

Contact: Jeanette Brown  
Deussen Global Communications, Inc.  
+1-212-682-2293 ext 153  
[jbrown@deussenglobal.com](mailto:jbrown@deussenglobal.com)

## **OTARD® and Travel Retail**

For over two centuries, OTARD has had the unique privilege of ageing its finest eaux-de-vie in the Royal Château de Cognac, the birthplace of François I, King of France (1515-1547). In 1795, Baron Otard, a respected engineer and scientist, purchased the Château to create and age incomparable blends. The thickness of the Château walls and proximity to the Charente River provide constant temperature and ideal humidity – the perfect conditions for ageing Cognacs and developing the OTARD style, which is noted for roundness, mellowness, and great finesse.

In 1968, OTARD created its signature tear-drop bottle. As enthusiasts know, when drinking Cognac, it is common to swirl the spirit in the glass to activate and bring out the aromas. Swirling the glass leaves traces of Cognac along the inside walls, which form droplets that cascade downward. The Cognac is said to be “weeping,” and these “tears” were the inspiration behind the elegant OTARD bottle.

OTARD's portfolio includes OTARD VSOP, OTARD XO Gold, OTARD Extra, OTARD Vintage 1975, and the OTARD Collection (which features VSOP, Jade, and XO Gold), all of which are consistently recognized for their quality.

*Continued on Page 2...*



**BACARDI GLOBAL TRAVEL RETAIL DIVISION**

“We are extremely proud to have OTARD as part of the Bacardi portfolio,” says Bacardi Global Travel Retail Managing Director, Andrew Carter. “Its rich history and consistent excellence are a perfect fit with our super-premium portfolio.”

For further information, please visit [www.otard.com](http://www.otard.com). OTARD is a registered trademark. Please enjoy OTARD responsibly.

**Note to Editors**

Bacardi Global Travel Retail Division was established as a stand-alone business unit in January 2006. Through its premium and super-premium brands, including BACARDI® Rum, DEWAR'S® Blended Scotch Whisky, GREY GOOSE® Vodka and Flavoured Vodkas, BOMBAY SAPPHIRE® Gin, MARTINI® Vermouth, 42 BELOW® Vodka and Flavoured Vodkas, and OTARD® Cognac, Bacardi Global Travel Retail Division works to create innovative partnerships and unique experiences for travellers.

Bacardi Global Travel Retail is proud to support the European Travel Retail Council and other industry bodies in their work to protect the interests of the travelling public and the Travel Retail industry.

*For more information on or artwork of OTARD and the Bacardi Global Travel Retail Division, please contact Jeanette Brown, Deussen Global Communications +1-212-682-2293 ext 153 or email [jbrown@deussenglobal.com](mailto:jbrown@deussenglobal.com)*



**BACARDI GLOBAL TRAVEL RETAIL DIVISION**