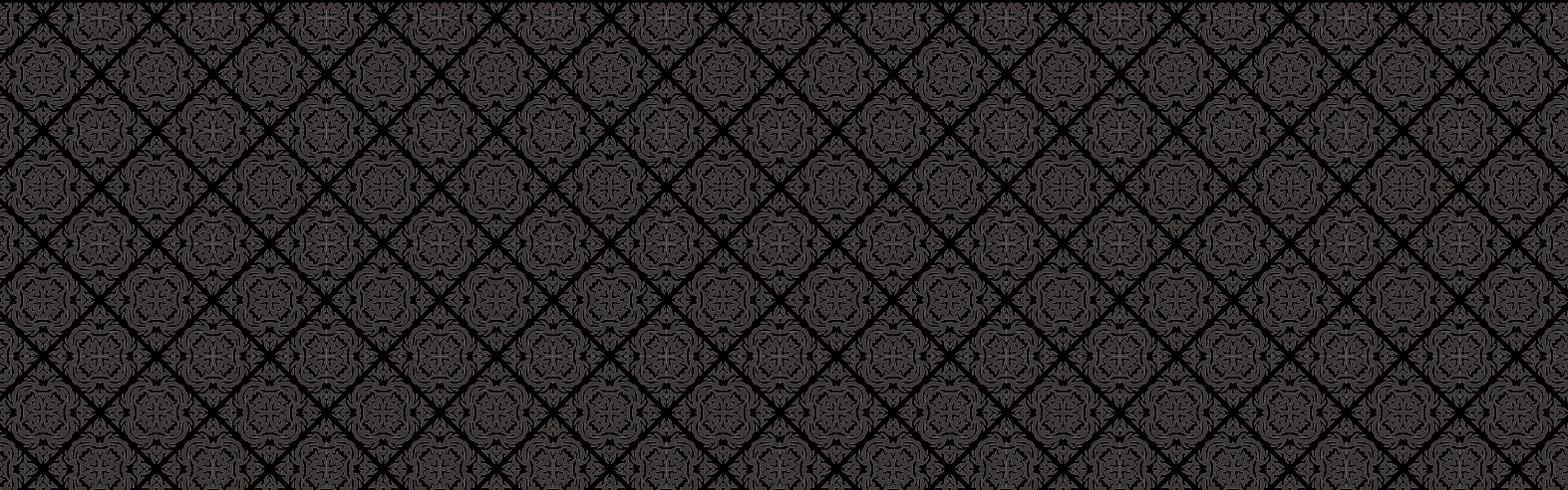




CHÂTEAU ROYAL
DE COGNAC





The Royal Chateau de Cognac is a historic monument,
a former royal castle, the birthplace of François I –
and a Maison de Cognac with natural
ageing conditions unlike any other in the region.

Standing as witness to the history of France,
the Chateau is a must for visitors interested not
just in remains of the past, but also in the
various steps involved in the making of quality Cognac.

The interesting, diverse tours cover various
facets of the Chateau and appeal to all visitors.
The cellar tour immerses them in the Chateau's historic
rooms before revealing the unique secrets of how
BARON OTARD® Cognacs are made and aged.

All the guided tours are at the crossroads
of two histories under a single roof: the history of France
and of BARON OTARD® Cognacs.





THE ROYAL
CHATEAU
DE COGNAC

A unique historic monument in the region, The Royal Chateau de Cognac is a former royal residence known as a Maison de Cognac where BARON OTARD[®] Cognacs are produced every year.







THE CASTLE
WHERE ONE OF
FRANCE'S MOST
FAMOUS
KINGS
WAS BORN



Overlooking the Charente River, the Royal Chateau de Cognac began as a 10th century castle built to stop Viking and English invasions.

In the 15th century, Count Jean de Valois rebuilt the castle, which became the Valois family's main residence. François de Valois, the future King François I of France, was born in the Chateau in 1494. During his reign, François, a patron of the arts and letters, sponsored many Renaissance artists, including Leonardo da Vinci. It was during that period that he had the Chateau's Renaissance rooms built: the State Room and the Guard Room.



