



BRANDY

SAINTE LOUISE

EST. 2018



**“THE MOST SENSIBLE THING TO DO
TO PEOPLE YOU HATE IS TO DRINK
THEIR BRANDY.”**

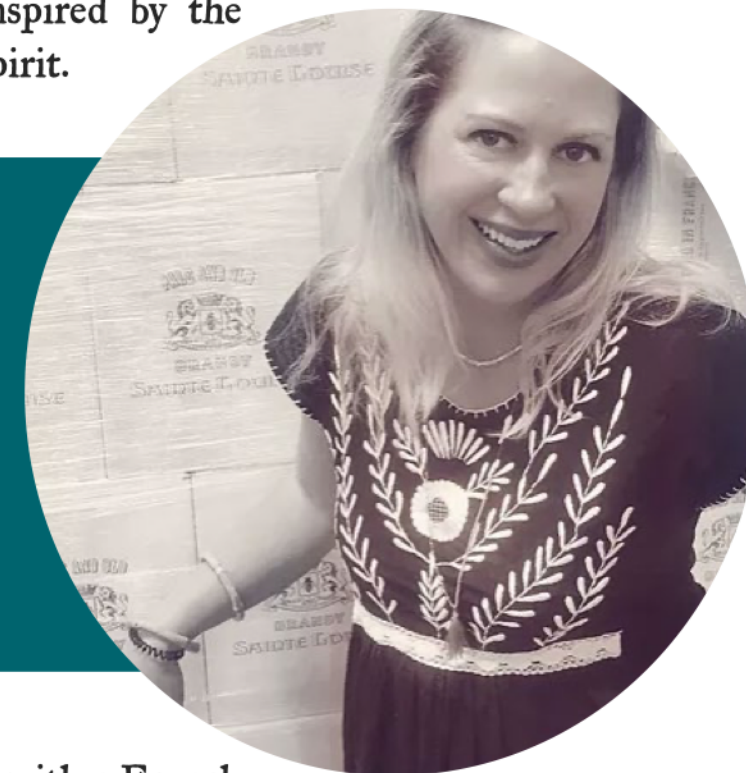
-ELIZABETH TAYLOR



MEET JENNIFER: THE WOMAN WITH A BRANDY PLAN

Prior to launching Brandy Sainte Louise in 2018, Jennifer Querbes held manifold positions in the spirits industry -- including working on the floor of a distillery, national sales manager for numerous brands, distillery start-up consulting, and just about everything in between. While researching historic 19th and 20th century cocktail recipes as the Global Brand Ambassador for Tempus Fugit Spirits, she was inspired by the overwhelming proportion of early mixed drink recipes that include brandy as the primary base spirit.

Jennifer leveraged her extensive travel experience in France with her expertise and passion for cognacs and brandies; making it her mission to create a superior spirit -- the type of high-quality French brandy that was available decades ago -- at a price point that would allow bartenders to once again offer classic brandy-based cocktails.



Employing the tradition and process of the French brandy négociant, Jennifer began working with a French Cellar Master to achieve her vision. She proposed the challenge of blending the best regional eaux-de-vie of varying ages to produce a rich and balanced quintessential French brandy. Jennifer took her samples cross country, allowing bartenders to review and experiment with the brandy in a vast range of classic cocktail recipes. The final blend and ABV was achieved with the expertise of illustrious bartenders worldwide.



WHAT IS BRANDY?

Per the Encyclopedia Britannica:

Brandy is an alcoholic beverage distilled from wine or a fermented fruit mash. The term used alone generally refers to the grape product; brandies made from the wines or fermented mashes of other fruits are commonly identified by the specific fruit name.

Per F. Paul Pacult:

Brandy is an ancient category, revered for centuries wherever grapes and fruit have been cultivated and wine has been made. Brandy has been produced from grapes grown in California's vast Central Valley and coastal counties; the prime vineyards of Peru and Chile; the fabled vineyards of southwest France; the apple and pear orchards of Normandy; every one of Italy's twenty regions; to Spain's Andalucia and Catalonia regions as well as from the far-flung vineyards of Germany, Cyprus, Israel, Georgia, Mexico, Canada, and Armenia. In many societies, Brandy has been an integral lubricant of the social and cultural histories, in every corner of the world since the Late Middle Ages.





WHAT IS COGNAC?

