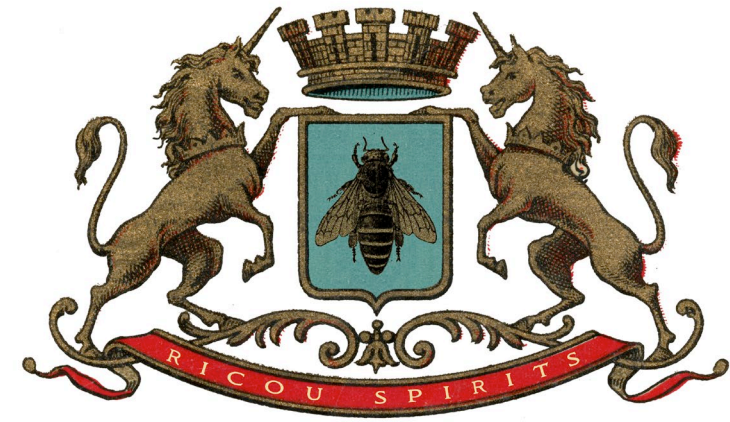


BRANDY

SAINTE LOUISE

Est. 2018



BRANDY
SAINTE LOUISE

Frederick Wildman Launch 2024





MEET JENNIFER: THE WOMAN WITH A BRANDY PLAN

Prior to launching Brandy Sainte Louise in 2018, Jennifer Querbes held manifold positions in the spirits industry -- including working on the floor of a distillery, national sales manager for numerous brands, distillery start-up consulting, and just about everything in between. While researching historic 19th and 20th century cocktail recipes as the Global Brand Ambassador for Tempus Fugit Spirits, she was inspired by the overwhelming proportion of early mixed drink recipes that include brandy as the primary base spirit.

Jennifer leveraged her extensive travel experience in France with her expertise and passion for cognacs and brandies; making it her mission to create a superior spirit -- the type of high-quality French brandy that was available decades ago -- at a price point that would allow bartenders to once again offer classic brandy-based cocktails.



Employing the tradition and process of the French brandy négociant, Jennifer began working with a French Cellar Master to achieve her vision. She proposed the challenge of blending the best regional eaux-de-vie of varying ages to produce a rich and balanced quintessential French brandy. Jennifer took her samples cross country, allowing bartenders to review and experiment with the brandy in a vast range of classic cocktail recipes. The final blend and ABV was achieved with the expertise of illustrious bartenders worldwide.



WHAT IS BRANDY?

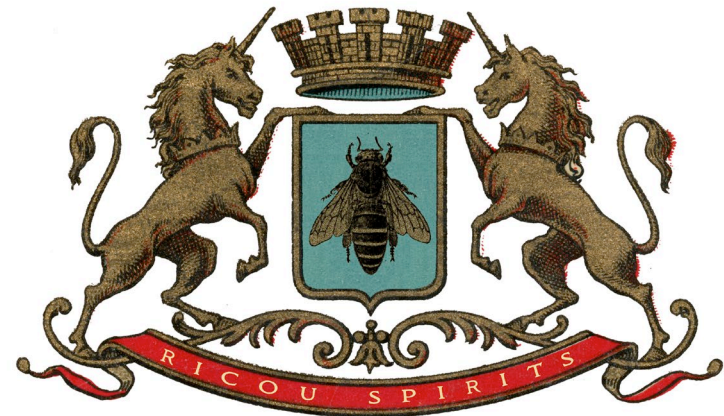
Per the Encyclopedia Britannica:

Brandy is an alcoholic beverage distilled from wine or a fermented fruit mash. The term used alone generally refers to the grape product; brandies made from the wines or fermented mashes of other fruits are commonly identified by the specific fruit name.

Per F. Paul Pacult:

Brandy is an ancient category, revered for centuries wherever grapes and fruit have been cultivated and wine has been made. Brandy has been produced from grapes grown in California's vast Central Valley and coastal counties; the prime vineyards of Peru and Chile; the fabled vineyards of southwest France; the apple and pear orchards of Normandy; every one of Italy's twenty regions; to Spain's Andalucia and Catalonia regions as well as from the far-flung vineyards of Germany, Cyprus, Israel, Georgia, Mexico, Canada, and Armenia. In many societies, Brandy has been an integral lubricant of the social and cultural histories, in every corner of the world since the Late Middle Ages.





BRANDY
SAINTE LOUISE

3 Traditional French Brandy



Cognac
Armagnac
Calvados



Brandy Etymology: Dutch *brandewijn* "burnt wine"



WHAT IS COGNAC?

