



“N°9 RUE DELAMAIN” DELAMAIN OPENS NEW PORTAL TO TWO CENTURIES OF COGNAC EXCELLENCE



For almost two centuries and across nine generations, the House of Delamain has remained committed to crafting some of the world’s finest cognacs. In pursuit of the heights that nature, time and man can achieve in unison, Delamain embraces an “excellence: only and always” approach to unlocking the extraordinary potential of the world’s most sensorial spirit and lifting this gift of nature to another level.

From April 2022, Delamain has opened a new door into their world of cognac exploration and creation.

Across its fabled history, Delamain has been renowned for its discrete entrance at 7 Rue Jacques & Robert Delamain, in Jarnac; a small brass plaque next to a modest door left open perhaps to give a glimpse of an ancient wooden staircase. Although our ancient traditions and thick-walled cellars remain obstinately unchanged, Delamain is now pleased to be widening our welcome at “N° 9 rue Delamain” or “No. 9”, with a new showroom and visitor centre designed to combine the best of old and new, to provide a portal between present and past.

In a space as elegant and sleek as Delamain’s iconic Pale & Dry XO, visitors to Delamain will be able to choose from three different visit experiences, each designed to provide guests with an intimate and memorable visit; plunging them into the heart of the House’s history, its craftsmanship and the extraordinary Grande Champagne terroir. Our standard “Sensorial Introduction” experience includes an aromatic cellar journey, where guests will be able to nose their way from cask to cask as they follow the fascinating journey of an eau-de-vie through the different stages of its development towards a fully evolved Delamain cognac and concludes with a tasting of Pale & Dry XO. Two premium tiers build on this journey:

- the “Wonders of Ageing” visit further explores the magic of time and the parallel, but distinct, virtues of blending and virtuoso single casks (with guests tasting gems from the single cask Pléiade range), and
- “Patrimoine & Luxe” adding a gastronomical element with food pairings that match Pale & dry XO and Pléiade cognacs with sublime French and regional specialties that further immerse visitors in the sensorial gifts of French terroir.

THE ART OF DELAMAIN - WHEN ART AND COGNAC COMBINE



Artistic exploration has been at the heart of the house of Delamain for all of its history, especially as it relates to the intrinsic beauty of the natural world. For generations the house's mission has been to explore the sensorial power of the Grande Champagne terroir and to express that through the craftsmanship of their cognacs. It is with this appreciation for natural beauty in mind that Delamain has reserved space at No. 9 for commissioned art installations which will visually challenge the senses with nature-themed art; a first stage of a sensorial experience that will then lead excited minds on a cognac-filled journey that immerses the senses of smell and taste.

The truth and challenge of beautiful cognacs is this: They have the potential to amaze and engage the senses, they can lift craftsmanship into art.

Guests at the recent inauguration of No. 9 were greeted by a gloriously-rounded, magnificently giant robin; a weathered reddish-brown steel artwork by sculptor Christian Hirlay who explores the impact of time and nature on flexible metals. Art that consciously and unconsciously communicates the intrinsic beauty and power of nature and time.

VISIT OFFERS



A Sensorial Introduction

Duration 1h - 25€

A sensorial journey moving through Delamain's ancient cellars. Guests will "nose" their way through casks at various stages of development and develop an understanding of the arts of ageing and cellaring beautiful cognacs. The tour finishes with a guided tasting of Delamain's flagship cognac Pale & Dry XO.

The Wonders of Ageing

Duration 1h30 - 50€

The Wonders of Ageing expands on the introductory visit above, with guests visiting additional cellars including our Vintage, Single Cask and Crypt cellars. Guests will delve deeper into the impact of ageing and the relative attributes of blended and single cask cognacs. In addition to a guided tasting of Pale & Dry XO, guests will sample 3 different cognacs from Delamain's single cask Pléiade range.

Patrimoine & Luxe

Duration 2h - 100€

Building on the Wonders of Ageing visit with an even greater focus on sensorial luxury, guests will discover cognac's special relationship with food with food pairings which will match Delamain cognacs with some of the region's most delectable foods, including trout caviar from nearby Gensac de Pallue, foie gras, local cheeses, fig confit with local bread, and artisanal chocolates.

THE DELAMAIN BOUTIQUE

Visitors to No. 9 will be able to purchase Delamain's range of cognacs (Pale & Dry XO, Pléiade) and will have in opportunity to purchase gift sets and Delamain-branded products that are exclusive to the visitor centre (including engraved magnums and double magnums that can be pre-order by guests to be collected at the time of a visit).

Visitors will also have an opportunity to purchase seasonal gastronomic specialties that are selected for their ability to pair with Delamain cognacs.

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