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COGNAC FERRAND NEWS FROM LA PART DES ANGES COGNAC CHARITY AUCTION:

Too Good To Drink? One-Of-A-Kind Bottle of Pierre Ferrand Memorable Cognac Won By Flavien Desoblin of The Brandy Library, NYC. Who Will Convince Him To Open It?

Ars, France (October 22, 2012) – What do you do when you win a unique bottle of Pierre Ferrand Cognac? If you're Flavien Desoblin, owner of the Brandy Library in New York City, you put it on display for all to see. The question is who will convince Mr. Desoblin to open it?

This past September 20, the 7th annual "La Part Des Anges" Cognac charity auction took place at the magical Château Chesnel near the city of Cognac, France. Twenty-six rare bottles of Cognac were auctioned, including a bottle of **Pierre Ferrand Memorable Cognac**. This exceptionally rare and one-of-a-kind Memorable was the result of the house of Ferrand's exceptional blending skills – combining three of the oldest Maison Ferrand Cognacs, including the legendary vintage year 1914. Offered in an authentic bottle blown in the 18th Century, only one bottle of this unique Cognac has been produced. Bottled with its natural alcohol content (41.5% ABV), Memorable is the expression of the terroir where it comes from: the Grande Champagne, first Cru de Cognac. With an exceptional aromatic richness, notes of walnuts, prunes, leather, tobacco and candied fruits, mingle with subtlety, and an exceptionally long finish. Mr. Desoblin's winning bid of €3,200 (approx. \$4,200) made the bottle and its precious liquid all his.

"I've always been drawn to the exceptional quality of Pierre Ferrand Cognac," said Desoblin. "When this bottle of Memorable came up for auction, I knew it was a one-of-a-kind trophy you come across very rarely. It is liquid history. I went to the Ferrand estate and had a barrel sample. It was just incredible I knew I had to have it to display at my bar, the Brandy Library in New York City. If someone wants a taste, well, that's another conversation. It is for the lovers of the great things of life."

ABOUT PIERRE FERRAND COGNAC www.pierreferrandCognac.com,
www.facebook.com/PierreFerrandCognac

Pierre Ferrand Cognac is produced by Cognac Ferrand, one of the world's premier boutique producer of fine spirits and the architect of the artisanal spirits movement. The award-winning Pierre Ferrand Cognac portfolio is available in fine restaurants, bars, lounges and liquor stores nationwide and includes: 1840 Original Formula, Ambre, Reserve, Selection des Anges, Abel, Ancestrale and the rare vintages 1972 and 1914. Cognac Ferrand has offices and production premises at Château de Bonbonnet in Ars, France and its brands are distributed

in more than 40 countries. The portfolio of Cognac Ferrand products is imported to the U.S. by W.J. Deutsch & Sons. For more information about Cognac Ferrand, visit www.cognacferrand.com or on [Facebook](https://www.facebook.com/PierreFerrandCognac).

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Château Chesnel near the city of Cognac, France