All Cognac is brandy, but not all brandy is Cognac

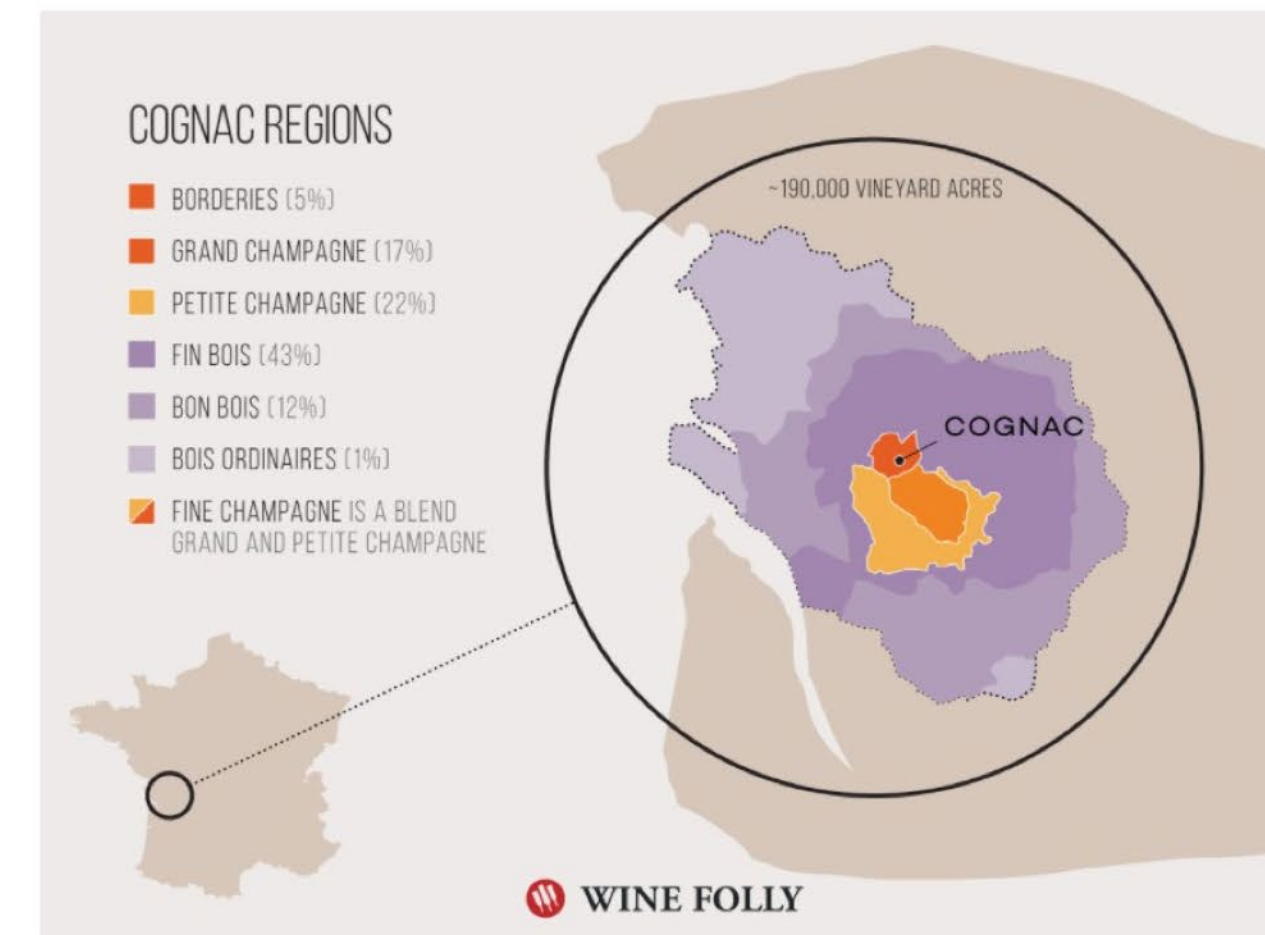


Cognac is a wine grape brandy from the Cognac region of France. This region is a controlled designation of origin, or AOC [Appellation d'Origine Contrôlée], with many rules and regulations regulating the quality of all the styles of Cognac. It means every Cognac you drink comes with a stamp of authenticity.

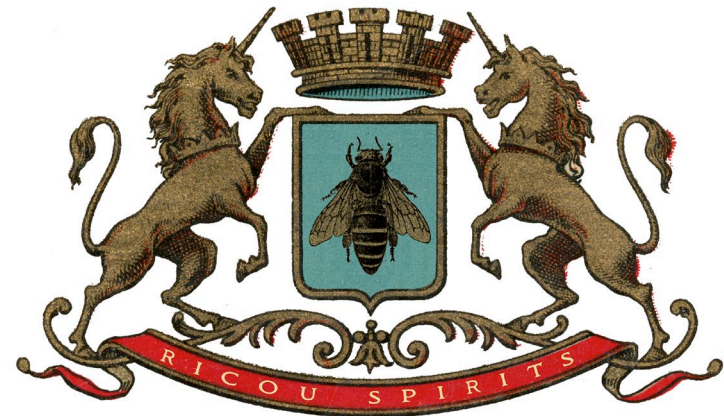


The main grapes of Cognac are

- ❖ Ugni Blanc aka Trebbiano Toscano
- ❖ Folle Blanche
- ❖ Colombard



Ugni Blanc makes up 98% of the region's 196,000 acres and is blended occasionally with Folle Blanche or Colombard. Winegrowers also have the possibility of using up to 10% of other grape varieties too, which include the rare varieties of Folignan, Jurançon blanc, Meslier St-François, Montils, or Semillon.



