

Gold Award
Packaging Design - Spirits

European Spirits Challenge 2024

Gold Medal

SIP Awards 2022

Platinum Awards
Cognac VSOP

The SB Spring Blind Tasting 2025

Gold Award
Cognac category

iLuxury Awards 2023

Winner
Luxury Packaging Design - Spirits

San Francisco Tasting Awards 2022

Gold Medal

The Spirits Business Cognac 2022

Gold Award
Cognac

The Spirits Design Masters 2021

Gold
Design & Packaging

IWSC Tasting Awards 2022

Silver Award
Cask Finish Category

Bartenders Brand Awards 2024

Silver Award
Cognac VSOP

International Spirits Challenge 2022

Silver Award
VSOP or equivalent

MUSE Design Award 2023

Silver
Packaging Design - Spirits

Harpers Design Awards 2022

Silver
Product Design

Bartenders Brand Awards 2024

Value Award
Cognac VSOP

The Spirits Business Cognac Masters 2024

Silver Awards
VSOP - Ultra Premium (£71+)

A' Design Awards 2023

Silver Award
Packaging Design

NYSC Awards 2022

Silver Award (93/100pt)
Cognac VSOP

USA Spirits Ratings 2024

Silver Award
Cognac

International Spirits Challenge 2024

Silver Award

the

SHANNON FACTOR

With Shannon Sharpe's dynamic involvement, Le Portier gains a significant competitive advantage, drawing upon his extensive and engaged following across multiple digital platforms.

Sharpe's transition from Pro Football fame to a celebrated media presence offers Le Portier a compelling, authentic narrative that resonates across a broad audience spectrum. Beyond mere celebrity endorsement, his programming provides a direct, influential conduit to the market, enriched by a diverse, loyal fan base.

The impact of his influence is evident in the significant metrics from the 'Club Shay Shay' and 'Nightcap' podcasts.

SOCIAL MEDIA AUDIENCE METRICS:

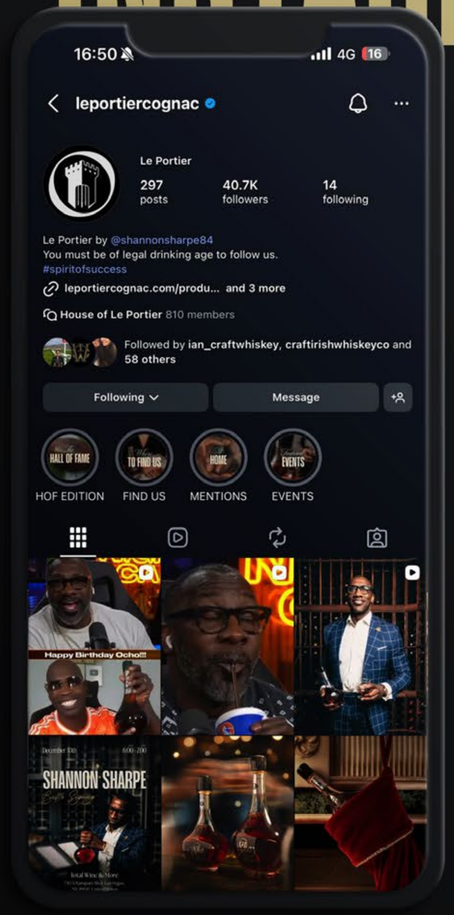
YOUTUBE
76 MILLION
monthly views

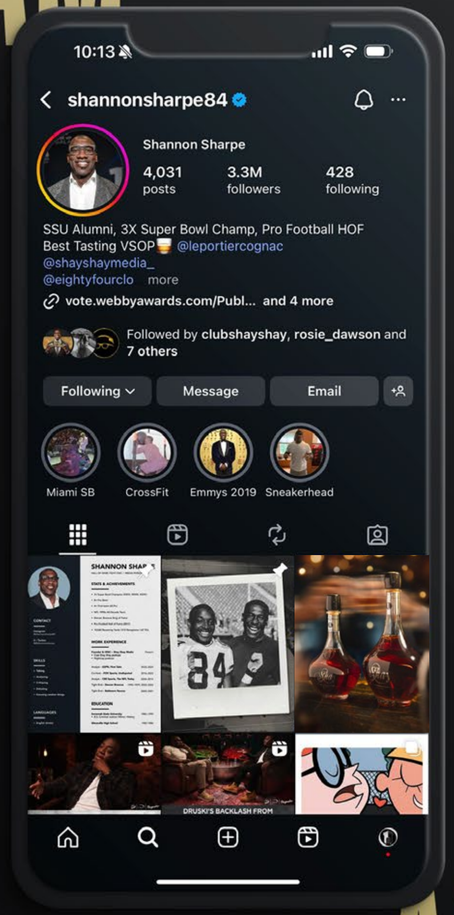
SOCIAL MEDIA
190 MILLION
monthly views

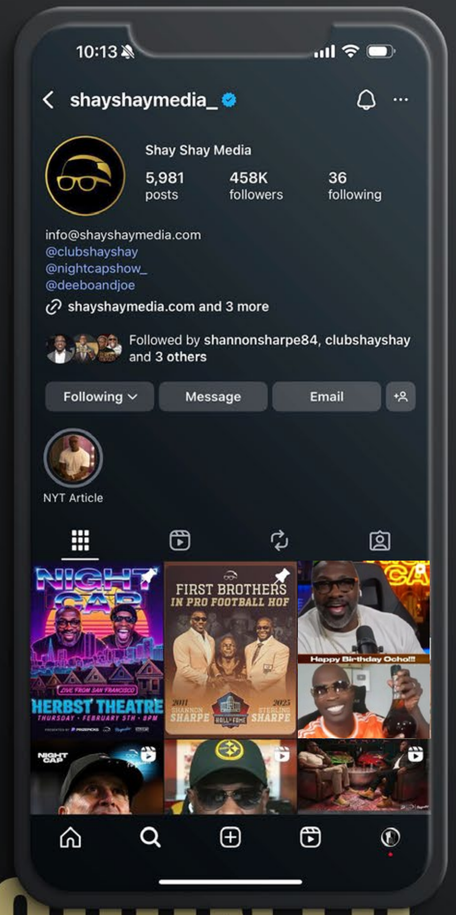
PODCASTS
4.5 MILLION
monthly downloads

AS SEEN ON | Club Shay Shay · NIGHTCAP WITH UNC AND OCHO

INSTAGRAM







ACCOUNTS

BRAND VISIBILITY

Katt Williams

Club Shay Shay

Shannon 'The Mixologist'

