



## **LOUIS XIII tasting experience: become an expert in the cognac world**

Some spirits need the right amount of time to be perfect. LOUIS XIII, for example, needs one hundred years to become the amazing cognac that it is; but time also has an important role when the moment of tasting it arrives. Finding the right moment to appreciate the life achievement of generations of cellar masters and artistry that has gone into every decanter of LOUIS XIII cognac, is as important as the creation process of this iconic french spirit.

### **Pausing to start**

LOUIS XIII's Cellar Master knows exactly when the aged *eau-de-vie* will become part of the blend for this cognac. So, in order to have time as one of LOUIS XIII's main ingredients, tasting experiences need their own moments, a pause to really focus on the aromas and organoleptic characteristics that will elevate senses to another level. Alone or with a group of friends, whatever the occasion chosen for tasting experiences, it needs to be free from all distractions for full immersion in the LOUIS XIII ritual.

### **Ritual begins**

First, LOUIS XIII decanter needs be remove from its elegant coffret as it was a treasure or a relic, allowing the light to flood through the glass, highlighting the deep amber and mahogany hues, indicative of *eaux-de-vie* that have been aged in oak barrels. Appreciating the beauty of the decanter is an experience for itself. With a unique shape based on a 16th-century flask found on a battlefield in Jarnac, France, each decanter is individually crafted and hand-finished with a stunning fleur-de-lys stopper. This story of LOUIS XIII is the perfect introduction for guests and friends to start the tasting experiences, allowing them to marvel at the lifetime achievements of generations of Cellar Masters that are inside every decanter.



### **A glass where the world fits**

One to 4 cl of the liquid into a LOUIS XIII glass are enough to start the ritual. The specially-designed Christophe Pillet glasses, Facets of LOUIS XIII are the perfect and recommended glasses to enjoy tasting experiences at its best, available to buy at LOUIS XIII boutiques. LOUIS XIII Spear is a specially designed tool emulating the traditional pipette used by our Cellar Master to draw the aged eaux-de-vie from the barrel, and it allows to pour the perfect amount of cognac into the glasses.

When the glass is “full”, the idea is to put it at arm’s length to see the rich hues and smooth sheen of this precious liquid. Next, it is important to bring the glass slowly towards the nose, experiencing the light floral bouquet that gives way to more intense notes of wood and spice just as floral notes of dried rose with honeysuckle and jasmine, to finish with fabulous notes of preserved fruits.

### **One drop at a time**

Now, it's time for the most important sense in the ritual: taste. One drop at a time between the lips to prepare the palate. The rich liquid will circulate around the mouth to fully appreciate the wave of individual floral, fruit and spice notes that burst onto the palate, evoking myrrh, honey, dried roses, plum, figs, leather and more.

An intense amount of aromas and flavors are contained in just one drop: honey, fungi, and walnut, along with a silky texture. The long finish ensures the LOUIS XIII cognac tasting ritual will not be short-lived, with bold flavours including jasmine, saffron and cigar box continuing to evolve on your palate for at least an hour after the first sip.

### **Toast as a melody**

Ever since its creation in 1874, LOUIS XIII cognac has been served at many momentous occasions. Royalty, dignitaries and celebrities alike have marked great celebrations and achievements by raising a glass of LOUIS XIII cognac, so it's only fitting that the clinking together of two dedicated LOUIS XIII cognac crystal glasses produces a unique sound – a clear and lingering G-sharp note that creates elegance and a sutil attraction for the moment.



Purchase LOUIS XIII cognac, LOUIS XIII glasses and the LOUIS XIII Spear through our [website](#)

**About LOUIS XIII Cognac:**

Think a century ahead.

Each decanter is the life achievement of generations of Cellar Masters.

Since its origins in 1874, each generation of Cellar Master selects from our cellars the most precious eaux-de-vie for LOUIS XIII. Today, Cellar Master Baptiste Loiseau is setting aside our finest eaux-de-vie as a legacy to his successors for the coming century.

LOUIS XIII is an exquisite blend sourced from Grande Champagne, the first cru of the Cognac region. The legendary decanters have been mouth-blown by some of the most skilled master craftsmen for generations. LOUIS XIII features exceptional aromas evoking myrrh, honey, dried roses, plum, honeysuckle, cigar box, leather, figs and passion fruit.