All Cognac is brandy, but not all brandy is Cognac

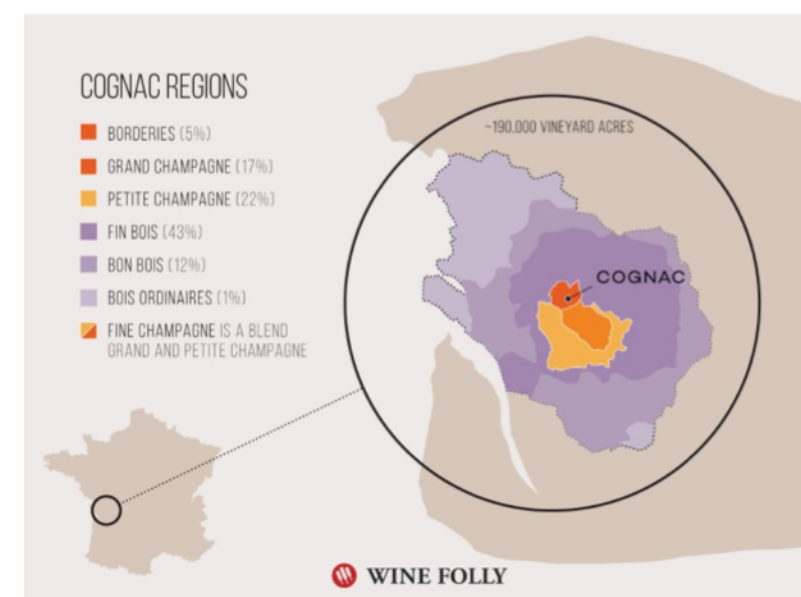


Cognac is a wine grape brandy from the Cognac region of France. This region is a controlled designation of origin, or AOC [Appellation d'Origine Contrôlée], with many rules and regulations regulating the quality of all the styles of Cognac. It means every Cognac you drink comes with a stamp of authenticity.



The main grapes of Cognac are

- ❖ Ugni Blanc aka Trebbiano Toscano
- ❖ Folle Blanche
- ❖ Colombard



Ugni Blanc makes up 98% of the region's 196,000 acres and is blended occasionally with Folle Blanche or Colombard. Winegrowers also have the possibility of using up to 10% of other grape varieties too, which include the rare varieties of Folignan, Jurançon blanc, Meslier St-François, Montils, or Semillon.



COGNAC CONT...

Cognac is Distilled in Special *Charentais* [Pot Stills]

Continuous distillation is prohibited in the production of Cognac. Instead, producers abide by the long-established method of double-distillation with a special kind of alembic pot still called a “Charentais” copper still.

The distillation starts the 1st of November and is required to be completed before the 31st of March. Cognac’s aging then begins on the 1st of April following the harvest. From this date we count the age of the Cognac [save for vintage Cognac, which is labeled the date of the harvest].

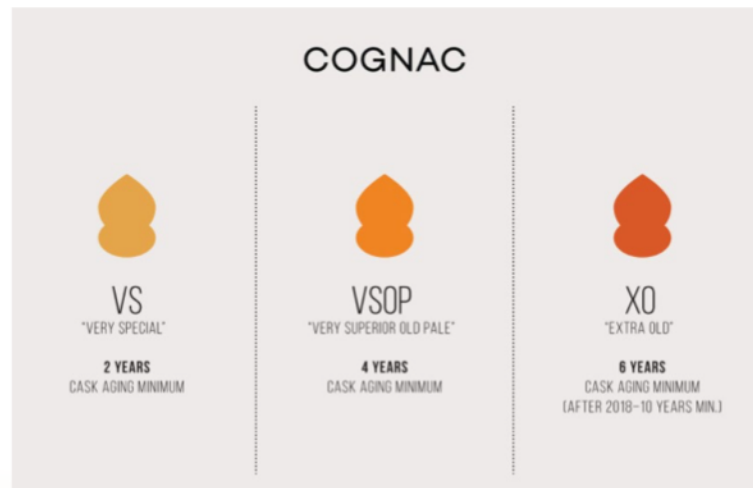


Cognac Types are Created With Blending

Most of the Cognac brandies we know are blends. That is the magical job of the cellar master: to combine and blend hundreds of different eaux-de-vie and to create perfectly balanced blends with the typical character of each producer. There are three primary types of Cognac in the market today:

Types of Cognac

- ❖ V.S. Very Special [minimum of two years of cask aging]
- ❖ V.S.O.P. Very Superior Old Pale [minimum of four years of cask aging]
- ❖ X.O. Extra Old [minimum of ten years of cask aging]





WHAT IS ARMAGNAC?