Live On Undisputed

On-Air Pour

Nightcap Podcast

Ocho's First Sip

Nightcap Podcast

ACROSS PLATFORMS

AS MENTIONED IN

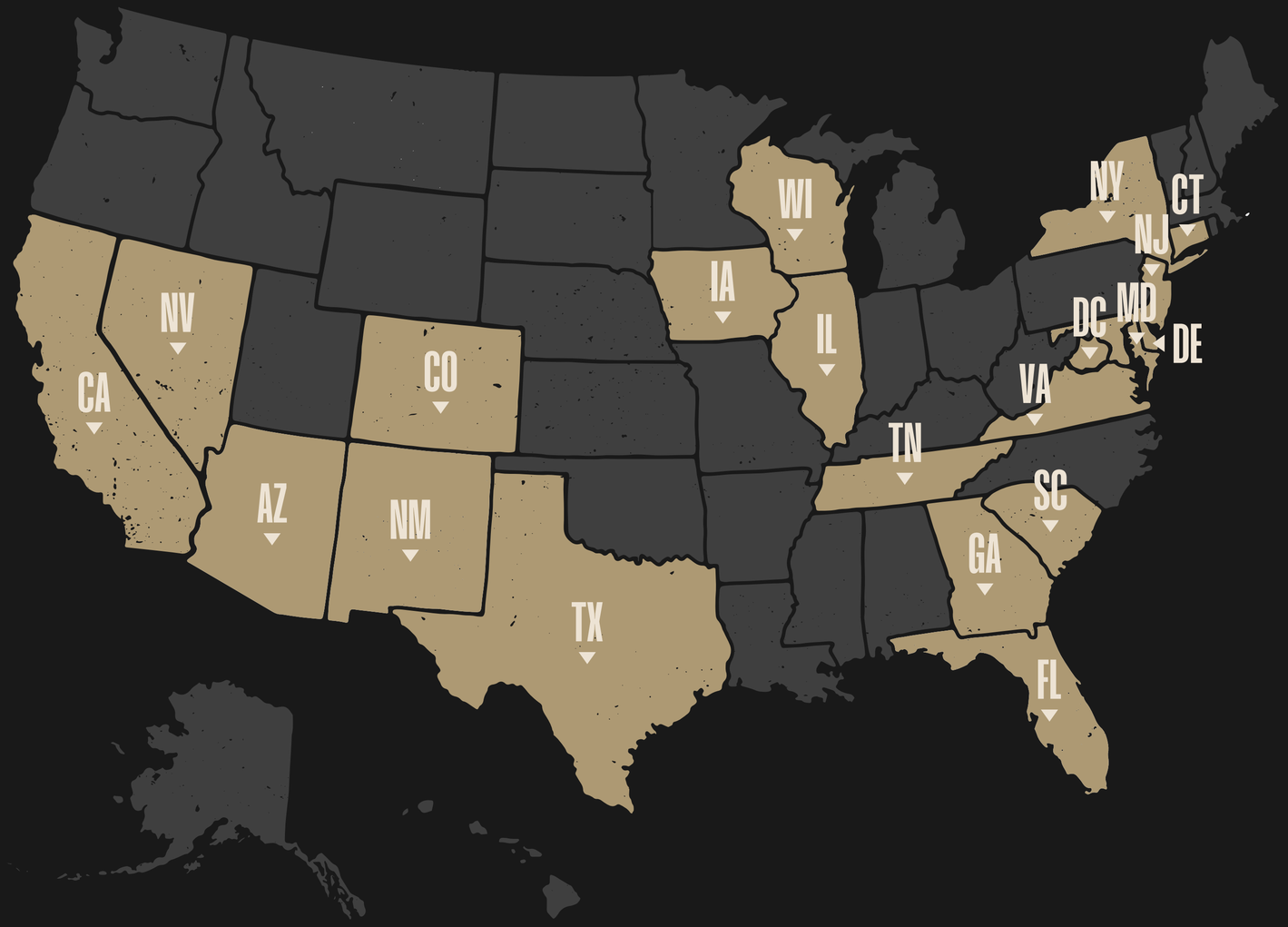
Forbes

Shannon Sharpe: Legacy, Family And His Passion For Le Portier

THE SPIRITS BUSINESS

The Spirits Business
Spring Blind Tasting 2025 results

The Spirits Business
The Cognac Masters 2025 results



CURRENT US DISTRIBUTION

Distribution across 19 states

D2C available nationwide excluding SD and UT

Key Accounts:

Total Wine & More

LANDRY'S DINING · HOSPITALITY · ENTERTAINMENT · GAMING

GOLDEN NUGGET

SPEC'S WINES · SPIRITS · FINER FOODS

BevMo!

Wynn LAS VEGAS

PROGRAMMING & DISTRIBUTION SUPPORT

PROGRAMMING OPPORTUNITIES

We offer consumer-facing experiences with Shannon, such as Meet & Greets, Happy Hours and Bottle Signings, designed to drive traffic to specific locations.

What's Included to Drive Success:

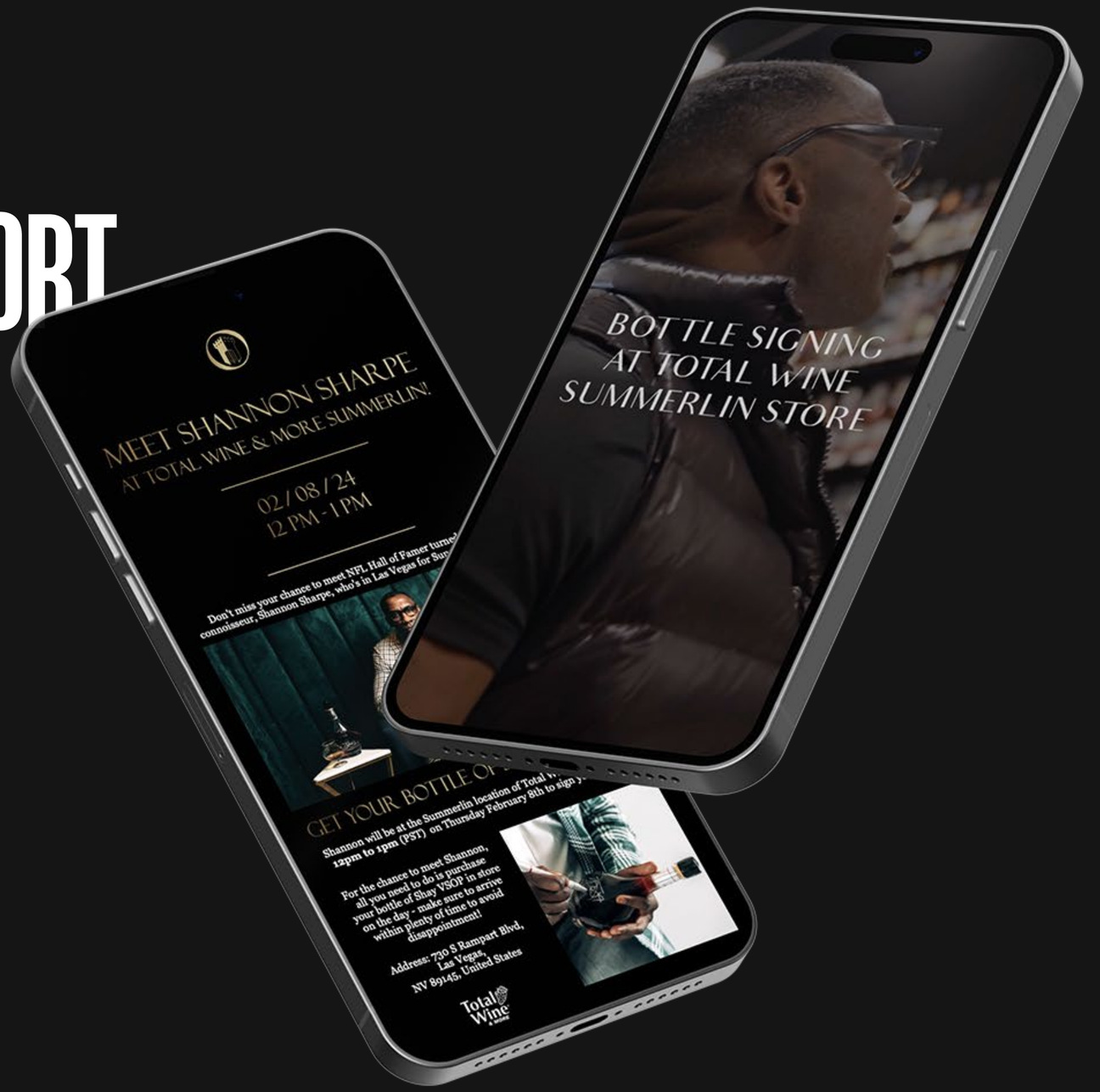
- Social Amplification – Grid posts, stories, and countdown content shared via Shannon & Le Portier channels to drive turnout
- Email Outreach – Deployment to a database of 100k+ consumers to drive awareness and turnout
- In-market POS Support – Create event posters, shelf talkers, stand-up cutouts and retail collateral

DISTRIBUTION SUPPORT - INCENTIVES & MARKETING

- Trade Engagement – Distributor kick-off/GSM with Shannon (in-person or virtual) + incentive programming (signed memorabilia & experiential opportunities)
- Sampling – Ample stock to support new market launches
- Field Support - Dedicated boots on the ground to support distribution efforts, drive listings and sell-through
- Social – Social support across Shannon & Le Portier channels, state launch announcements, activation promotions, cocktail listings
- Email & Digital – Email marketing to 100k+ consumer database + "Where to Find Us" location visibility and traffic push
- POS Support – Premium display POS for Off-Premise, recipe menus and cocktail support for On-Premise, and graphic design support to all markets
- Retail Partnerships – National Total Wine & More partnership + targeted On/Off Premise placements

Le Portier's 2025 recap video

OFF PREMISE MARKETING SUPPORT



Total Wine Summerlin Launch, Las Vegas

Instagram reel promotion (far right) in collaboration with Shannon's personal account and Total Wine's account to promote the bottle signing at their Summerlin store.

Instagram stories posted from Le Portier's account every day in the lead up to the event for anyone who missed the initial reel.

Email blast to our database of 100k + people across the US to promote the event, sent a week in advance (see example to the right).