THE ROYAL
CHATEAU
BECOMES A
MAISON DE COGNAC
IN
1795

Baron Jean-Baptiste Otard, born near Cognac in 1763, gave the Royal Chateau de Cognac a new lease of life.

During the French Revolution, the Royal Chateau de Cognac became national property and was threatened with destruction. The baron quickly realised that the thickness of the walls and proximity of the Charente River offered outstanding, unmatched conditions – constant temperature and ideal humidity – for ageing his eaux-de-vie, the reserves of which his family had patiently built up since 1760. He founded his Maison de Cognac in 1795 and bought the Chateau.

Besides bearing witness to French history, the Royal Chateau is a Maison de Cognac with BARON OTARD® Cognacs.





CHATEAU ROYAL
DE COGNAC

DISCOVERING AN
OUTSTANDING
COGNAC

BARON
OTARD
COGNAC

Unique in the region, the Royal Chateau de Cognac, a historic monument, is a former royal residence and a Maison de Cognac where BARON OTARD® Cognacs are produced every year.





BARON OTARD®, COGNACS THE QUINTESSENCE OF COGNAC



Cognac is a blend of eaux-de-vie distilled from wine made in the Cognac delimited region according to a unique, very tightly regulated method. Thorough, continuous monitoring ensures the quality of the Cognac Controlled Appellation of Origin (AOC). The cellar master, guardian of this legacy, takes painstaking care of these eaux-de-vie before letting the most precious amongst them nobly age in the Chateau's cellars. The natural ageing conditions are unique. They allow prestigious BARON OTARD® Cognacs to develop their characteristic roundness, suppleness, refined flavour and unequalled richness.

There are several BARON OTARD® Cognac qualities, each with its own characteristics and particularities.

BARON OTARD® VS COGNAC

This blend of the finest *crus* is aged in French oak casks revealing discrete tannins. Balanced in its roundness, BARON OTARD® VS Cognac does not need many years to deliver its fruity, intense vine blossom aromas. In the mouth, the attack is full, but balance and elegance dominate. Its robe is golden yellow. *BARON OTARD® VS Cognac is enjoyed on the rocks.*

BARON OTARD® VSOP COGNAC

This elegant Cognac offers good aromatic power, great finesse and length on the palate. The nose presents floral aromas strengthened by linden flower, pear and tobacco aromas with a hint of vanilla. It has a full, round mouth, delicately fruity flavours heightened by some spicy notes and a deep, opulent golden robe. *BARON OTARD® VSOP Cognac is ideal for cocktails, especially the Baron Sour.*

BARON OTARD® XO GOLD COGNAC

BARON OTARD® XO Gold Cognac asserts its personality in a perfect balance resulting from a blend of the finest *crus*. The nose unveils a harmony rich with early-morning forest undergrowth aromas enhanced by leather notes. BARON OTARD® XO Gold Cognac combines



BARON OTARD® VS
0,70 L,
retail price at the
Royal Chateau de Cognac:
28,40 €
including tax



BARON OTARD® VSOP
0,70 L,
retail price at the
Royal Chateau de Cognac:
40,90 €
including tax



**BARON OTARD® XO
GOLD**

0,70 L,
retail price at the
Royal Chateau de Cognac:
155,70 € TTC
including tax



**BARON OTARD®
EXTRA 1795**

0,70 L,
retail price at the
Royal Chateau de Cognac:
399,10 €
including tax

the finesse of fruity aromas (plum and hazelnut) and a sweet touch of honey heightened by a hint of violet. Long ageing of the finest eaux-de-vie in the Chateau's cellars account for its amber colour with vermillion highlights, the sign of a highly distinguished Cognac. Enjoyed neat as a digestive, BARON OTARD® XO Gold Cognac will deliver the best of its aromas linked to its exceptional length on the palate. It is also very enjoyable with the peel of a freshly squeezed orange before being delicately immersed in the liquid.