BRANDY
SAINTE LOUISE

Cognac Distillation and Production

Double Distilled in Alembic Charentais Copper Pot Stills

Name from proximity to the Charente River

Varietals: 98% Ugni Blanc

Typically aged in Limousin Oak

Eau de Vie: Unaged

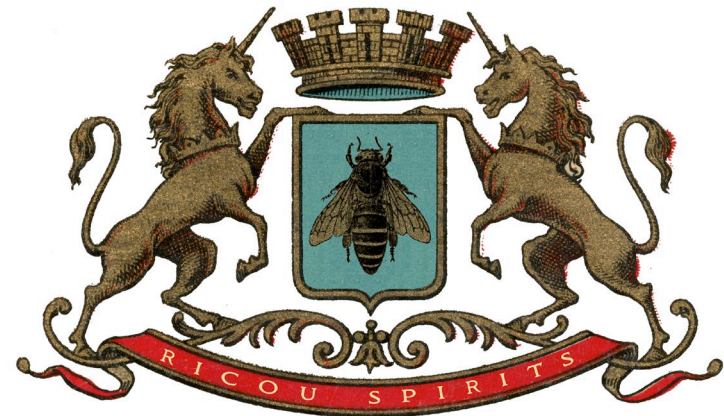
VS: "Very Special;" Minimum of 2 years

VSOP: "Very Special Old and Pale;" Minimum of 4 years

XO: "Extra Old;" Minimum of 10 years

In terms of age, Brandy Sainte Louise lies exactly between VS and XO, but more characteristic of VSOP.





BRANDY
SAINTE LOUISE

What is Armagnac?

Single Distilled in Column Stills —> Rustic, Pungent

Varietals: Ugni Blanc, Baco, Colombard, Folle Blanche

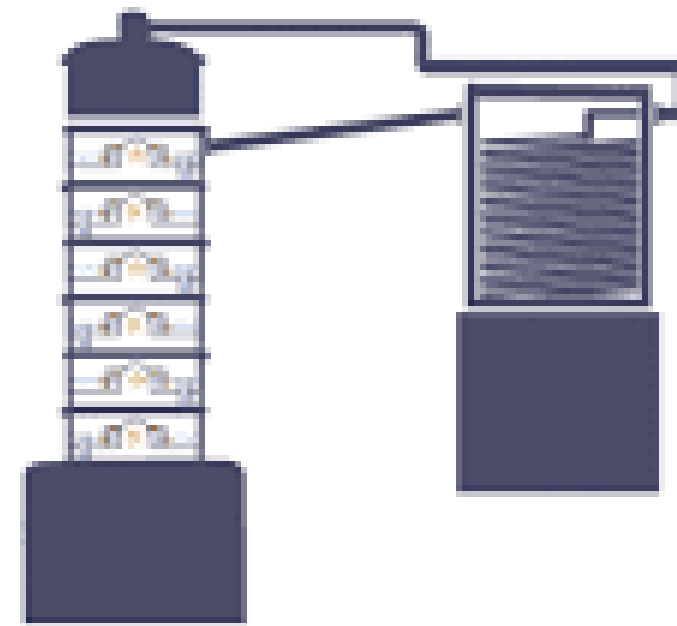
Aged in Limousin or Black Gascon Oak, similar age classifications as Cognac

Oldest brandy/spirit recorded to be still distilled in the world (1310)



