

Maison Audry to launch three cognac collections into global travel retail at TFAP



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"The best cognac you've never heard of," according to *Time Magazine*, Maison Audry, will launch into the global travel retail channel at TFWA Asia Pacific in Singapore, stand number 2-N14.

Since its inception in 1878, when Auguste Edmond Audry started the cognac house A. Edmond Audry & Cie, quality has always been a priority for Maison Audry. Its cognacs are a blend of eaux-de-vies gleaned exclusively from Petite and Grande Champagne regions.

The specific terroirs where the grapes are grown create the perfect conditions for a long aging

process, allowing rich and complex notes to develop further. Patience, combined with the art of blending has been the hallmark of the brand for five generations, and this has given birth to an incredibly rich and complex aromatic range.

A century after its foundation, Maison Audry is embarking on a company revival with a mission to develop the reputation of Maison Audry overseas, with global travel retail forming an important element within that strategy.

Targeting Asia

Launching into the Asia Pacific region is an important target for Maison Audry. “We are taking part in TFWA Asia Pacific for the first time with the ambition to present Maison Audry and its superb range of cognacs to key stakeholders in the travel retail industry. We have a strong vision and growth plans for Asia. Now that the region is in recovery since COVID, the time is right for us to establish distribution through key airport locations. Asia has a number of high traffic air hubs and that’s where we want to be,” says Mathieu Vanhalst, Managing Director, Maison Audry.

In 2023, Vanhalst joined the team as Managing Director, with a remit to continue the revival of the house while overseeing the commercial development of the brand in the French market and internationally. Vanhalst is well known to both the travel retail and wine & spirits industries further to his seven years with TFWA from 2006 to 2013, and more recently with Vinexpo and Maison Mirabeau.

Travel retail offer

Maison Audry will focus on three SKUs which are ideally suited for travel retail: Collection 78, Réserve Aristide and the Discovery Box.

Collection 78 is the purest expression of the Maison Audry savoir-faire, perpetuated since 1878. The master blender carefully selects the best vintages to offer a unique collection of cognac single casks. One hundred years after its foundation, Maison Audry is proud to initiate this new journey with a first lot of cognac 100% Grande Champagne 1978. Collection 78 features only 288 numbered decanters as a limited edition, each with its own handcrafted ceramic stopper.

The aromatic profile of Collection 78 features candied fruits, apricots and figs. Once opened in the glass, subtle notes of mango compote and ripe apples appear, followed by pastry aromas, custard, and orange blossom. The olfactory finish leads to fresh wood and cigar box notes.

Réserve Aristide is described as a pure ode to Grand Champagne with five decades of slow aging that take the drinker on a journey through an incredible palette - from spices, cooked peaches, black pepper, liquorice, fig, clove, nutmeg, honey, violet and marzipan. This 100% Grand Champagne blends 50 years old eaux de vie with and without lees, sourced only from the most prestigious terroir of Grand Champagne. Offering impressive length in the mouth and a very long finish, this is the perfect balance of finesse and elegance for cognac connoisseurs.

The Discovery Box is the perfect way for traveling consumers to discover Maison Audry. This exclusive gift packs include three qualities: Napoléon, XO and Réserve Spéciale, each in a 200ml bottle. Perfect as an impulse purchase, the Discovery Box is ideal as a gift or for the consumer looking to explore new cognacs.

The maison has partnered with ceramist artists to create unique pieces of art to celebrate the uniqueness of its cognacs. In Singapore the brand will show the latest ‘Art Audry’, a VSOP carefully blended for cocktails and mixology. Capturing the fun-loving, lively and versatile side of cognac, the₂

bottle design is inspired by French ceramist artist Anne Lesca.

Maison Audry cognacs are acclaimed by the most demanding chefs in the world. They are listed by restaurants including: 3* Louis XV by Alain Ducasse in Monaco, 3* Guy Savoy in Paris, 3* Plaza Athénée palace Paris, 2*Joël Robuchon in Paris, 2* La Réserve in Ramatuelle, 3* Odette in Singapore.