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PIERRE FERRAND COGNAC 1840 ORIGINAL FORMULA®

A Revival Cognac Made in the Style of the Nineteenth Century

New Orleans, Famed Cocktail Town, Receives First U.S. Shipment

***More than 35 New Orleans Bars and Restaurants
Feature 1840 Original Formula in July 2011***



To recapture the spirit of the quintessential cocktail days in the 1800s, Cognac Ferrand is proud to present Pierre Ferrand Cognac 1840 Original Formula®, a revival of the classic three-star Cognac. This eminently mixable Cognac, created by Cognac Ferrand president Alexandre Gabriel with help from cocktail historian David Wondrich, will launch in New Orleans, LA first this July 2011 in honor of the fact that New Orleans is a town famous for its Cognac cocktails, from the days of the old Sazerac saloon and even before.

Beginning in July 2011, more than 35 restaurants and bars in New Orleans
will feature cocktails made with 1840 Original Formula:

- Bacchanal
- Bar Tonique
- Bistreaux at the Maison du Puy Hotel
- Bombay Club Bar & Restaurant
- Bouligny Tavern
- Bridge Lounge
- Cafe Degas
- Carousel Bar at the Monteleone Hotel
- Chateau du Lac
- Chickie Wah Wah
- Cochon Restaurant
- Coquette
- Cork and Bottle/Clever
- Cure 4905
- Delachaise
- Dominique's on Magazine
- Emeril's
- Galatoire's Restaurant
- G.W. Fins Restaurant
- Hermes Bar at Antoine's Restaurant
- Herbsaint
- Iris
- Juicy Lucy's
- Le Bon Temps Roule
- Loa
- Mr B's Restaurant
- Muriel's Restaurant
- NOLA
- Rue 127
- Patrick's Bar Vin
- Pelican Club Restaurant
- Restaurant Stella
- Sylvain Restaurant
- Tommy's Cuisine & Wine Bar
- WINO
- Windsor Court Hotel

Pierre Ferrand Cognac 1840 Original Formula is bottled at 45% alcohol by volume (90 proof) and is best served in cocktails or sipped. **1840 Original Formula will launch nationwide on August 1 and will have a suggested price of \$45.00 for a 750ml bottle.**

www.pierreferrandCognac.com, www.facebook.com/PierreFerrandCognac