Armagnac

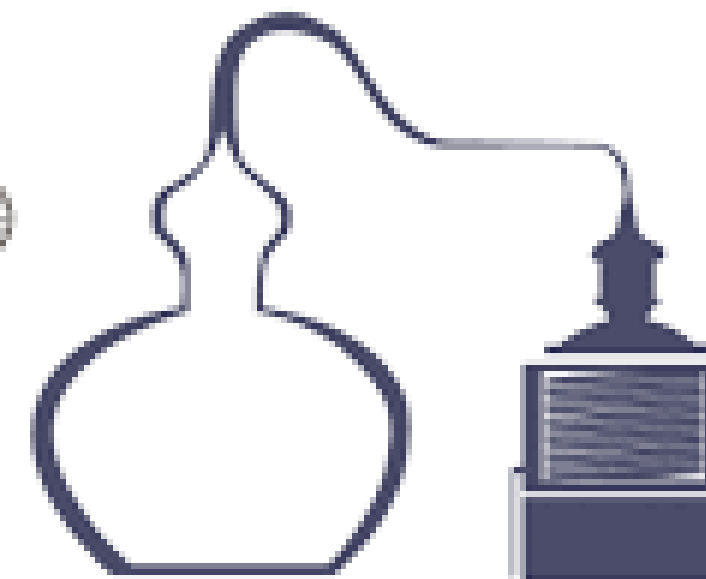
ARMAGNAC
POT STILL



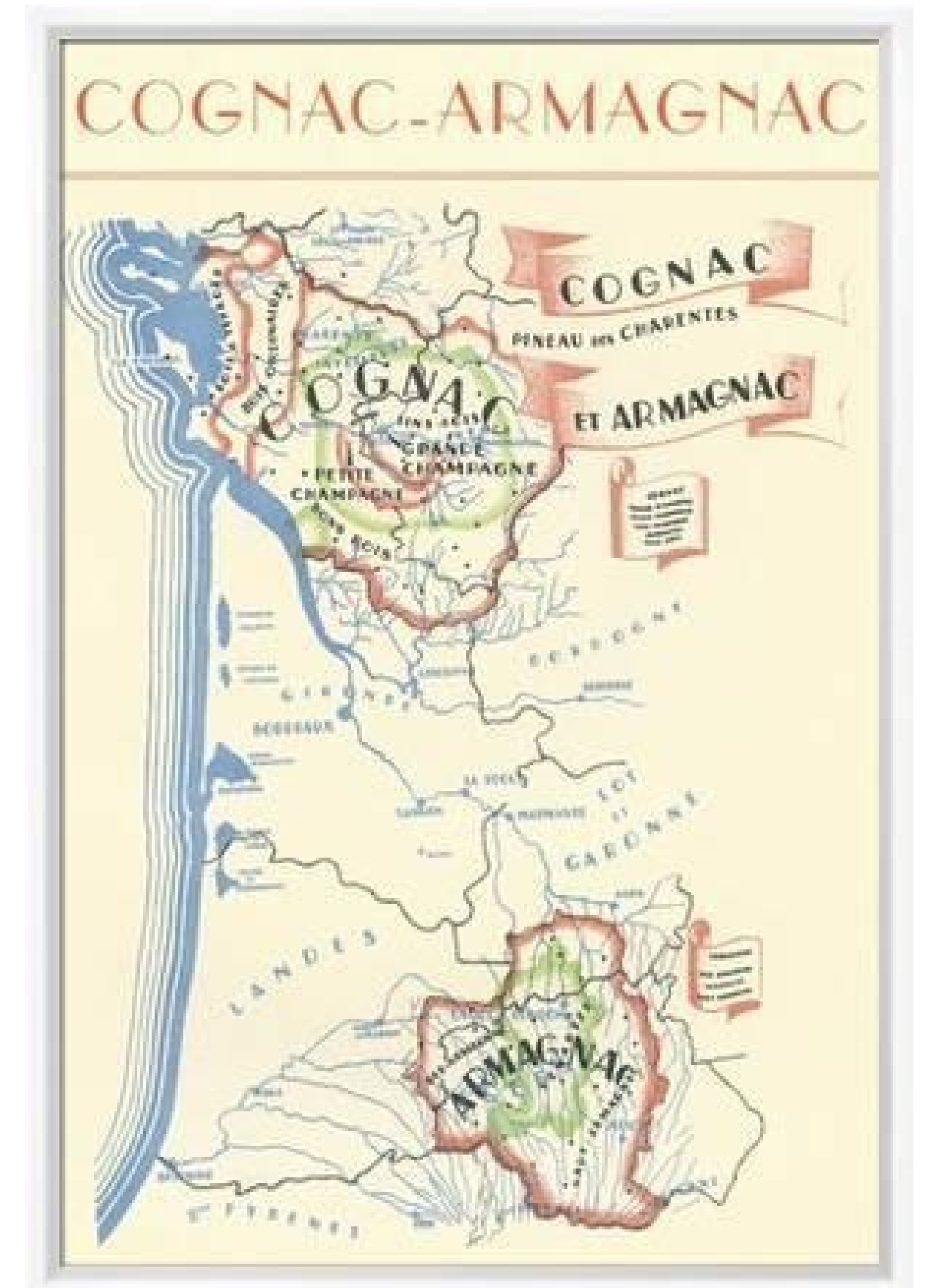
Simple distillation

Cognac

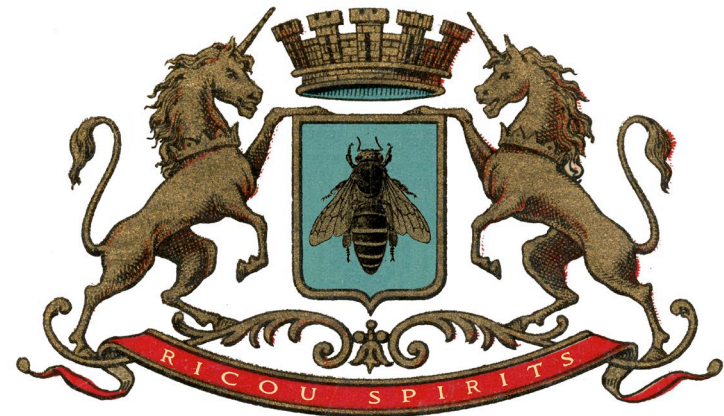
COGNAC
POT STILL



Double distillation



Brandy Sainte Louise



BRANDY
SAINTE LOUISE

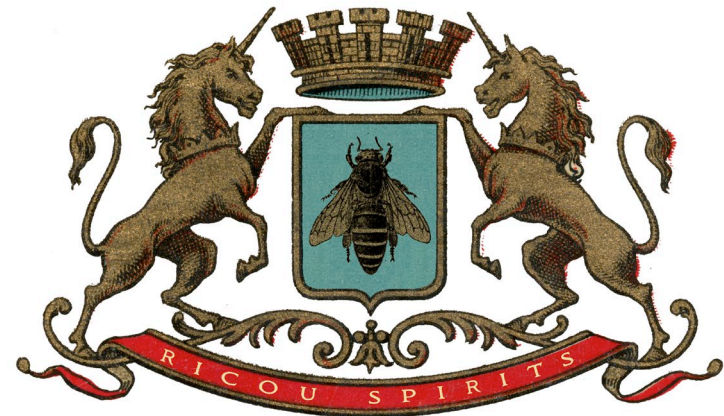
Overbuilt classic French Brandy offered at a “cocktail-friendly” price point