BARON OTARD® EXTRA 1795 COGNAC

Aged in the Chateau's unique cellars, Grande Champagne eaux-de-vie give the BARON OTARD® Extra 1795 Cognac blend all its generosity. This Cognac results from all the cellar master's experience, patience and know-how. BARON OTARD® Extra 1795 Cognac offers a rich, complex bouquet of dried fruits (prune and raisin), orange peel and tobacco. The profusion of those aromas reveals length on the palate, resulting in an intense, rich flavour imparted by the mellowness of Grande Champagne. Its gold and ruby robe attests to long years of maturation. Like any exceptional Cognac, this rare blend should be enjoyed neat.



BARON OTARD®
Fortis & Fidelis
0,70 L,
retail price at the
Royal Chateau de Cognac:
3 720,40 €
including tax

BARON OTARD® FORTIS ET FIDELIS COGNAC

BARON OTARD® Fortis et Fidelis Cognac pays homage to the founder with the motto that has been on the Otard family's coat of arms for centuries: "Strength and Loyalty". It symbolises the values Baron Otard stood for during his lifetime. No other name could better benefit this blend's nobility. Eaux-de-vie that have been carefully stored for generations go into this outstanding blend, enhancing its precious nature. The cellar master has taken painstaking care to make this blend before letting it age in the Chateau's cellar. Fortis et Fidelis is a veritable journey through history to a time when the nobility of Baron Otard's soul was recognised by all.

***Olfactory note:** The overriding note's powerful, generous attack reveals plum and walnut scents. The smoothness of the spices, especially nutmeg, magnifies the whole composition. The final note mixes the sweetness of candied orange and the nobility and robustness of leather.*

***Tasting note:** Because of its great maturity, Fortis et Fidelis exhales dense, opulently rich aromas. Delicate prune notes are harmoniously paired with a subtle touch of rancio. The mellowness of candied fruits awakens the taste buds while a hint of spices grazes the palate.*

Draped in a deep amber robe, Fortis et Fidelis embodies serenity. Its refined aromas make every tasting an intense, exclusive experience.



BARON OTARD® COGNACS' SIGNATURE COCKTAILS



DAME ELÉONORE



A cocktail created at the Royal Chateau de Cognac, birthplace of King François I. This fresh, fruity drink pays homage to his second wife, Eleanor of Austria.

- 50 ml BARON OTARD® VSOP Cognac •
- 25 ml freshly squeezed white grapefruit juice •
- 3 cubes ginger •
- 3 mint leaves •

Piler le gingembre et les feuilles de menthe au fond du shaker.

Crush the ginger and mint leaves in a shaker. Add ice, BARON OTARD® VSOP Cognac and grapefruit juice. Shake, strain and serve in a cocktail glass.

Squeeze a grapefruit peel and garnish the glass with it.

BARON SOUR



A classic drink published in Jerry Thomas's 1862 recipe book, updated with BARON OTARD® Cognac. This balanced cocktail underscores the Cognac's intense flavour.

- 50 ml BARON OTARD® VSOP Cognac •
- 25ml freshly squeezed lemon juice •
- 20ml cane sugar •

Put all the ingredients in a shaker. Shake and pour into a tumbler. Squeeze a lemon peel and garnish the glass with it.

BARON TONIC



Cognac can also be enjoyed in long drinks. This cocktail is an unexpected mixture of modernity and tradition. Extremely easy to make, its taste takes this cocktail to the top shelf of long drinks.

- 20 ml BARON OTARD® VS Cognac •
 - 6 cl Original Atlantic TONIC •
- Drop some ice cubes into a tumbler. Pour in 6 cl of Original Atlantic Tonic and 2 cl of Cognac BARON OTARD® VS. Stir and serve.

BARON OTARD REVOLUTION



Making this cocktail is a real show.