OFF PREMISE MARKETING ASSETS

Bottle Signing Poster

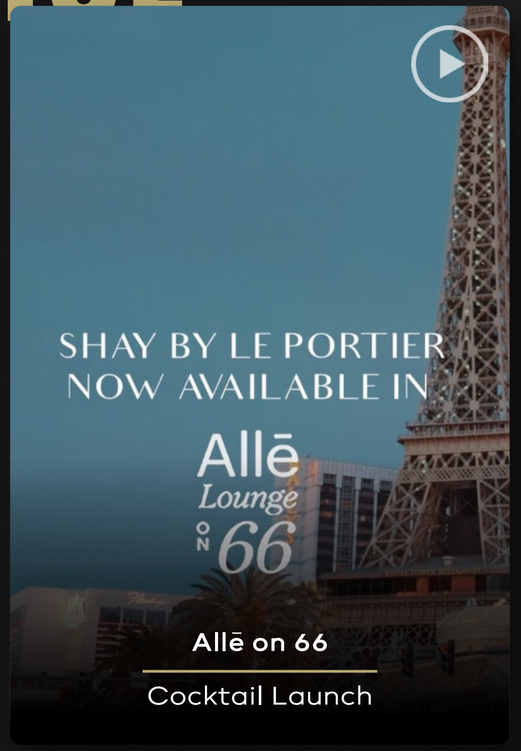
Shelf Talker & Billboard, Las Vegas Super Bowl LVIII