- Developed at the request of and in collaboration with bartenders nationwide
- **Specifically designed for use in cocktails on the menu from both a flavor and pricing POV!**
- Classic, fruit-forward brandy crafted in the traditional manner and made popular by the essential and influential brandy-based libations of the late nineteenth century.
- Adds depth, texture and a marvelous balance of classic fruit structure to cocktails
- Versatility: 2/3 of historic cocktails were brandy based

Phylloxera, prohibition, WW I, II, high cost of imported French products

Not attempting to mimic cognac—versatile workhorse utilized across the board en lieu of or in addition to gin, whiskey, etc. as it was done historically





BRANDY SAINTE LOUISE

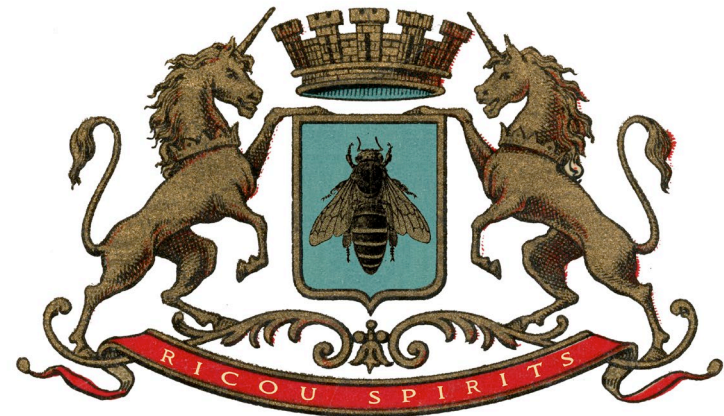
Brandy Sainte Louise Continued

Renowned, Fifth Generation Cellar Master in Cognac
Produced by Monnet, owned by Hine Cognac, Founded in 1763
Royal Warrant Queen Elizabeth II since 1962



- Primary Varietal : Ugni Blanc
- Blend of 10 eaux de vie all aged 2-10 years
- 43% ABV
- No additives, boise (oak extract), sugar
- Négociant Tradition
- Legendary and highly protected terroir and expertise in region; highest standards of brandy production worldwide

Not trying to be cognac, but a versatile workhorse utilized across the board en lieu of or in addition to gin, whiskey, etc



BRANDY SAINTE LOUISE



COGNAC-ARMAGNAC



Access to much higher quality fruit just outside the AOC with the same terroir and production as Cognac at a fraction of the price.



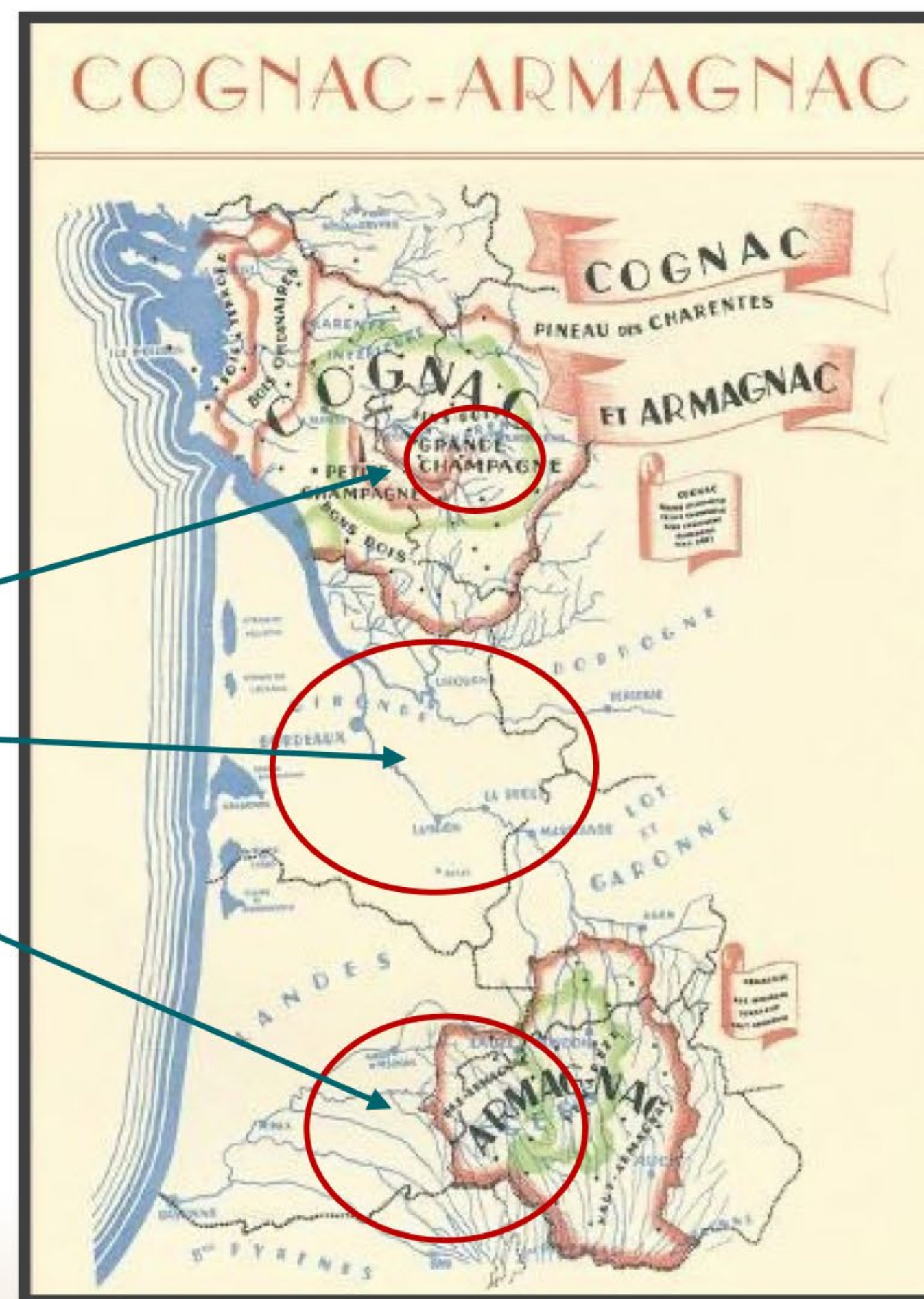
WHERE DOES BRANDY SAINTE LOUISE COME FROM?