BARON OTARD® XO Gold Cognac mixed with marinated raspberries are a perfect match.

- 40 ml BARON OTARD® XO Gold Cognac •
- Raspberries •
- Orange peel •

Pour the BARON OTARD® XO Gold Cognac into a wine glass. Fill a tumbler with hot water and put the wine glass on top of it to warm up the Cognac. Soak the raspberries in the Cognac and squeeze an orange peel into the mix. Flambé the mixture. Prepare another empty wine glass. Pour the flaming mixture from one wine glass to the other several times. Serve with the raspberries.

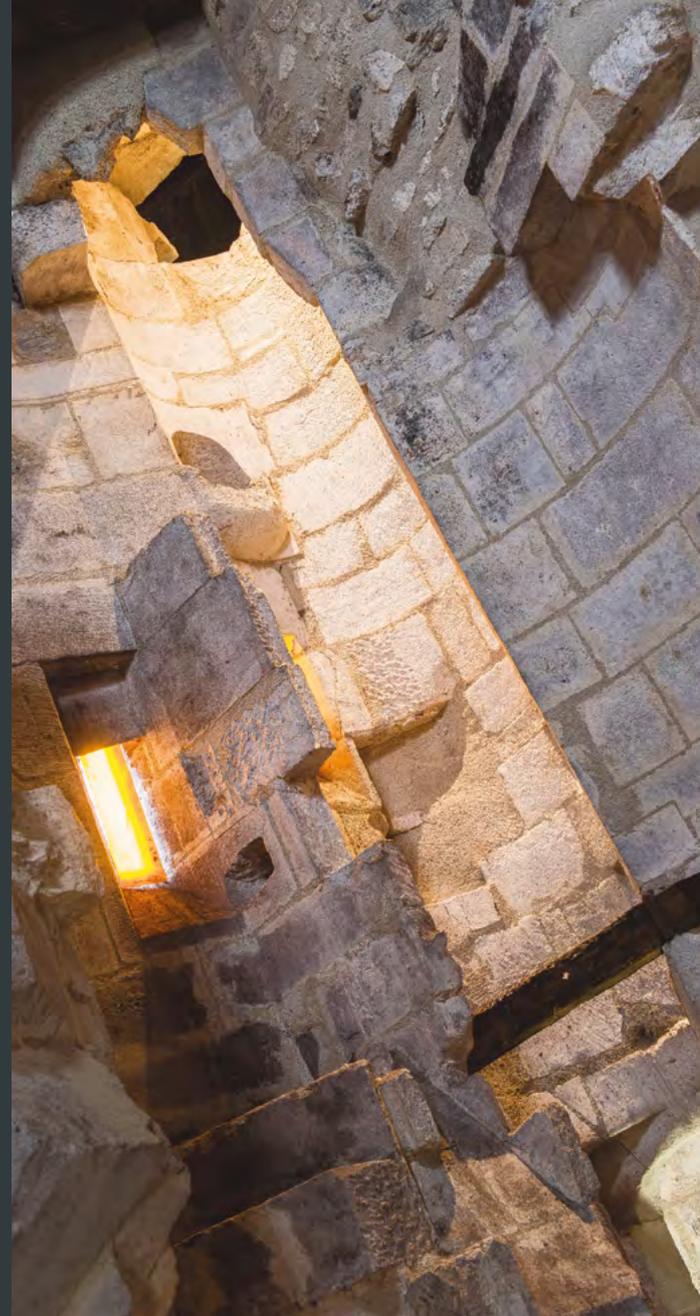




BEARING WITNESS
TO THE HISTORY OF FRANCE,
THE ROYAL CHATEAU
DE COGNAC
IS A UNIQUE PLACE

Visitors to the Royal Chateau de Cognac, a historic monument, will discover a Gothic and Renaissance masterpiece that still houses the Maison des Cognacs BARON OTARD®.

All the guided tours will take them to the heart of two histories under a single roof: the history of France and of BARON OTARD® Cognacs.





