



ESTD 1862

MEUKOW
Cognac

Strength, elegance, suppleness...





STORY & KNOW-HOW

THE MEUKOW HERITAGE



Auguste-Christophe & Gustave MEUKOW

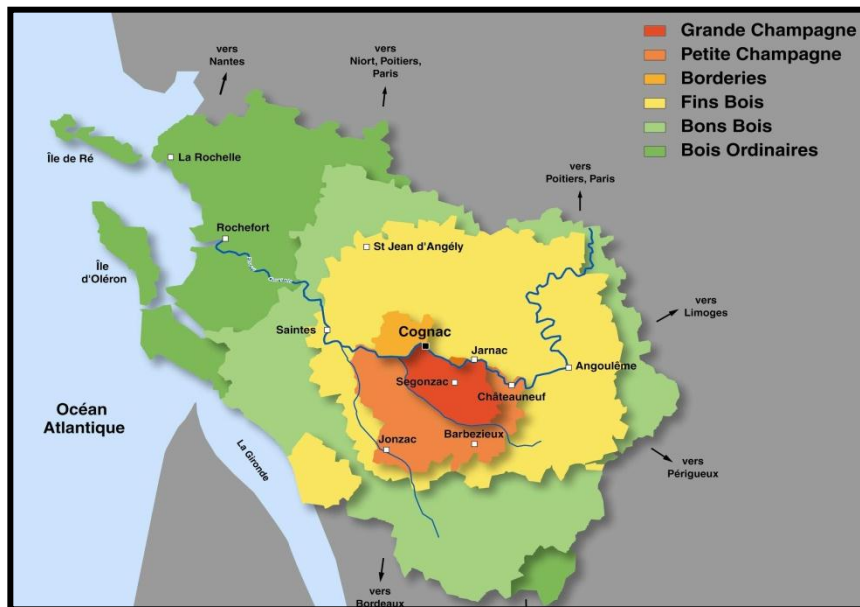


- Russian origins
- Meukow dates back to 1862
- Strong image of selection, high quality and pleasure
- Since 1995, Meukow uses the Panther as icon:
“Strength, elegance, confidence and suppleness”



STORY & KNOW-HOW

THE MEUKOW SELECTION



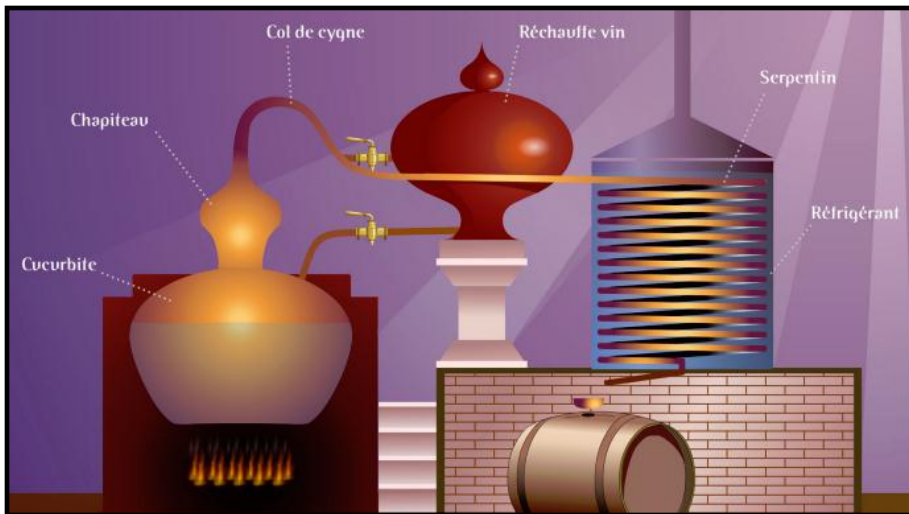
We use the 5 main “Crus” from the Cognac delimited area:

- **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

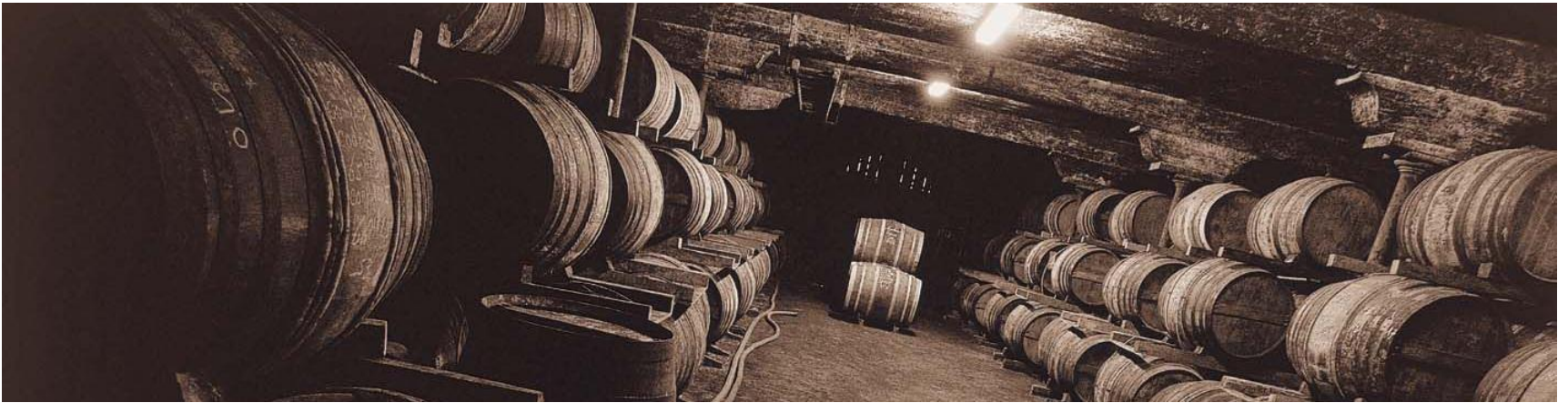


- Ugni blanc grapes
- Double distillation process in “Charentais” pot still
- To develop deeper aromas, roundness and richness
(“the fur of the Panther”)



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%)





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

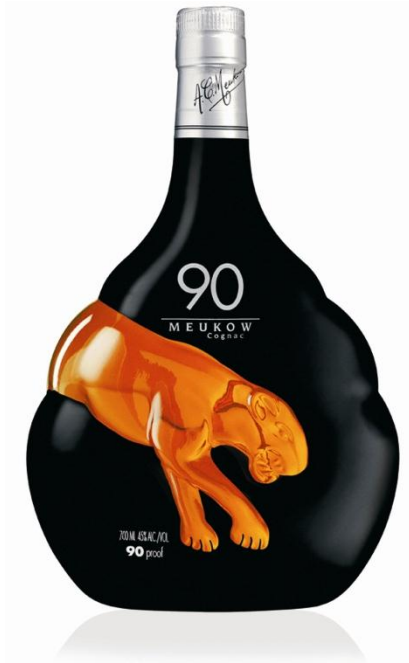


BEST VS COGNAC
and Double Gold Medal
at the San Francisco World Spirits
Competition in 2015



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



« Smooth and mellow »

A.C. Meukow

« 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



MEUKOW TASTING

MEUKOW ICONE



« The celebration of
the 150th 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 150th Meukow
anniversary



Silver Medal
at the Winevents
Hong Kong
in 2012



MEUKOW TASTING

MEUKOW XO



« Ardent and delicate »

A.C. Meukow

- **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.



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



« Sensual and complex »

A.C. Meukow

- **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



MEUKOW TASTING

MEUKOW RARISIME



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



Bronze Medal
at the Winevents Hong Kong
in 2011

« Symbol of our heritage »
A.C. Meukow



MEUKOW TASTING

MEUKOW NEC PLUS ULTRA



- **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.

« Sublime and legendary »

A.C. Meukow



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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