Brandy Sainte Louise is produced in collaboration with a renowned cellar master from Cognac and is comprised primarily of ugni blanc grapes from just outside the Cognac AOC. The traditional, centuries-old French négociant production method of sourcing, aging and blending the highest quality eaux de vie possible utilizes the best of both worlds: production expertise of the cognac region, but without the limitations of the Cognac AOC. The result is an overbuilt French brandy that offers an unmatched quality to price [value] ratio.

Approximately 90% is ugni blanc, including a small amount of 2 Year Old from Grande Champagne and Armagnac. 10% is a proprietary blend outside the AOC designed to enhance the brandy's versatility.

Brandy Sainte Louise can also be pitched as:

“A non-AOC or declassified VSOP Cognac that often outperforms its competition.”

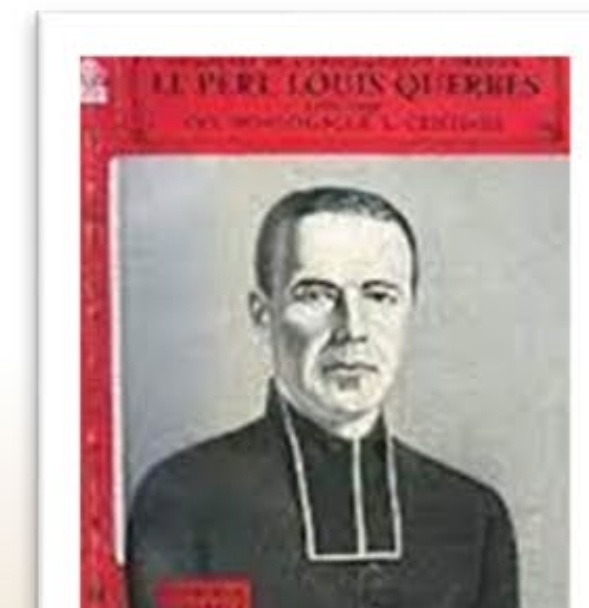




WHAT'S IN A NAME? DEMYSTIFYING THE LABEL...



- ❖ Inspired and based off an original Armagnac label from 1837
- ❖ Historically accurate label correlates with 19th century productions methods
- ❖ Pale & Old is pre-classification [VS, VSOP, XO] term that simply refers to the color derived from barrel aging
- ❖ Named after Jennifer's grandmother Louise Querbes, but also a tribute to her soon to be canonized ancestor [Saint] Louis Querbes
- ❖ The original Querbes Family Crest had unicorns, but Jennifer tweaked it a bit with a bee from the collection of pins she inherited from her grandmother
- ❖ The subtle Fleur de Lis on the back label pays homage to Jennifer's French and New Orleans heritage
- ❖ She named her company Ricou Spirits after her great, great grandmother Alexandrine Ricou, who immigrated from France and was active in the women's suffrage movement





BRANDY IS SEASONAL...OR IS IT?



Vieux Carré

Not the easiest cocktail to make or find, but run, don't walk when you see one on menu



Sangria

Year round, red, white, pink with seasonal fruits. Always a crowd pleaser



Stinger

Sure, your grandmother used to drink these and smoke Virginia Slims, but we think it deserves a comeback



Brandy Alexander

Perhaps geared more towards the cooler weather, but delicious none-the-less



French 75

Year round, friendly greeting cocktail



Sidecar

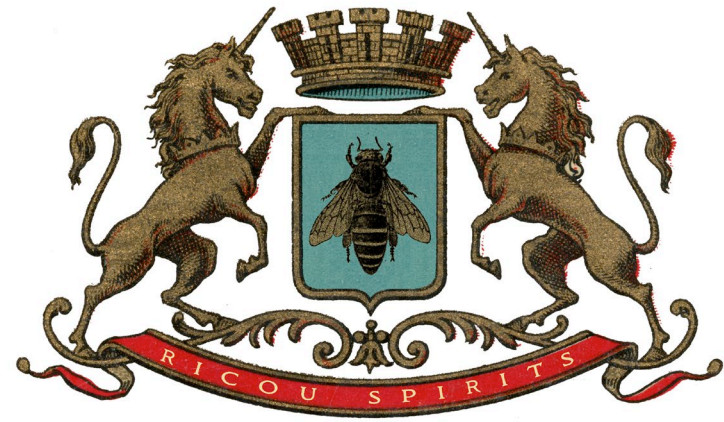
Year round, margarita or daiquiri substitute



