

**PRESS RELEASE**



BY APPOINTMENT TO THE ROYAL DANISH COURT

*Anthon Berg*

Since 1884



YOU CAN NEVER BE TOO GENEROUS

# ANTHON BERG COGNAC SELECTION

## THE MOST INTERESTING ADDITION TO THE FINE WORLD OF COGNAC

**QUOTES:**

*"With our Single Malts Scotch collection, we created the start of a new chapter for Anthon Berg – we are confident that our Cognac Selection is the extension consumers have been waiting for. This is a strong concept taking the category of liquor-filled chocolates into a new dimension. The product line caters to the consumer who wants not only a high-quality product, but is seeking to engage in a unique product experience."*

*André Haunsø Kampmann  
- Senior Brand Manager,  
Anthon Berg International*

**Last year, Anthon Berg presented the Single Malts Scotch Collection with such great success that we are ready this year to follow up with an item within the fine world of Cognac - The Cognac Selection. These two products represent a top league concept within the liquor-filled chocolates category and are based on world leading brands, sublime quality and great product experience.**

**A Grand Tour of the Cognac Region Served in Delicate Chocolate Bottles**

Anthon Berg is ready to take the consumer on a tasting journey in the world's perhaps most famous wine region - the region of Cognac on the west coast of France.

We have teamed up with five of the world's most renowned Cognacs and are taking a tour of the terroirs of the region by encapsulating the deep golden drops in our world-renowned chocolate liquor bottles. We are working with the world's leading Cognac labels: Rémy Martin VSOP, Camus VSOP, Courvoisier VS, Louis Royer VSOP and Gautier VSOP.



**COGNAC SELECTION**  
DARK CHOCOLATE WITH THE FINEST COGNAC IN LIQUID CENTERS

LOUIS ROYER    COURVOISIER®    RÉMY MARTIN    CAMUS    GAUTIER

15 CHOCOLATE BOTTLES  
NET WT / POIDS NET 230 G · 8.11 OZ e

**FOR FURTHER INFORMATION PLEASE CONTACT:**  
Senior Brand Manager, Anthon Berg International  
André Haunsø Kampmann +45 4045 2122 · ahk@tomsgroup.com

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### QUOTES:

*"Our liquor-filled chocolate bottles have continued to grow in concept, refinement as well as in sales. The Cognac Selection is predicted to settle sales right on top of sales from our existing portfolio. The concept taps right into the mega trend of Cognacs worldwide – especially so in Asia, where the market for Cognac is currently growing at an impressive rate of 5.6% last year (according to data from the Bureau National Interprofessionnel du Cognac)."*

*Henning Kallesen  
– Export Director*

*All of the above can be attributed to Export Director  
– Henning Kallesen*

Net Wt: 230g / 8.11 oz  
Content: 15 pcs

### Superior Food Pairing of Chocolate and Cognac

Anthon Berg has almost 100 years of expertise in combining chocolate and fine liquors, and we are the undisputed global leader when it comes to liquor-filled chocolate bottles. We create them from premium dark chocolate without sugar crust for a superior taste and feel. The combination of chocolate and Cognac is one of the most perfect culinary marriages within confectionery. With the Cognac Selection we are continuing the journey we started in the Scottish Highlands with the Single Malts Scotch Collection to the French hillsides, creating a strong concept equally suitable for gifting, sharing and self-consumption.

### An Exclusive Product Line on Shelf

- The Cognac-coloured box with its exclusive expression of golden hot foil print and décor will stand out and ensure high shelf-impact. The window reveals the five different foil-wrapped chocolate bottles with original Cognac brand labels on the front.
- To increase the consumers' understanding of the actual content, a picture is shown of an unwrapped bottle revealing the liquor inside. In addition, a picture of the open box is displayed on the front of the box.
- For a quick understanding of the product, a map of France will unveil the concept of the tasting journey to the consumer.
- To endorse the product, a 'Since 1922' quality seal is underlining Anthon Berg as the first and the world's leading brand within liquor-filled chocolates.
- When placed side by side on the shelf, the look of the Cognac Selection complements the Single Malts Scotch Collection perfectly.



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### A Journey Through the Terroirs of Cognac

The region of Cognac on the west coast of France is where land and ocean come together to provide the vine with an ideal climate. On these limestone hillsides, wine makers have respected the same traditions and know-how for the elaboration of Cognac for over four centuries.



**Rémy Martin VSOP** embodies the perfect harmony of powerful and elegant aromas. It is the symbol of the Cellar Master's art of blending.



**Camus VSOP** features in its blend some of the best eaux-de-vie from the Borderies Cru. The VSOP distinguishes itself for the high level of Terpenols, resulting in unmatched scents of fine flowers.



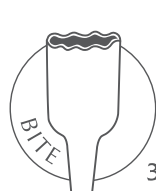
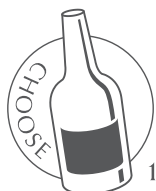
**Courvoisier VS** presents an elegant and harmonious Cognac with strong notes of fresh fruit and a fresh oaky taste.



**Louis Royer VSOP** is characterized by a smoothness and excellent balance between fruity aromas and woody notes that create an expressive Cognac. It is hearty and already mature, rich in aromatic notes.



**Gautier VSOP** is a generous and harmonious blend, developing intense aromas of candied fruits, combined with spices and oak, and enhanced with elegant floral notes. Well-balanced between its elegant structure and its roundness, with a good length of its aromas on the palate.



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