Cardboard Cutouts

ON PREMISE

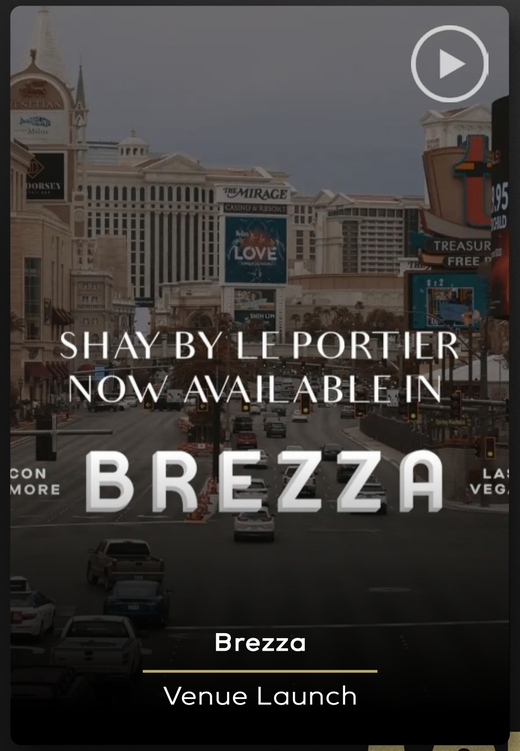
Eight Cigar Lounge

Cigar Activation



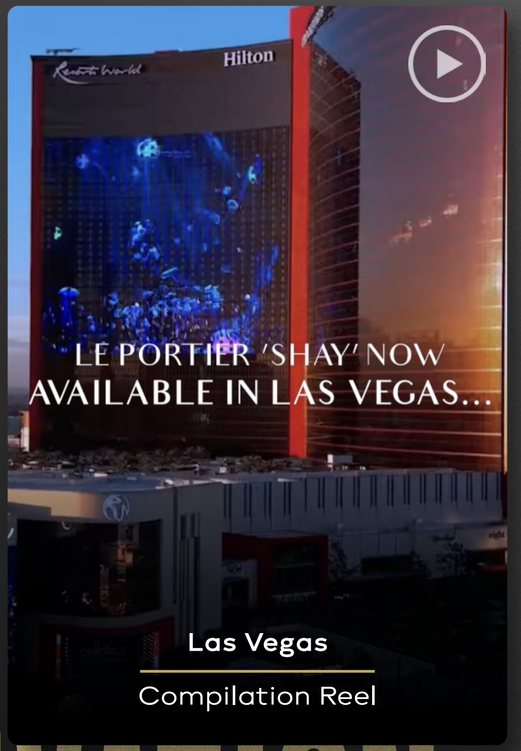
Allē on 66

Cocktail Launch



Brezza

Venue Launch

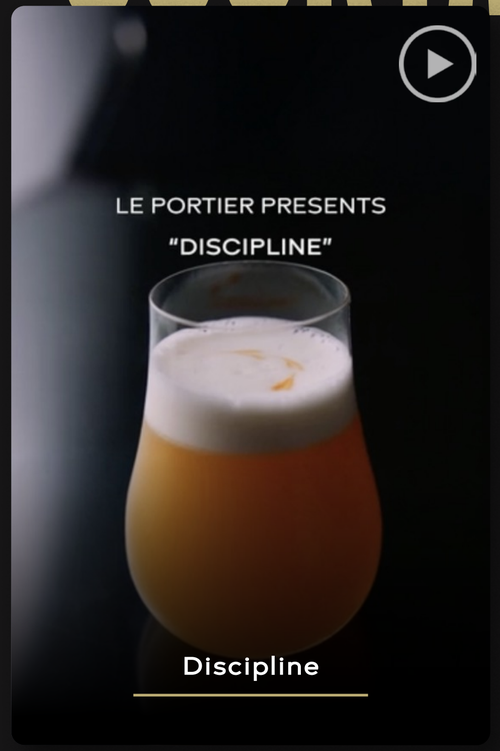


Las Vegas

Compilation Reel

ACTIVATION

COCKTAIL RECIPES



Discipline

Determination

Dedication

Halloween

Cocktail recipes created in-house **with Shannon**,
recipes and special menu creation available for On Premise

2025 Sales Snapshot

PERFORMANCE & LOYALTY SIGNALS

MARKET INSIGHTS

- Total Distribution: **14,247 cases**
- **41%** of total distribution across 3 states: **GA, TX, VA**
- No. of bottle signings & bottles sold: **31 signings, 3,890 sold**
- Consistent reorders across all markets demonstrates reliable wholesale performance.
- Strong D2C demand in key and target states, signalling clear opportunities for future expansion.
- Total D2C: **5,249 cases**

D2C TOP CITIES & STATES (SHOPIFY DATA)

TOP CITIES

01. Chicago
02. Atlanta
03. Charlotte *
04. Houston
05. New York
06. St. Louis
07. Jacksonville
08. Dallas
09. Columbus *
10. Birmingham

TOP STATES

01. Texas
02. North Carolina *
03. Georgia
04. Florida
05. Illinois
06. St. Louis
07. California
08. Virginia
09. Massachusets *
10. Pennsylvania *

**Top D2C markets strongly align with our 2026 distribution priorities.*

32% Returning Customer Rate (2025)

Indicates strong brand affinity and repeat purchase behaviour, supporting long-term brand equity and wholesale velocity.

2025 sales reflect a focused distribution footprint with consistent reordering behaviour.

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MOMENTUM ENTERING

EARLY-YEAR PERFORMANCE (JANUARY ORDERS)

Early January orders demonstrate continued demand and post-holiday restocking momentum.

January orders confirm post-holiday momentum (cases):

FL (105)	TN (72)	SC (36)	D2C (75)
NJ (100)	TX (49)	WI (12)	IL (24)
GA (154)	VA (72)	DE (6)	

Key Takeaway: Strong early-year orders confirm sustained demand and readiness for expanded distribution.

NEW MARKET MOMENTUM:

Iowa – New State Launch Confirmed

D2C demand concentrated in several priority expansion states → low-risk pathway for future distribution. **Target states: NC, PA, MI, MA, LA.**

DRIVING STRATEGIC EXPANSION

Supporting sustainable growth across channels and markets to meet consumer demand.

- US State Expansion: Targeting high-demand and untapped markets
- Military Channel Development
- Large Hospitality Group Partnerships
- Global Market Expansion (UK/EU, Africa, UAE)

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MARKETING CALENDAR

FEB 8 Super Bowl
FEB 13–15 NBA All-Star Weekend

MAR 17 – APR 4 March Madness

APR 1 April Fools' Day
APR 9–12 The Masters
APR 23–25 NFL Draft

MAY 2 Kentucky Derby
MAY 12 Mary Porter's Birthday
MAY 13 World Cocktail Day
MAY 25 Memorial Day

