

OUDE MEESTER RESERVE 12 YEAR OLD FACTSHEET:

BACKGROUND:

Oude Meester Reserve 12 Year Old is a result of the masterful skill of some of the finest brandy makers in the world. Double distilled in copper potstills and aged for 12 years in French Oak barrels, this distinctive premium brandy offers exceptional purity and smoothness.

CHARACTER:

Oude Meester Reserve 12 Year Old is a superbly balanced brandy, distilled to the highest standard of purity in Savalle copper potstills and matured for twelve years – which results in exceptional smoothness and flavour.

One sip of this exceptional brandy and any connoisseur will agree that he has met his match, with the masterful skill of the brandy maker evident in every subtle nuance of Oude Meester Reserve 12 Year Old.

TASTE PROFILE:

Colour: Liquid gold with hints of rich burgundy.

Nose: Aromas of chocolate, vanilla, ripe apple and pear captivate the senses.

Taste: Unmistakably flawless, the follow through to the palate culminates with unrivalled smooth, fruity, complex flavours and a refreshing finish.

Serving suggestion: In order to appreciate the outstanding quality of Oude Meester Reserve 12 Year Old, connoisseurs prefer it neat, with a dash of pure water or a little ice.

POSITIONING:

Oude Meester Reserve 12 Year Old is the brandy for a respected man who has mastered his future. Its unrivalled smoothness and complexity makes it the perfect brandy to proudly share when making an impression.

TARGET MARKET:

Affluent men who are individualistic in their choice of drink, but social in nature. They want to make a confident statement of their success to those around them by saying they are prepared to pay for the very best.