If Cognac is the smooth and serious older brother of the brandy family, Armagnac is the spunky youngster that's always up to something surprising.



One of the biggest differentiating factors between Armagnac and its more streamlined relatives is just how complex and varied it can be, even from vintage to vintage. This diversity is due in large part to the length of time the Armagnac is aged [the longer you keep it in oak barrels, the spicier and more complicated it becomes] but also the subtle differences in terroir throughout Gascony. Also, unlike Cognac, there are various combinations of A.O.C.-approved grapes that can be used to make diverse Armagnac blends, ensuring that each vintage has a little something different to offer drinkers.





ARMAGNAC CONT...



Armagnac is Distilled in Special *Alembic* [Column Stills]

A centuries-old type of brandy from the Gascony region of Southwest France, Armagnac is a white-wine-based liquor traditionally distilled once using a column still known as an alembic armagnacaise, then aged in oak barrels. The epitome of a craft spirit, the majority of Armagnac is produced by small-scale, often family-owned operations that take a great deal of pride not only in their deeply unique versions of the spirit but the cultural importance of Armagnac to the culture of Gascony.

Like Cognac, Armagnac is blended and labeled frequently with indications like V.S.O.P., X.O. and Reserve to show the minimum age. However, it's more traditional to bottle vintage Armagnac than Cognac. Vintage Armagnac is relatively affordable compared to other aged spirits, and it's a great option if you seek a bottle to commemorate a particular year.





BRANDY SAINTE LOUISE

Armagnac vs. Cognac

Traditional Armagnac

Geographical situation : Southwest of France, inland, close to the Pyrenees mountains. The best grapes are grown on sandy soil and benefit from warm weather.

Producers: 800 small producers, no big Armagnac house. Armagnac did not initially benefit from the Bordeaux wine trade and the salt trade brought out by the English and the Dutch sailors.

Grapes : Ugni Blanc, Baco, Colombard, Folle Blanche

Distillation : single distillation in a column still (although double distillation is also allowed since 1972), at low degree of 54 to 58% vol.

Reduction : traditional Armagnacs are usually hardly reduced (unless sold young) because of their lower distillation degree.

Wood Ageing : Limousin (for vanilla and tannins) and/or black Gascon oak (for tannins, spices and color)

Vintages: Armagnac does not strictly regulate vintages. Armagnac invented the idea of “cask-strength”

Tasting Notes :
Aromas and notes of prunes, orange peel, quince, cocoa, almonds, figs and walnuts, spices and natural sweetness. Rich and fat texture, fruity, hearty, rustic and complex.

Production :
About 6 Million bottles / year

US consumption :
206,613 bottles / year



Traditional Cognac

Geographical situation : Southwest of France, on the Atlantic Ocean. The best grapes are grown on chalky soil and enjoy mild temperature and salty mist from the sea.

Producers: Many big (and powerful) houses and small producers. Cognac, by its location, benefited from the Bordeaux trade and salt trade brought out by the English and the Dutch sailors.

Grapes : 98% Ugni Blanc

Distillation : the law requires all Cognacs to be distilled twice in a charentais still at a degree of 70% vol. at the end of the second pass.

Reduction : Cognacs need to be reduced with water because of the higher degree of the distillation.

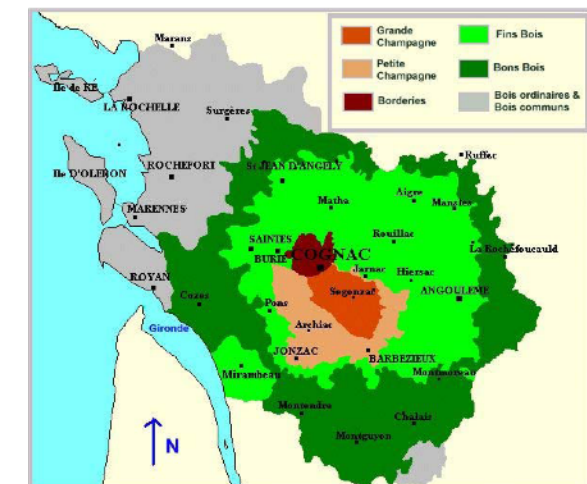
Wood Ageing : Limousin (for vanilla and tannins) or Tronçais oak. Very few cask-strength Cognac.

Vintages: vintage production is very regulated by the BNIC, and also very costly, so there are very few vintages available. Very few cask-strength Cognac.