JUNE 4–21 NBA Finals
JUNE 4 National Cognac Day

JUNE 18–21 US Open (Golf)
JUNE 26 Shannon's Birthday

JULY 4 4th of July

AUG 2 Hall of Fame Ceremony

OCT 23 MLB World Series
OCT 31 Halloween

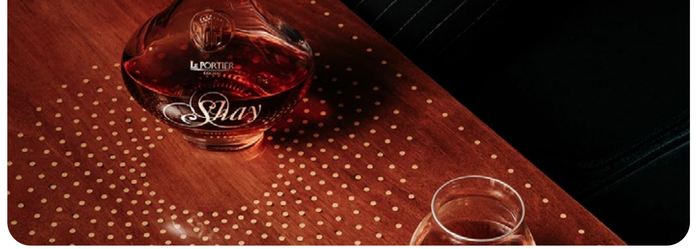
NOV 11 Veterans Day
NOV 26 Thanksgiving
NOV 27 Black Friday

DEC 25 Christmas
DEC 31 New Year's Eve

RECURRING EVENTS

(Schedule in Development)

- In Market Bottle Signings & Happy Hours
- Nightcap Live & Club Shay Shay Filmings (Opportunities for Shannon to be in key markets, enabling alignment of GSMs, distributor visits, and in-market visits tied to his travel windows).



