



FOR IMMEDIATE RELEASE

Frérot Extra, an extraordinary expression of terroir and age from Flaviar

A 100% Grande Champagne Cru, Flaviar Originals, Hors d'âge Cognac

August 17, 2020, New York. **Flaviar**, the leading club for fine spirits enthusiasts, announces the release of Frérot Extra, an extravagant expression of terroir and age. This Cognac sourced exclusively from Grande Champagne, the Premier Cru region of Cognac is aged for an extraordinary amount of time to appeal to the most sophisticated of palates.

Extra

'Extra' is an unofficial grade of Cognac that is typically over 15 years old. The eaux-de-vies that make up Frérot Extra range from between 30 and 50 years, and yet Flaviar is releasing it without the jaw-dropped price tag customary for a Cognac of this calibre.

This is one extremely special Cognac - blended 100% from Grande Champagne Cru eaux de vies shared with Flaviar by the masters of Cognac and carefully crafted into an Hors d'âge spirit by Flaviar's Master Blender Grisa Soba. The term Hors d'âge translates as 'beyond aged', and has an exquisite rancio character beyond parallel.

Transparency

Frérot Extra is the second release from Frérot, The People's Cognac, and stays true to its spirit of fraternity, passion and transparency. There's no tricks or sleight of hand to make Frérot taste good, it is not boosted with boisé, there's no caramel to be found, counter to the custom in Cognac - very little sugar added - and it keeps all its natural character by being bottled non-chill filtered.

Fraternity

The first expression of Frérot to be released, Frérot XO, was created via a crowdtasting experiment with Flaviar members. The Flaviar fraternity also inadvertently had a hand in the final blend of Frérot Extra.

Different combinations of the Premier Cru Cognacs, that were hand selected by Flaviar founders, Grisa Soba and Jugoslav Petkovic during a trip to Cognac, were surreptitiously road tested on spirits enthusiasts at Flaviar's live events last year. The feedback elicited from Flaviar members and their guests, helped inform and refine the final blend that would be bottled as Frérot Extra.

So how best to enjoy Frérot Extra, Grisa Soba, Flaviar Co-Founder and Master Blender comments: "I know it is almost standard these days to say drink it however you like, but you know what 'Extra' is the holy grail of Cognac and a Hors d'âge spirit like Frérot Extra deserves to be sipped and enjoyed slowly. It's almost criminal to mix such a complex Cognac in a cocktail. It's really worth dedicating your senses exclusively to the spirit, no mixers, food or even cigars, make some time for just you and Frérot and maybe some friends if you are feeling generous and I assure you, you won't regret it."

Flaviar has created an exclusive range of Frérot merch to accompany the release of Frérot Extra, a razor blade pin and a gender neutral Beret cap made from 100% wool, hand crafted in Europe.

Frérot Extra is a Hors d'âge Cognac from Grande Champagne aged between 30-50 years and bottled non-chill filtered at 41% ABV, it retails at \$200 via www.frerotcognac.com.

Tasting note:

This blend delivers an exciting adventure that starts with a beautiful bouquet of raspberries, apricots and fresh orchard fruits. The nose evolves into a lush palate with notes of walnuts, candied fruits and caramel. Delicate and lavishly long finish; hints of tobacco and cardamom wrapping it all up with a generous amount of "rancio."

Tech specs:

Country: France

Region: Grande Champagne, Cognac

Cask type: Limousin

Batch size: 1000

Age: from 30 & up to 50

ABV: 41%

Non-chill filtered, no boisé, no caramel, little sugar added

About Flaviar:

Founded in 2012, Flaviar is the world's largest premium **spirits club**, with operations in the US and Europe. Flaviar offers a better way to experience fine spirits.

Flaviar members enjoy a full suite of benefits including quarterly tasting boxes and full-size bottles sent directly to their home, invitations to exclusive spirits events, access to rare and original spirits available only to members, free shipping, over 200K member reviews and more.

Flaviar is here to help **more** people try **more** new things **more** often.

Flaviar membership is \$300 per year, or \$95 a quarter.

For more information visit www.flaviar.com

You've got to try this!