

NAUD

NOBLE AND UNUSUAL DISTILLERY

'Top 10 best value-for-money Cognac brands'

-The Spirits Business 2019

Year Founded: 1923

Region: Cognac, France

Producer: Jean-Michel Naud and his son, Pierre.

Known For: Jean-Michel NAUD works hand-in-hand with his son Pierre to select grapes at optimum maturity, from some of the most prestigious crus of the appellation area. Naud produces some of the world's finest Cognacs.

Over the last century, five generations of bold and passionate entrepreneurs have crafted spirits following in the footsteps of famous fruit-liquor maker Emile Perrier. The latest to carry out this tradition are even somewhat rebellious. In the 1980's, Jean-Michel Naud, a trained oenologist and passionate explorer of wines and spirits and son-in-law of Robert Perrier, rediscovered the distillery. Today, with his son Pierre, they have decided to reignite the flames under the copper pot stills to create a distinguished line of Cognacs. Under the brand name NAUD – also referred to by the moniker “Noble and Unusual Distillery – the Naud family invites you to share their passion for the art of distillation by revealing



these treasured spirits which have been kept secret so long. Built in the 19th century in the Cognac region, the ancient grain mill of Pinthiers, with its authentic paddle wheel, became the family distillery in 1923. Well-hidden among the greenery and set upon a small island, the old limestone building, which is surrounded by lime and willow trees, is bordered by two arms of the River Seugne, which flows into the River Charente. This outstanding distillery, hidden on its own island, now produces some of the world's finest Cognacs and NAUD is now ready to share with the world.



JEEZY & NAUD PARTNERSHIP

The history of Cognac and Jazz goes back to the same era, and both have since evolved and become integral parts of and influenced culture today. With roots for both in France, but now a major part of the culture in the US, musician and entrepreneur Jeezy has taken it upon himself to share the rich history of spirit making with the Naud family and how cognac shaped the jazz movement bringing it current to today with jazz' influences on all music genres. Jeezy will share the stories and lifestyle of how the two are enjoyed today in different environments from speakeasies, nightclubs, cigar lounges and spending time with friends.



Cognac VS

‘50 Best Spirits of 2023’ -Vinepair

Ugni-Blanc, mainly cultivated on clay and limestone soils, is known to mature slowly and to convey finesse to the eau-de-vie. Colombard, which ripens earlier, is most commonly cultivated on poor soils and offers subtle fruity and floral notes to the cognac. Notes of pear and peach evolving onto toasted almonds and cinnamon. Fresh and well balanced. Aromas of fruit with white flesh and honey, lingering onto vanilla. A fresh and expressive Cognac to be appreciated neat, on the rocks or in legendary cocktails such as a Julep or a Sidecar.

‘Best of Category’ - American Distilling Institute 2019

Gold - The Spirits Business, The Cognac Masters 2018

93 Points ‘Excellent, Highly Recommended’ - Ultimate Spirits Challenge 2018



Cognac XO

12-40-years-old. Smooth and rich aromas with fragrances of candied orange, prune, leather and cinnamon spice. On the palate, complex and long lasting notes of Seville orange, tobacco and earth. A truly rich and complex Cognac with extraordinary suppleness.

94 Points – The Tasting Panel