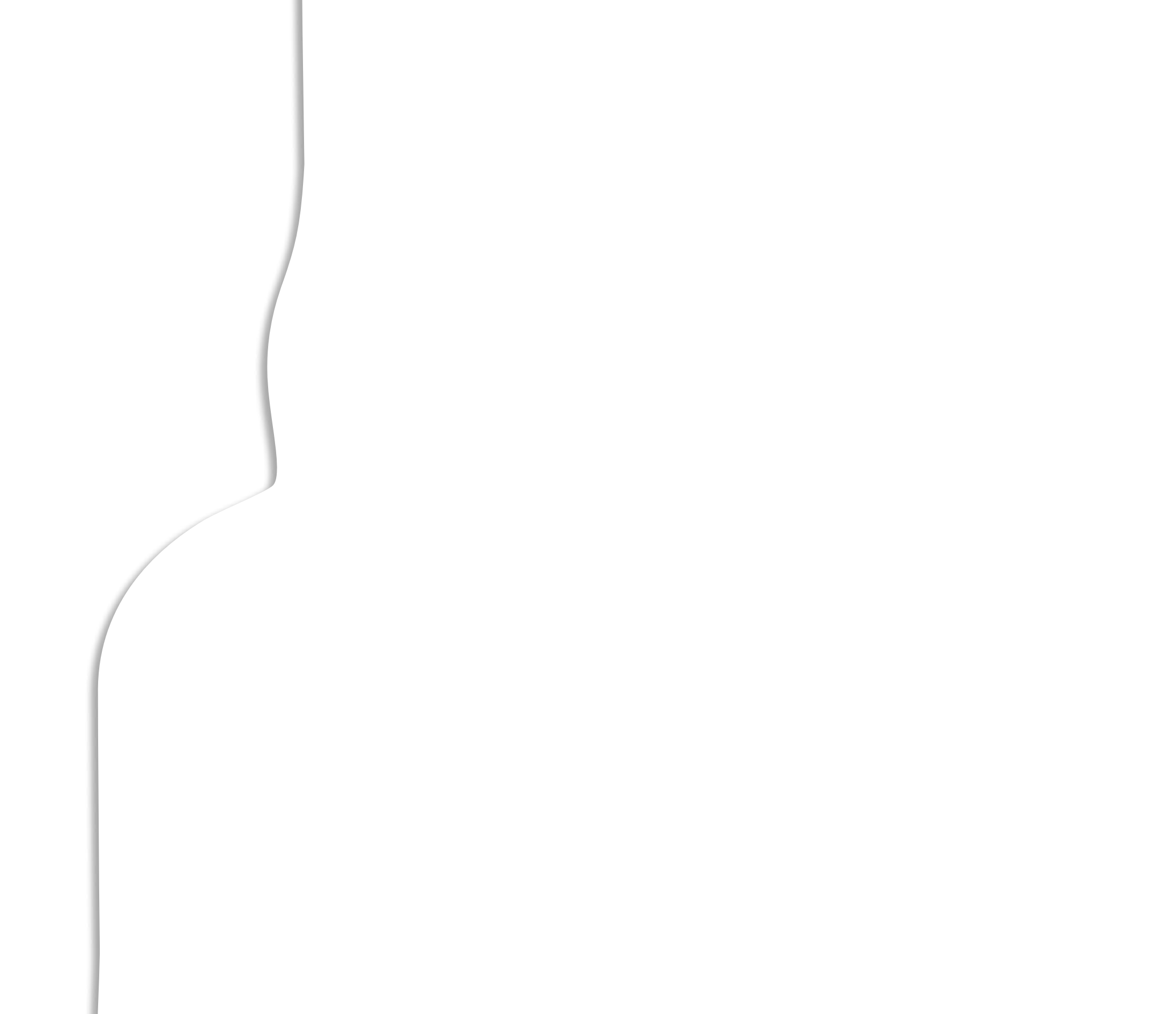





**Grand Marnier®**

*Maison fondée en 1827*





Timeless and inimitable, the silhouette of the Grand Marnier®  
bottle also evokes modernity, creativity and innovation.  
Discover or rediscover all that the brand stands for.  
Its genius for continually reinventing traditions...