Tasting Notes :
Aromas and notes of flowers, citrus, peach, dried fruits, overall more subtle because of the double-distillation. Overall lighter in texture but rich and long in flavors.

Production :
About 160 Million bottles / year

US consumption :
47 Million bottles / year





WHAT IS BRANDY SAINTE LOUISE?

At minimum, Brandy Sainte Louise can be described as:

“An overbuilt classic French brandy at a cocktail friendly price-point.”

Brandy Sainte Louise is a unique blend of Charentais copper pot distilled eaux-de-vie, aged in French oak between 2 to 10 years in the Cognac region of Charente. The terroir and expertise in this region are legendary and have set the highest standards for brandy production throughout history.

Brandy Sainte Louise was created at the request of bartenders nationwide who have been searching for a classic, old-world style brandy, with a balanced, fruit-forward flavor profile. In the 19th and 20th centuries, as the Golden Age of Cocktails was gathering steam and bartenders all over the world were authoring the classic compendium we still use today, ugni blanc variety French brandies were world-renowned. Tragically, due to the phylloxera infestation in Europe, prohibition in the US, and World Wars I and II, French brandy was not available domestically, so it was replaced with available spirits such as gin, bourbon, and rye whiskey. In recent times, bartenders have neglected these timeless, brandy-based cocktails due to the limited availability of quality spirits priced for mixing drinks and the relatively high cost of imported French products.



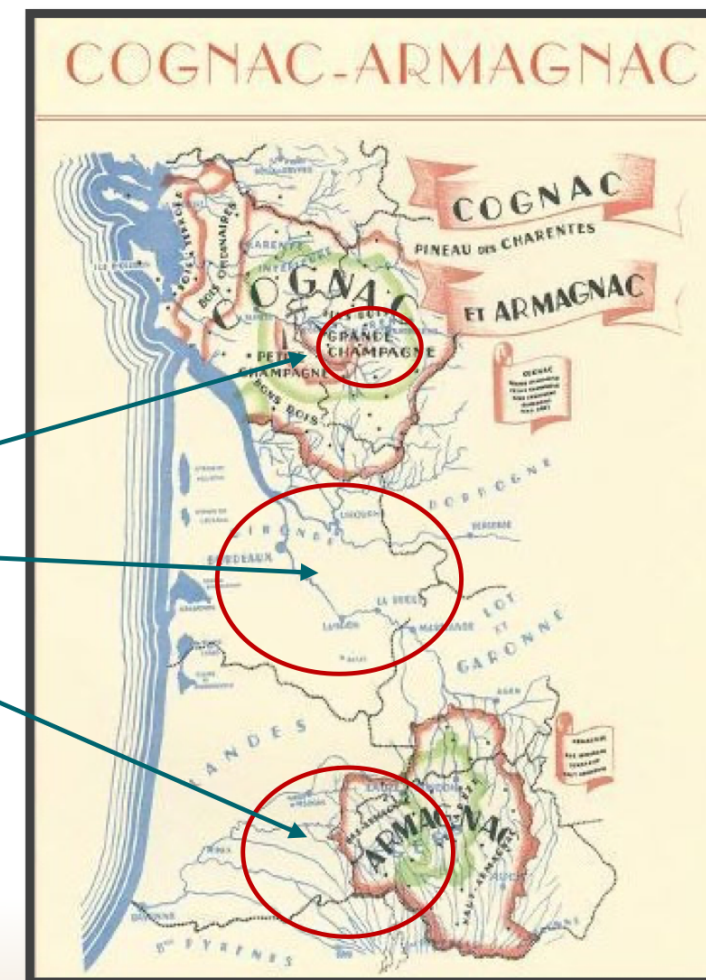


WHERE DOES BRANDY SAINTE LOUISE COME FROM?

Brandy Sainte Louise is produced in collaboration with a renowned cellar master from Cognac and is comprised primarily of ugni blanc grapes from just outside the Cognac AOC. The traditional, centuries-old French négociant production method of sourcing, aging and blending the highest quality eaux de vie possible utilizes the best of both worlds: production expertise of the cognac region, but without the limitations of the Cognac AOC. The result is an overbuilt French brandy that offers an unmatched quality to price [value] ratio.

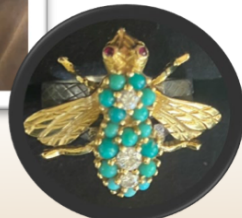
Approximately 90% is ugni blanc, including a small amount of 2 Year Old from Grande Champagne and Armagnac. 10% is a proprietary blend outside the AOC designed to enhance the brandy's versatility.