A SHORT GUIDED TOUR OF THE CHATEAU'S MAIN SIGHTS



THE STATE ROOM

Built early in the reign of François I in 1517, this vast, bright room overlooking the Charente features lavish Renaissance architecture, quite different from the Chateau's medieval parts. It has a rich history: prison reception room for François I and eaux-de-vie ageing room. At the heart of the tours, it is also a reception venue.

THE LOW VAULTS

Noting the thickness of the Chateau's walls, Baron Otard immediately knew it would offer his eaux-de-vie unique ageing conditions. Ideally located on the banks of the

Charente River, the low vaults have a constant humidity and temperature, two decisive factors for ageing eaux-de-vie. Those unique natural conditions still result in a refined Cognac enjoyed worldwide.

THE MAIN COURTYARD

Surrounded by the *logis du gouverneur*, the main courtyard was rebuilt during the 15th century by the grandfather of François I, Count Jean de Valois. They were the two most important men in the Chateau's history.

THE HELMET ROOM

Dating to the 12th century, this is the Chateau's oldest room. It was named for the helmet carved above the fireplace. The entire sculpture is made up of several parts. A swan is on the left, a bear on the right. Together they are holding the shield of the Valois, François I's dynasty.

THE SALAMANDER AND THE MOULDINGS

In this room visitors can see the salamander, the emblem chosen by François I for its reputed invincibility. The mouldings depict the 1515 Battle of Marignano, which pitted the French and Swiss against each other for control of Marignano, a northern Italian city near Milan. The originals are on François I's tomb in the Basilica of St Denis.

THE CHAPEL

This is where François I was baptized; some vestiges remain. In the 19th century, BARON OTARD® had a cellar built here to keep up with rising sales.

THE CHAI PARADIS

The *Chai Paradis* was once the Chateau's dungeon. Since then, it has become the inner sanctum where the oldest eaux-de-vie of BARON OTARD® rest, the oldest dates from 1820. When they have reached peak maturity, the eaux-de-vie are transferred to dames-jeannes, large glass bottles where they will continue resting. The cellar is named “paradise” in reference to the eternal rest they have deserved.

The Royal rooms are visible on the Royal Tour:

THE BOARD ROOM

This is where the BARON OTARD® board of directors meets. In the 15th century, it was one of the count's bedrooms, with its wide fireplace and access to a terrace featuring a clear view of the Charente, now blocked. The other window overlooks the inner courtyard of the Chateau. The chapel is opposite.



THE FRANÇOIS I ROOM

For around 50 years, the Royal Chateau de Cognac was the usual residence of Jean and, later, Charles d'Orléans, their families and their courts. François I, the son of Charles d'Orléans, was born in this room in 1494. He became King of France in 1515. During his reign, he remained especially fond of this Chateau and enlarged it to befittingly host a king and his court.

TOURS OF THE ROYAL CHATEAU DE COGNAC



DISCOVERY, PRESTIGE, AT THE HEART OF THE CHATEAU

A three-part tour; only the qualities of the Cognac tasted change depending on the Experience chosen:

Immersion in the history of France: discovery of the Helmet Room, the Chateau's oldest part, and the Renaissance State Room where King François I received his guests, which was also a prison and an eaux-de-vie ageing cellar.

A **tour** of the unique BARON OTARD® eaux-de-vie ageing cellars in the heart of the Chateau, a detailed explanation of how BARON OTARD® Cognacs are elaborate and their history.

Discovery: tasting* with comments of BARON OTARD® VS and VSOP Cognacs.

Prestige: tasting* with comments of BARON OTARD® VSOP cognac and flagship XO Gold Cognac.

In the heart of the Chateau: tasting* with comments of BARON OTARD® VSOP, XO and EXTRA 1795 Cognacs.