Sazerac

Year round, steakhouse friendly cocktail

Most cocktails that call for whiskey, gin, etc were originally made with brandy



BRANDY
SAINTE LOUISE

Account Examples

Anywhere Chartreuse is, BSL should be; same account universe

Tiny Victories

Aviary

Cure NOLA

Death and Co

Previous NY Accounts

Maison Premiere

Excuse My French

Le Boudoir

Amor y Amargo

Julep

Thompson Hotel

Billy Sunday

Attaboy

PDT

Club 33 Disneyland

The Puttery Houston, Dallas, Chicago
12 bottles/week each

Chicago Symphony

Jack Rose Saloon DC

Cocktail Tasting



Sazerac: New Orleans; inspired BSL more than any other_

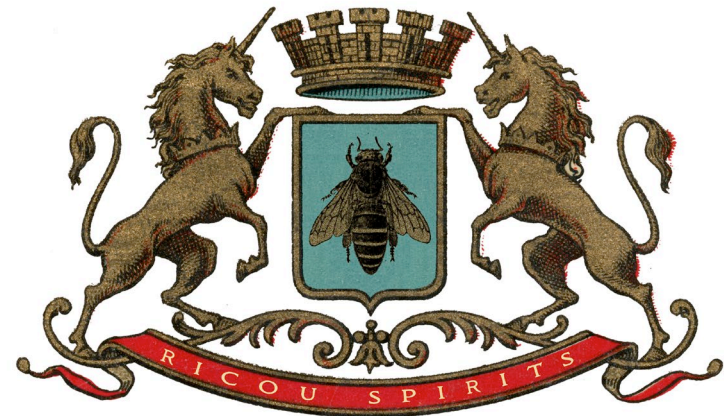
Sidecar: Most ubiquitous call cocktail;
best side-by-side performance
benchmark on-premise



BRANDY SAINTE LOUISE SIDECAR

2 OZ BRANDY SAINTE LOUISE
.5 OZ LEMON JUICE
.25 OZ ORANGE LIQUEUR

SHAKE WITH ICE. STRAIN INTO
COCKTAIL GLASS.



BRANDY
SAINTE LOUISE

Chartreuse Cocktails

More historic cocktails with French Brandy as base than any other spirit

Champs Élysées Cocktail (Savoy, 1930)

Ingredients

- 1½ oz. Brandy Sainte Louise
- ¾ oz. Lemon Juice
- ½ oz Simple Syrup (1:1)
- ¼ oz. Green Chartreuse
- 2 Dashes Angostura Bitters

Add all of the ingredients to a shaker. Add ice and shake to chill. Fine strain into a chilled glass, then garnish with lemon twist.





AWARDS & ACCOLADES



EXERPT: “Applications in abundance for neat service in a tulip-shaped wine glass or in a classic brandy cocktail, like the Sidecar or Vieux Carré. A phenomenal value that outshines more than a few young VS and even VSOP Cognacs and Armagnacs.”

New Orleans Spirits Competition 2022
Tasting: Gold
Packaging: Gold, Best in Show Classic



★★★★★ 1/2



Spirit Journal December 2017:
★★★★/Highly Recommended



USA SPIRITS RATINGS:

Brandy of the Year, Gold, Best in Show by Country Category

Perfumed nose that is perfectly balanced between fruit and savory notes. Flavors of vanilla, leather, raisin, fig jam and pineapple cake.

ATS +



ON-PREMISE:
IF YOU SEE THESE BRANDS, B&L HAS AN AUDIENCE!



What you might see in a higher end/craft cocktail well. Ranging from \$15 - \$25 to the on-trade