COGNAC CATEGORY *Insights*

DIMENSION	$ SHR - CURR	$ SHR CHG	$ - CURR	$ % CHG	REM Comp Mkt $ % CHG	$ SHR of Comp Mkt - CURR	$ SHR of Comp Mkt CHG	$ per TDP - CURR	$ per TDP % CHG	TDP - CURR	TDP % CHG	CWD - CURR	CWD CHG	750 ML EQ RTL - CURR	750 ML EQ RTL CHG	EQU SHR - CURR	EQU SHR CHG	EQU
HENNESSY	60.6%	1.3	$425,800,990	(9.7%)		100.0%	0.00	636949.9	(8.6%)	669	(1%)	87.8	(0.8)	$45.55	($1.49)	60.9%	1.2	
REMY MARTIN	15.8%	(0.6)	$111,003,933	(14.6%)		100.0%	0.00	253069.6	(8.1%)	439	(7%)	67.8	(3.3)	$58.23	($1.79)	12.4%	(0.5)	
D'USSE COGNAC	11.8%	(0.9)	$82,869,607	(17.8%)		100.0%	0.00	425365.0	(22.3%)	195	6%	70.5	(1.0)	$51.56	($1.52)	10.5%	(0.8)	
COURVOISIER	6.4%	(0.1)	$44,942,449	(12.4%)		100.0%	0.00	176369.4	(13.5%)	255	1%	66.2	(3.2)	$31.91	($1.02)	9.2%	(0.1)	
MARTELL	2.7%	0.2	$19,169,167	(4.1%)		100.0%	0.00	128170.4	6.1%	150	(10%)	36.1	(2.4)	$40.56	($2.88)	3.1%	0.3	
SALIGNAC	0.5%	0.0	$3,709,820	(9.1%)		100.0%	0.00	166658.6	(6.6%)	22	(3%)	13.7	(0.1)	$26.83	($0.19)	0.9%	0.0	
MEUKOW COGNAC	0.4%	(0.0)	$2,715,784	(12.0%)		100.0%	0.00	81116.6	(15.8%)	33	5%	17.6	(0.9)	$27.61	$1.03	0.6%	(0.1)	
GRAN GALA COGNAC	0.3%	0.0	$2,159,543	5.2%		100.0%	0.00	176866.7	(6.6%)	12	13%	3.1	0.4	$19.23	($0.19)	0.7%	0.1	
PIERRE FERRAND	0.2%	0.0	$1,460,459	(0.7%)		100.0%	0.00	48536.4	7.2%	30	(7%)	10.7	(0.0)	$50.78	$1.05	0.2%	0.0	
LE PORTIER COGNAC	0.2%	0.1	$1,450,423	34.0%		100.0%	0.00	187635.5	(55.3%)	8	200%	7.5	4.9	$103.55	($3.05)	0.1%	0.0	
ANSAC	0.2%	(0.0)	$1,141,216	(24.6%)		100.0%	0.00	88466.4	1.7%	13	(26%)	8.3	(2.6)	$23.20	$0.80	0.3%	(0.1)	
PIERRE PATOU	0.1%	(0.0)	$872,008	(26.8%)		100.0%	0.00	230081.2	(22.9%)	4	(5%)	2.5	(0.0)	$27.45	$0.54	0.2%	(0.1)	
HINE	0.1%	0.0	$686,190	(6.4%)		100.0%	0.00	56476.5	9.2%	12	(14%)	4.9	(2.0)	$51.91	($4.74)	0.1%	0.0	
BRANSON	0.1%	0.0	$432,306	(9.9%)		100.0%	0.00	25163.3	(8.1%)	17	(2%)	6.2	(0.1)	$46.96	($6.20)	0.1%	0.0	
NYAK COGNAC	0.1%	0.0	$383,038	(1.3%)		100.0%	0.00	68035.1	21.8%	6	(19%)	4.0	(0.3)	$30.69	($2.84)	0.1%	0.0	
TYCOON COGNAC	0.1%	0.0	$367,350	(9.8%)		100.0%	0.00	93951.5	21.8%	4	(26%)	3.2	(1.1)	$30.95	($8.99)	0.1%	0.0	
WHITE X COGNAC	0.1%	0.0	$366,514	19.5%		100.0%	0.00	36984.2	(41.4%)	10	104%	9.9	5.1	$58.66	($0.40)	0.0%	0.0	
MAISON ROUGE COGNAC	0.0%	0.0	$267,906	(6.3%)		100.0%	0.00	60887.8	(2.1%)	4	(4%)	2.4	0.1	$30.98	$2.36	0.1%	(0.0)	
FERRAND COGNAC	0.0%	(0.0)	$262,162	(18.8%)		100.0%	0.00	45514.1	9.9%	6	(26%)	3.2	(0.9)	$85.07	$0.04	0.0%	(0.0)	
KELT COGNAC	0.0%	(0.0)	$197,004	(39.4%)		100.0%	0.00	42733.9	6.7%	5	(43%)	2.9	(1.2)	$86.41	($1.24)	0.0%	(0.0)	
DECOURTET COGNAC	0.0%	0.0	$165,706	0.5%		100.0%	0.00	84114.5	30.1%	2	(23%)	0.7	(0.3)	$37.49	$5.21	0.0%	(0.0)	
HARDY COGNAC	0.0%	(0.0)	$164,179	(40.8%)		100.0%	0.00	23656.9	(15.9%)	7	(30%)	1.9	(1.1)	$49.21	$2.76	0.0%	(0.0)	
DELAMAIN COGNAC	0.0%	(0.0)	$163,364	(15.2%)		100.0%	0.00	82926.0	25.8%	2	(33%)	1.8	(0.5)	$113.64	($7.55)	0.0%	(0.0)	
TESSERON COGNAC	0.0%	(0.0)	$143,886	(35.8%)		100.0%	0.00	21348.1	(35.2%)	7	(1%)	1.6	0.2	$131.62	($0.50)	0.0%	(0.0)	
GAUTIER	0.0%	(0.0)	$142,638	(41.3%)		100.0%	0.00	32491.5	6.5%	4	(45%)	2.4	(2.5)	$30.93	$1.61	0.0%	(0.0)	
NAUD COGNAC	0.0%	0.0	$133,611	(2.1%)		100.0%	0.00	47046.0	60.0%	3	(39%)	1.4	(1.0)	$43.16	($1.98)	0.0%	0.0	
RASTIGNAC COGNAC	0.0%	0.0	$132,756	(5.5%)		100.0%	0.00	80458.4	(27.8%)	2	31%	0.6	0.1	$33.22	($1.86)	0.0%	0.0	
Total	**100.0%**	**0.0**	**$702,843,703**	**(11.6%)**		**100.0%**	**0.00**	**357370.3**	**(8.0%)**	**1,967**	**(4%)**	**87.8**	**(0.8)**	**$45.82**	**($1.56)**	**100.0%**	**0.0**	**1**

Source: Nielsen | CYTD Period, Ending 2025-07-12 | Market - US - TOTAL US UNIVERSE | Mega Category - SPIRITS | Category - COGNAC

LE PORTIER MAINTAINS IN THE TOP 10 BRANDS AND HOLD THE HIGHEST REVENUE GROWTH CYTD +34% AT $1.45M

FUTURE RELEASES

XO

XXO

LE PORTIER

COGNAC