75 MINUTES - Up to 49 people

2018 PRICES

Discovery Tour	11 €
Prestige Tour	21 €
In the Heart of the Chateau Tour	46 €
Children 12 to 18	5 €
Children under 12	free
Students	8 €



ROYAL

A tour of the Chateau's historic part including King François I's private apartments. This is followed by a tasting with comments of BARON OTARD® VSOP, XO Gold, Extra 1795 and exceptional Fortis & Fidelis Cognacs.

2 HOURS - 1 to 15 people

2018 PRICES

Tour and tasting	120 €
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FROM THE HISTORY OF FRANCE TO BARON OTARD® COGNACS

This in-depth exploration of the Chateau's rich history includes the private apartments of King François I. Archival documents not on public display illustrating the history of this monument closely connected to that of France are shown and commented on. At the end of the tour, visitors see the cellars and taste* the flagship Cognac, BARON OTARD® XO Gold, accompanied by a delicate chocolate flavoured with XO Gold created by a local craft chocolate maker in collaboration with the cellar master.

2 HOURS - 1 to 8 people

2018 PRICES

Tour and tasting	35 €
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The Royal Chateau de Cognac is ideal for film or photo shoots. Ask us for information.

A UNIQUE TOUR TO BE PART OF THE CHATEAU'S HISTORY



ROYAL HERITAGE

Tour of the Chateau's historic part, the private apartments of King François I, the cellars with exceptional ageing conditions and tasting* of the exclusive Royal Heritage blend.

At the end of the tour, visitors put this prestigious Cognac under glass. From bottling to personalising their labels, visitors take home a unique, incomparable souvenir and leave their signatures in the Chateau's historic guest book.

2 HOURS - 1 to 6 people

2018 PRICES

Bottling	170 €
Tour and bottling	220 €





CHATEAU ROYAL
DE COGNAC

GUESTS AT
THE ROYAL
CHATEAU
DE COGNAC

The lavish, unique Renaissance State Room overlooking the Charente was built at the request of King François I to welcome his guests. Vast and bright, it is still the ideal setting for prestigious receptions, cocktail parties, gala dinners, dances, concerts, conferences, seminars, etc.

Each event can be accompanied by a tour of the Royal Chateau de Cognac to make that moment, in this place, a veritable Experience.



AREA

356 m²

CAPACITY

Seated meal: 250 people

Cocktail: 400 people

Theatre: 200 people

The Royal Chateau de Cognac makes a list available of recommended service providers (caterers, sound system professionals, photographers, florists, etc.), carefully selected for their quality.

Many accommodations (3*, 4* 5* hotels, self-catering cottages and guesthouses) are near the Chateau.

2018 PRICES

Private and professional events

2760 € including tax



USEFUL
INFORMATION

The Royal Chateau de Cognac is in Cognac, Charente. It is 90 minutes from Bordeaux, two hours from Poitiers and 50 minutes from the Atlantic coast.

BOOKING SITE

www.chateauroyaldecognac.com

INFORMATION & BOOKING

infovisite@baronotard.com

+ 33 (0) 5 45 36 88 86

 Château Royal de Cognac

 chateauroyaldecognac

#ChateauRoyaldeCognac

#HomeofBaronOtard

HOW TO GET HERE

By car on motorway A10:

Paris-Bordeaux route:

Saint Jean d'Angely exit, follow the signs for Cognac.

Bordeaux-Paris route:

Pons exit, follow the signs for Cognac.

By train:

5 minutes by car from the Cognac railway station

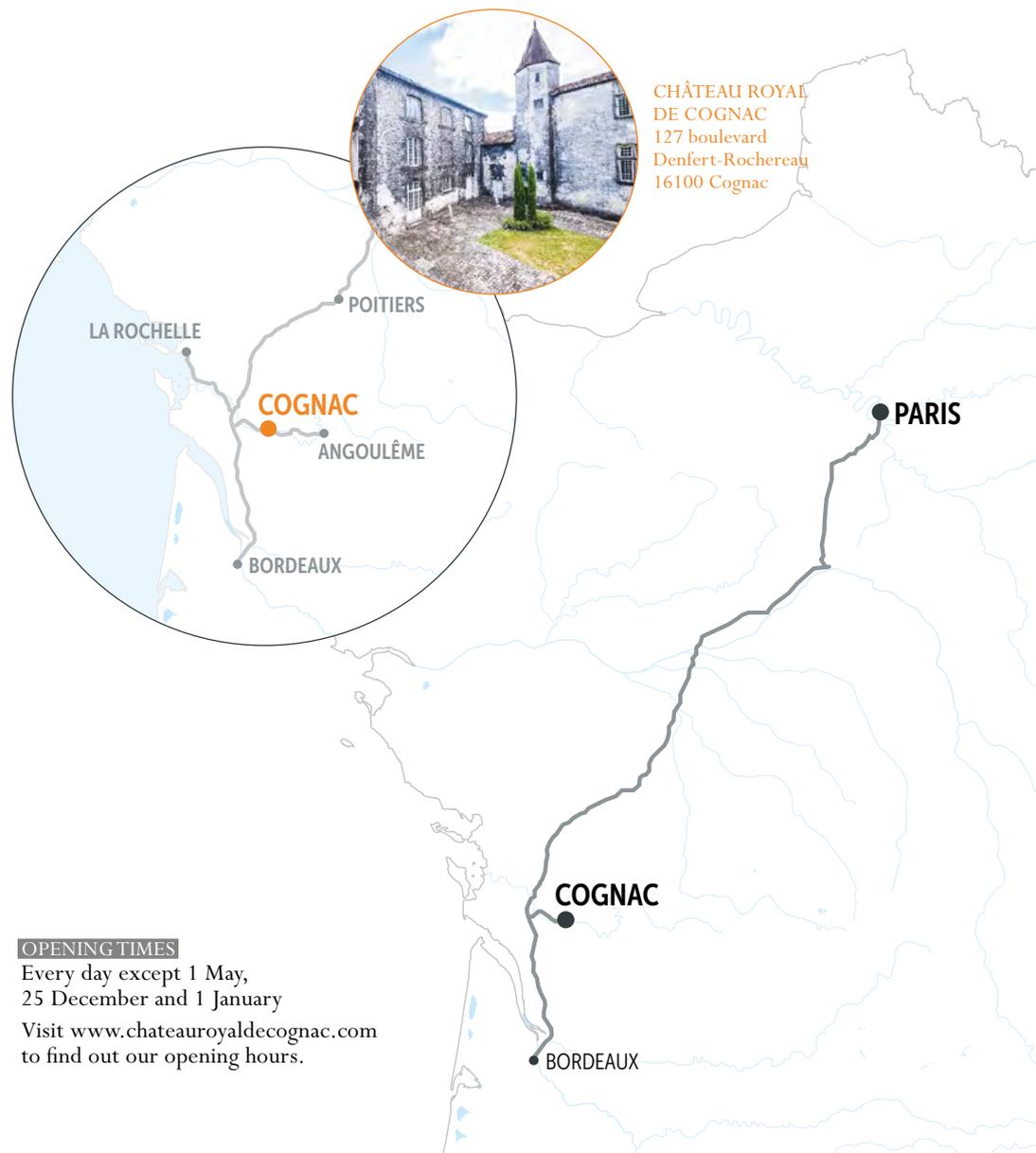
45 minutes by car from the Angoulême railway station

Free parking around the Chateau

OPENING TIMES

Every day except 1 May, 25 December and 1 January

Visit www.chateauroyaldecognac.com to find out our opening hours.



CHÂTEAU ROYAL
DE COGNAC
127 boulevard
Denfert-Rochereau
16100 Cognac

127 BOULEVARD DENFERT ROCHEREAU 16100 COGNAC - WWW.CHATEAUROYALDECOGNAC.COM

Slow
DRINKING
L'ART DE SAVOIRER ET DE PARTAGER

ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH. DRINK MODERATELY.