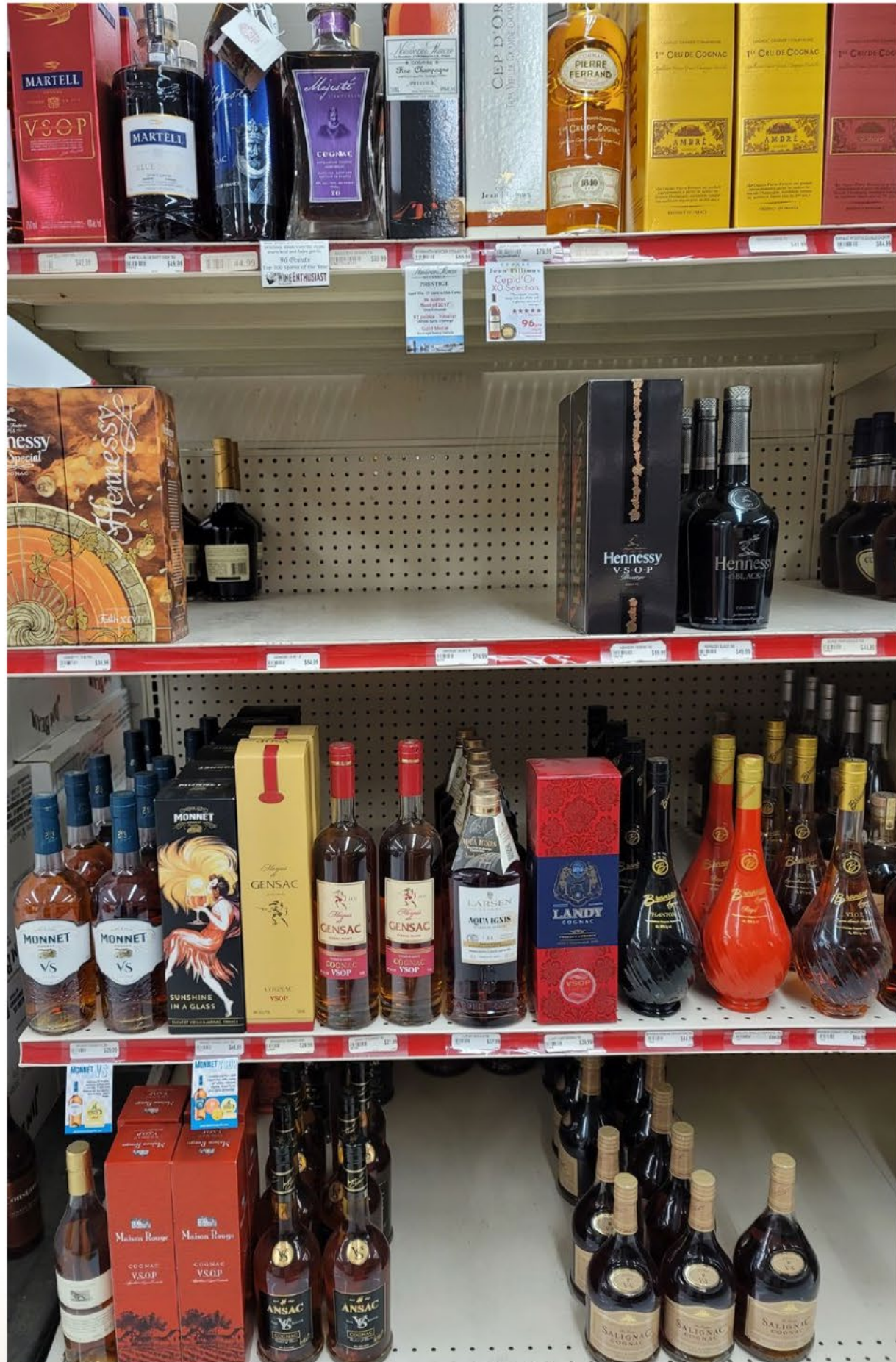
Other historic brands and some newcomers more commonly found on the backbar



OFF-PREMISE:
IF YOU SEE THESE SETS, BSL HAS A HOME!

No additives vs. competitors

No supply chain or production shortages



Supply chain disruption has the shelves looking quite sparse.
Now is a great time to slide in Brandy Sainte Louise!



Average Cognac prices in the US vary a lot*

- ❖ VS \$27.99 - \$39.99
- ❖ VSOP \$34.99 - \$64.99
- ❖ XO \$100 and up



↑
\$34.99



SUMMARY: Key Sales Points

Overbuilt classic French Brandy offered at a “cocktail-friendly” price point

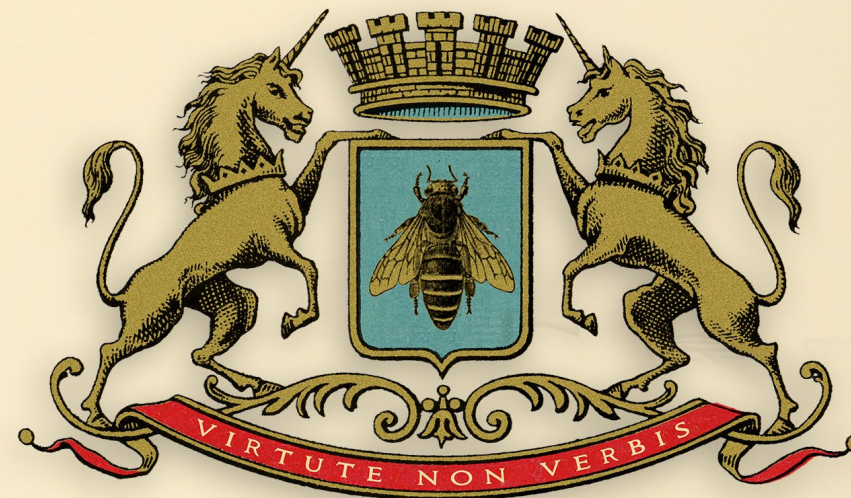
SPECIFICALLY DESIGNED TO BE USED ON COCKTAILS FROM BOTH A PRICE AND FLAVOR POV!

Anywhere Chartreuse is, BSL should be; same account universe

More historic cocktails (i.e. Chartreuse) with French Brandy as base than any other base spirit

Absolutely nothing competitive of this quality and price point (Value Ratio)

- Developed at the request of and in collaboration with bartenders nationwide
- Classic, fruit-forward brandy crafted in the traditional manner and made popular by the essential and influential brandy-based libations of the late nineteenth century.
- 43% Higher proof stands up in cocktails versus cognac which gets lost and not cost effective
- Woman-Owned
- Non-AOC or “Declassified Cognac”
- Higher quality fruit from just outside the region, same terroir and production at fraction of price
- Wine-based, more delicate than whiskey; year round consumption
- No additives vs. competitors
- Workhorse, versatility
- Not trying to be cognac



BRANDY SAINTE LOUISE

