



RÉMY COINTREAU

PRESS RELEASE

TFWA Asia Pacific
Maxxium Global Travel
Retail suite HS30

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**RÉMY COINTREAU GLOBAL TRAVEL RETAIL BOOSTS VISIBILITY
AND CONSUMER OFFER IN ASIA**

Duty free and travel retail outlets in Asia have been among the most successful locations for the **'Heart of Cognac'** promotional activities launched three years ago by **Rémy Martin** and activated by Maxxium Global Travel Retail.

Double digit growth has been recorded during promotions in key locations including Hong Kong, Singapore, Tokyo, Taipei, Kuala Lumpur, Seoul, Bangkok and Ho Chi Minh international airports and the border shops between Hong Kong and mainland China.

Assisted tastings and special displays in and out of store during peak travel times such as Chinese New Year, which educate the consumer on the heritage and quality of Rémy Martin Fine Champagne Cognac, have further increased sales.

The targeted promotions, which include a gift with purchase of a collector's X.O miniature, have also encouraged trade up from the number one cognac in duty free, Rémy Martin V.S.O.P, to their superior brands such as X.O and the recently launched travel exclusive range, Rémy Martin V.S.O.P Premier Cru, X.O Premier Cru and 1988 Vintage Premier Cru.

The Heart of Cognac promotional campaign will continue in 2008-09 including an additional focus in June and July specifically on the travel retail exclusive Premier Cru range in Hong Kong, Japan, Kuala Lumpur, Singapore and Taipei. Tasting opportunities will underline the quality of the range which derives from premium eaux-de-vie from the Grande Champagne vineyards giving the cognac intensity of aroma, increased length and remarkable mellowness. Consumers will also receive a gift with purchase during the promotion.

Rémy Martin X.O Excellence is also set to feature in the Heart of Cognac spotlight in the coming months.

Pascale Dubos, Travel Retail Trade Category Manager, Rémy Cointreau: "The Heart of Cognac promotions have been so successful that we are currently working with our agency Ogilvy Action on the next generation of promotions for roll out in September 2008. In these promotions we will continue to educate the consumer on cognac and our premium brand in an even more engaging way. We hope to continue to surprise the consumer."

Cointreau will offer a cute cocktail shaker as a gift with purchase in selected locations for 2008-09 to reinforce the popularity of the unique natural orange flavoured liqueur (40°) as a base for exciting cocktails.

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The recent 'Cointreauversial' promotional campaign and the launch of the refreshing and fruity 'Cointreapolitan' cocktail have elevated the liqueur from a classic after-dinner drink which has been around since 1849 to a trend-setting aperitif and cocktail base to suit fashionable women with spirit and individuality.

Such has been the success of the Cointreau promotions and the association with glamorous international brand ambassador Dita Von Teese, that the company is committed to continue the campaign for the foreseeable future.

Point of sale merchandising and promotional items including tasting units, display materials and cocktail recipe cards have been created to ensure high visibility for the iconic French liqueur in the outlets selected for the promotion in the future.

Assisted tastings and innovative merchandising have proved so successful in raising the profile of **Piper-Heidsieck Champagne** in the duty free and travel retail market that they are to be developed further in 2008-09.

Working closely with Maxxium Global Travel Retail, the Piper-Heidsieck brand managers launched the inventive Cool Box packaging for Piper-Heidsieck Brut and in the autumn a show-stopping upside-down presentation for Piper-Heidsieck Rosé was created by innovative designers Viktor & Rolf.

For this year there will be dramatic developments in the high-end prestige cuvée segment, details of which will be announced later.

Walter Kooijman, Asia Travel Retail Director, Rémy Cointreau: "Rémy Cointreau has pursued an imaginative programme of attractive promotions over the last three years aimed specifically at increasing the knowledge and understanding of our premium brands among travelling consumers. We raise visibility, offer tastings, suggest serving options and encourage experimentation. The results are before us: sales doubled or even tripled during these promotions. The consumer who understands his product is prepared to make an informed choice in favour of premium quality and exclusivity. We are committed to continuing this educational approach in the next 12 months with inventive promotions and exciting new products."

The full range of Rémy Cointreau brands will be exhibited in the **Maxxium Global Travel Retail suite HS 30** at TFWA Asia Pacific (Suntec Singapore, 13-15 May 2008).

For more product information please consult www.remy-cointreau.com.

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Press enquiries:
Essential Communications

Kate Appleton Tel: +44 1784 434 666
Email: kate.appleton197@btinternet.com
or : kate@essentialcommunications.org

Trade enquiries:
Maxxium Global Travel Retail

Earnest Leung
Email: Earnest.leung@maxxium.com