[www.grand-marnier.com](http://www.grand-marnier.com)



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PRMIER LAPORTE



A unique liqueur

# Grand Marnier® , timeless and inimitable

## Incomparable alchemy

There is one and only one Grand Marnier® liqueur that stands out among all others. It is part of the centuries-old tradition of great spirits. Grand Marnier® is both an exceptional product - the premium Cordon Rouge liqueur - and an internationally known and highly-rated brand. The nobility of cognac and the exoticism of bitter orange essence that make up this liqueur lend it unrivalled fragrance and flavour that are both powerful and complex. The recipe has not changed since it was created resulting in international recognition and a reputation that has defied the passage of time and changing trends.

### THE EXOTICISM AND FINESSE OF BITTER ORANGE ESSENCE



*Citrus bigaradia*, the variety of orange known as having the most concentrated fragrance and flavour, is the only variety used in the making of Grand Marnier®. Since its creation, Grand Marnier® liqueur has been made with orange peels from the Caribbean.

Société des Produits Marnier-Lapostolle has its own plantation in Haiti where everything is supervised to guarantee the high quality of the fruit used. The oranges are carefully selected and handpicked while they are still green which is when they are at their aromatic peak.

The oranges are cut up and the peels are dried

in the sun. After being sorted by hand one last time to ensure that they are of perfect quality, they are sent to the distillery in France where they are macerated in neutral alcohol. Their flavour is concentrated through slow distillation of this alcohol of which only the purest essence, known as the “heart”, is kept.

### THE STRENGTH AND NOBILITY OF COGNAC

Cognac, which bears France’s AOC (Appellation d’Origine Contrôlée) label, is required to meet very strict standards. The grapes used for its production are harvested exclusively in the Cognac region’s vineyards, located 450 km southwest of Paris. These vineyards produce mainly Ugni Blanc grapes and are divided into identified *crus* or growing areas, each corresponding to a particular soil type which allows for the production of eaux-de-vie with distinct yet perfectly complementary characteristics.

The cognacs used in Grand Marnier® liqueurs come from the five finest *crus*: Grande and Petite Champagne, Borderies, Fins Bois and Bons Bois. After two successive distillations, the eaux-de-vie are then selected by the Cellar Master and aged in oak barrels at Château de Bourg-Charente. The Cellar Master then goes about blending the cognacs: marrying various *crus* and vintages in order to obtain a unique, complex and well-balanced cognac which is the perfect match for the essence of bitter orange.

### WAY BACK WHEN...

## *The original essence*

*Société des Produits Marnier-Lapostolle was created in 1827 when Jean-Baptiste Lapostolle founded a distillery in Neauphle-le-Château. It quickly gained an outstanding reputation for its high quality eaux-de-vie. Business really took off under Eugène Lapostolle, the son and successor of the company’s founder. In 1870, Eugène discovered the Cognac region from where he brought back a substantial stock of long-aged eaux-de-vie. In 1880, Louis-Alexandre Marnier Lapostolle, Eugène’s son-in-law, had the idea of showcasing the organoleptic richness of these cognacs by combining them with orange, a rare and precious fruit at the time.*





## OPTIMIZING PRODUCTION WHILE SHOOTING FOR EXCELLENCE

Société des Produits Marnier-Lapostolle is committed to closely supervising every step of the production process in order to guarantee top quality.

It owns Château de Bourg Charente where the cognacs are aged, orange plantations in the Caribbean, as well as a distillery and a bottling plant in the Paris region. The production sites are certified as far as quality management and food safety are concerned.

The company has also undertaken a certification process in the aim of reducing the environmental impact of all production sites. The company optimizes the conception of its products and packaging, and is working toward reducing energy and water consumption as well as waste.



# Grand Marnier® Cordon Rouge, a legend for today

Invented in 1880, the secret recipe for Grand Marnier® liqueur has been passed down from generation to generation yet remains as modern as ever.

