

Beehive Brandy creates a buzz for 170th anniversary



Beehive is creating a buzz with a new limited edition to mark 170 years of the brand. Beehive 170th Anniversary Limited Edition Cuvée celebrates the journey from humble beginnings back in 1852 to reaching international recognition.

Presented as a premium offering in Beehive's signature hive-shaped bottle, its unique appeal is instantly recognizable. The iconic hive shape of the bottle is featured in abstract form on the specially designed chic black and gold packaging, with contemporary gold metallic elements that reflect how Beehive embraces modern techniques while remaining true to the age-old expertise at its core. Stand-out labeling features on the bottle too, again with a gold metallic finish, and with a clever cut-out design that gives a glimpse to the amber nectar within.

The brandy itself is an exquisite blend of Beehive Original XO and beautifully aged 15-years matured eaux-de-vie. The result is elegant and subtle with a unique bouquet and complex aromas that will appeal to 21st century connoisseurs, while paying homage to Beehive's beginnings back in 1852.

International Brand Manager Léna Rusek said: "We wanted to create something truly special to celebrate 170 years of this stunning brandy and we believe we've achieved that. It's smooth, complex and showcases the expertise in blending that we've honed through the generations. We are very proud of our new Cuvée and feel certain it will be appreciated by dedicated Beehive connoisseurs and newcomers alike. Our brand is proof that innovation and heritage can sit side by side. This latest edition to the Beehive family is the perfect way to mark nearly two centuries of our expertise."

Beehive has been blended and aged since it was created in 1852 by two French pioneers, Edouard Adet and Gustave Curcier. Today, our Master Blender continues to expertly magnify the soft and rich character of the eaux-de-vie creating exquisite smoothness and that unmistakable honeyed colour.

Made to be enjoyed. Perfect to celebrate. Beyond expectation.