

## DELAMAIN COGNAC EXTENDED MEMBERSHIP TO PRESTIGIOUS COMITÉ COLBERT

**Delamain**  
COGNAC

### Comité Colbert, ‘The Voice of French Luxury’, Cite’s Delamain’s “[ ]” in Extending Rare Honor

Jarnac, France, June [17], 2021 /PRNewswire/ -- Delamain Cognac announces that it has been chosen to become a member of the Comité Colbert following a vote taken by the Comité Colbert’s existing members at their June 17th annual general meeting. The Comité Colbert, ‘The Voice of French Luxury,’ was created in 1954 to protect and champion French artisans and artists dedicated to the creation of products defined by excellence and which reflected “The Art of French Living.”

In extending the rare honor, Bénédicte Epinay, Comité Colbert’s Déléguée Générale et CEO, commented: “With exquisite craftsmanship and patience, the House of Delamain lifts cognacs into the realms of art and luxury, It is an enormous pleasure to welcome these defenders and champions of this sensorially wonderful spirit which is so much part of the cultural fabric of France.”

Charles Braastad, Delamain’s Managing Director, commented: “Beautiful cognacs have the ability to engage and transport the senses into luxuriant moments of exploration and escape. For two centuries and across nine generations Delamain has pursued this sensorial beauty and reached for the heights of what is possible with this extraordinary spirit.

At Delamain, we walk in the footsteps of those earlier generations who dreamed and created and strived in a pursuit of excellence in a spirit which requires so much patience and wisdom; so this day belongs more than anyone to those generous guiding hands and minds. Their vision, of bringing together the finest of nature, man and time in pursuit of the heights that the three can in concert achieve, remains today our vision. To join the Comité Colbert, and like-minded men and women in pursuit of promoting and safeguarding the best elements of French culture and heritage and to share in this crucible of creativity and creations, would have been for these earlier generations, a moment of intense humility, excitement and pride. So too, is it now for us.”

We look forward to working with the Comité Colbert in advancing their mission and sharing in a community which so passionately embraces guiding ideals which have long been also our own in a quest for cognac exceptionality: Patience; integrity; authenticity; commitment; an enormous gratitude for the efforts of those who have bequeathed us their their own lives’ work; and a respect for the beauty and gifts of the natural world.

### About Delamain Cognac

Delamain is one of the oldest and continuously family-run houses in Cognac; established in 1824 but with its roots in the cognac soil dating back to shortly after the arrival of Irishman James Delamain in 1751. Through these two centuries Delamain has played a leadership role in cognac’s history and development, and through a relentless pursuit for cognac perfection has earned a unique reputation for sublime and naturally elegant cognacs.

The unique role that Delamain cognacs hold in the «cognacsphere» results from a focus on exceptionality at every stage of the cognac life cycle. Beginning with the best of nature, (eau-de-vie sourced only from the Grande Champagne and aged exclusively in old well-seasoned French oak) and applying cellaring and blending practices honed and shared across 9 generations, the House of Delamain then allows every cognac the necessary time to achieve the full potential of every extra step and benefit of Delamain’s care. Time is the silent and powerful multiplier of every advantage provided by our «excellence: only and always» approach and the punisher of every failure to maintain that standard. Exceptionality means no shortcuts ever.

## About Comité Colbert

Founded in 1954 by 14 members looking to restore the spirit for a French art of living in a country ravaged by war and to bring together renowned artisans and artists with talents sharing “a certain French genius,” the Comité Colbert has grown to [107] members (including associations, honorary and foreign members) with a continued mission to promote, maintain and pass on the highest levels of craftsmanship; to pursue product excellence and to continue to provide structure and support for “the french art of living”.



Jean-Jacques Guerlian, the Comité Colbert’s founder and leader for two decades, described the relationship between members and the French lifestyle: “the art of French living is seen through the prism of our things, the manifestation of our civilisation, shaped by the culture of our workforce and the inspiration of our creators.”

First devoted to fashion, table arts, perfume and cosmetics, the Comité Colbert grew to include cultural institutions and prestigious art institutions to further project the image of France in the world. From the oldest created in the ninth century to the most modern created in the twenty-first; our members are from the worlds of publishing, gastronomy, haute couture, goldsmithing, cosmetics, perfumes and jewelry. Each unique but all committed to embodying the values of French creation and know-how.

“The world may change, but the spirit of Colbert remains” [www.comitecolbert.com](http://www.comitecolbert.com).

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