

5 DELICIOUS DIVERSIONS TO MARK TODAY'S NATIONAL COGNAC DAY

The lively spirit of Cognac is everywhere – in its renowned eau-de-vie and in the eponymous area where it is produced. Here are five ways to enjoy the Charente region around this year's National Cognac Day on 4 June!

1/ A new tasting setting at the Château de Cognac

2024 marks the anniversary of the birth of François I – so it's an ideal time to discover his birthplace, which stands out as an essential stop in the Charente lands.

Enjoy a tour of the château, discover the behind-the-scenes creation of Baron Otard and D'Ussé Cognacs – the latter developed exclusively for Jay Z – and end with a tasting session that can be extended with a cocktail at the château's bar, Le Lys. **This summer, visitors are invited to a brand new tasting experience while seated within 200 m² of finely sculpted solid oak.**

The wood showcases 15,000 hand-carved pressure points, illustrating the Charente region: the DNA of the Château, with part of the ageing of the eaux-de-vie taking place in the lower vault.

chateaucognac.com



2/ Try a cocktail masterclass at Domaine Voyer & Vaudon

Voyer & Vaudon's acclaimed cognacs are served on some of the finest tables in France and exported to almost 40 other countries. The domaine in Echallat, 20 minutes east of Cognac, invites visitors to discover cocktails in the purest London tradition as they **learn the art of shaker and spoon handling from an experienced former barman.** On the same site you can admire the presses, stills and ageing cellars and start to master the process of creating aromas. The visit concludes with an introduction to the preparation of two emblematic cognac cocktails in the warm embrace of the distilleries.

cognac-voyer-vaudon.fr/en/produit/cocktail-workshop/

3/ Meet the master coopers and decorate your own decanter at Maison Hennessy



Before being incorporated into a specific blend, an eau-de-vie must first age for a period of time in a French oak barrel. **For the first time, Maison Hennessy is opening the doors of its prestigious cooperage to visitors, introducing them to the ancestral craft of barrel-making.** This skill has been recognised officially this year with the prestigious 'Entreprise du Patrimoine Vivant' label. In addition, last month Hennessy Visits began opening the doors to the unique Éditions Rares workshop to offer **a new**

experience in wine tourism: the 'My Carafe' Atelier. This 90-minute masterclass introduces visitors to artisanal skills such as leather sewing and calligraphy – including how the House developed its own script – and the art of laying silk thread. With dexterity and precision, they can also personalise a miniature decanter of Hennessy Paradis (5 cl).

hennessy.com/en-int/experiences/hennessy-destination-cooperage

4/ Three new themed visits at Maison Rémy Martin

Since 1724, the House of Rémy Martin has produced exceptional cognacs, with a deep attachment to the land, a family property preserved over generations and a passionate commitment to excellence. **To mark its 300th anniversary, the House began offering new visit experiences from 2 May around three themes:** the history of the House in Cognac, around a new visitor centre at the heart of the House's heritage; the vines and the distillation process in Juillac-le-Coq (15 minutes from Cognac); and the production of their cognacs in Merpins, just five minutes away.

remymartin.com/visit-us/

5/ Drop into the new Hine Experience Centre

Founded 260 years ago, Hine sits in the centre of Jarnac close to the River Charente. **For the 2024 season, the House is unveiling a collection of five new and exclusive experiences** allowing the discerning visitor to discover the story of the House and the secrets of its cognacs. **Each tour starts with a cup of tea, to remind the visitor of Hine's British legacy.** Experiences include tastings of French and English cheeses paired with cognacs, gourmet raw bites paired with cognacs, mixology at the Hine Bar, an exclusive cellar tour with patisserie, and a comparative tasting of four vintages.

hinecognac.com/en



For more on this unsung, authentic and creative region, [click here](#) to browse the **Explore Cognac Press Kit**. It includes a large variety of entertaining things to do and experience, hotels and restaurants and, last but not least, suggested itineraries.

For all picture requests, please contact us.

-ENDS-

Further information

[Explore Cognac press kit](#)

[Explore Cognac site](#)

Press contact

Marine Teste

marine.teste@atout-france.fr

About Atout France

Atout France (France Tourism Development Agency) is responsible for promoting the development of the tourism industry, the country's largest economic sector. Atout France's primary mission is to monitor and analyse the supply and demand in the tourist market. Atout France is also committed to promoting destinations and tourism partners in and from France. This is achieved through marketing campaigns, online promotion, PR and working closely with the travel trade sector. Atout France is represented in the UK and Ireland from its office in London.