Brandy Sainte Louise can also be pitched as:
“A non-AOC or declassified VSOP Cognac that often outperforms its competition.”

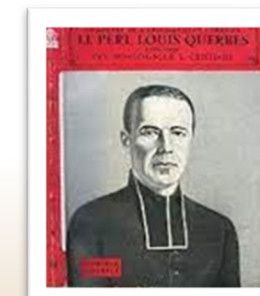




WHAT'S IN A NAME? DEMYSTIFYING THE LABEL...



- ❖ Inspired and based off an original Armagnac label from 1837
- ❖ Historically accurate label correlates with 19th century productions methods
- ❖ Pale & Old is pre-classification [VS, VSOP, XO] term that simply refers to the color derived from barrel aging
- ❖ Named after Jennifer's grandmother Louise Querbes, but also a tribute to her soon to be canonized ancestor [Saint] Louis Querbes
- ❖ The original Querbes Family Crest had unicorns, but Jennifer tweaked it a bit with a bee from the collection of pins she inherited from her grandmother
- ❖ The subtle Fleur de Lis on the back label pays homage to Jennifer's French and New Orleans heritage
- ❖ She named her company Ricou Spirits after her great, great grandmother Alexandrine Ricou, who immigrated from France and was active in the women's suffrage movement



R T S * T A I



BRANDY IS SEASONAL...OR IS IT?



Vieux Carré

Not the easiest cocktail to make or find, but run, don't walk when you see one on menu



Sangria

Year round, red, white, pink with seasonal fruits. Always a crowd pleaser



Stinger

Sure, your grandmother used to drink these and smoke Virginia Slims, but we think it deserves a comeback



Brandy Alexander

Perhaps geared more towards the cooler weather, but delicious none-the-less



French 75

Year round, friendly greeting cocktail



Sidecar

Year round, margarita or daiquiri substitute



Sazerac

Year round, steakhouse friendly cocktail

PS. Most cocktails that now call for whiskey used to be made with brandy, such as an old fashioned or a daisy ...





AWARDS & ACCOLADES



EXERPT: “Applications in abundance for neat service in a tulip-shaped wine glass or in a classic brandy cocktail, like the Sidecar or Vieux Carré. A phenomenal value that outshines more than a few young VS and even VSOP Cognacs and Armagnacs.”

★★★★ 1/2



Spirit Journal December 2017:
★★★★/Highly Recommended



USA SPIRITS RATINGS:

Brandy of the Year, Gold, Best in Show by Country Category

Perfumed nose that is perfectly balanced between fruit and savory notes. Flavors of vanilla, leather, raisin, fig jam and pineapple cake.





ON-PREMISE:

IF YOU SEE THESE BRANDS, BSL HAS AN AUDIENCE!



What you might see in a higher end/craft cocktail well. Ranging from \$15 - \$25 to the on-trade



Other historic brands and some newcomers more commonly found on the backbar



OFF-PREMISE: IF YOU SEE THESE SETS, BSL HAS A HOME!

Supply chain disruption has the shelves looking quite sparse. Now is a great time to slide in Brandy Sainte Louise!



↑
\$34.99

Average Cognac prices in the US vary a lot*

- ❖ VS \$27.99 - \$39.99
- ❖ VSOP \$34.99 - \$64.99
- ❖ XO \$100 and up

*The higher end of the spectrum are typically boutique and/or organic offerings
Armagnac tends to be about \$5 less a bottle





KEY SELLING POINTS

- ❖ Brandy Sainte Louise was created at the request of, and in collaboration with bartenders nationwide
- ❖ It's an overbuilt classic French brandy at a cocktail friendly price-point
- ❖ It can also be pitched as non-AOC or declassified VSOP Cognac that often outperforms its competition
- ❖ Higher quality grapes are purchased from just outside the AOC to keep the price competitive
- ❖ Higher proof means it hold is own in cocktails with citrus, sweeter modifiers and/or split bases, highlighting the best attributes of the other ingredients
- ❖ Pre-prohibition and phylloxera, two thirds of classic cocktails were made with brandy
- ❖ Like whiskey, but more delicate, brandy can and should be consumed year round
- ❖ Named in honor of the women who have historically been forgotten throughout spirits production and cocktail history
- ❖ Woman-owned brand
- ❖ Woman-owned importer

THANK YOU!

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