## Refined luxury

Grand Marnier® Cordon Rouge, the flagship of the House, is an exceptional product. Its identity and unique highly recognizable bottle whose characteristic roundness evokes the silhouette of the traditional copper Cognac still, have no equivalent anywhere else in the world.

The wax seal and red ribbon guarantee the quality and know-how that go into the making of the product. Gothic lettering and a laid paper label reinforce the image of excellence and French luxury associated with Société des Produits Marnier-Lapostolle.

The multiple facets of Grand Marnier® liqueur allow the brand to be perceived for all of its sensoriality, finesse and magnificence. Its values are based on three complementary qualities: **Audacity, Character and Elegance.**

**The audacity** of Louis-Alexandre Marnier Lapostolle, who in 1880, dared to combine the nobility of cognac with the exoticism of orange. His visionary intuition is still upheld, 6 generations later, by the directors of the family company.



**The character** of this blend of tropical intensely-flavoured green Citrus bigaradia oranges and powerful, top-quality cognacs results from nearly two hundred-year-old, unrivalled know-how.

**The elegance** of the recipe that has traversed the centuries, lending its subtle flavours to cocktails and foods from around the world, and sophistication that symbolizes French luxury and the *Art de Vivre*.

## An original approach

Though its secret lies in the balance between cognac and orange essence, its success is also due to the diverse taste experiences and innovative possibilities it offers. Now that the tradition of after dinner drinks is fading, Grand Marnier® is being enjoyed more and more in long drinks and cocktails for new shared moments.

### WAY BACK WHEN... *A Grand Name for a Grand Liqueur*

*When Louis-Alexandre Marnier Lapostolle came up with his recipe, he named it Curaçao Marnier. At the time, the fashion in Paris was for everything to be "petit": one went out on the town with one's "petite amie", the local newspaper was the "Petit Parisien", a popular song was "Le Petit Piou-Piou"... When César Ritz, the director of Paris's Ritz Hotel, suggested that his friend rename the liqueur Grand Marnier®, not only did it go against this trend of everything being small, but it also gave the liqueur that he loved so much its "grand" status.*



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#### TASTING NOTES

**VISUAL:** Beautiful topaz colour with gold and copper tints, brilliant and luminous.

**NOSE:** Clean, heady notes underpinned by delectable aromas of caramel, vanilla and butter.

**PALATE:** Extremely round, starting off with citrus flavours followed by notes of vanilla and intense caramel.

#### SIGNED AND SEALED

The wax seal is stamped directly onto the Grand Marnier® Cordon Rouge bottle. Each seal is therefore unique. A year's production of the liqueur requires four truckloads of wax!



\*"Grand sceau"

# Exceptional cuvées showcasing unique know-how

Grand Marnier® Cordon Rouge liqueur is available in a range of products each composed of cognacs of varying ages and origins.

## GRAND MARNIER® LOUIS-ALEXANDRE

Created in honour of Louis-Alexandre Marnier Lapostolle, this liqueur pays homage to his creative vision, his dynamism and his open-mindedness. An original and assertive blend of tropical orange and selected fine cognacs, this recipe was inspired by a ritual that Louis-Alexandre was particularly fond of - adding an extra drop of cognac to his glass of Grand Marnier® liqueur to give it a more intense taste. The bottle has been made over to boast a more masculine, contemporary look with a more rectilinear silhouette, decked out in blue and silver and featuring a transparent glass bottle.

## GRAND MARNIER® CUVÉE DU CENTENAIRE

This special cuvée was created in 1927 to commemorate the one hundredth anniversary of the House of Marnier-Lapostolle. It offers perfect balance between the essence of tropical *Citrus bigaradia* oranges and XO cognacs from the Cognac region's two finest growing areas, Petite and Grande Champagne. This liqueur is aged after in oak cask to allow it to acquire all of its harmony and roundness. Featuring a transparent glass bottle with a thick base and a black and silver colour theme, the new design for this cuvée is an elegant, contemporary take on the silhouette of the iconic GRAND MARNIER® bottle.

## GRAND MARNIER® CUVÉE DU CENT CINQUANTAIRE

This exceptional cuvée, created in 1977 by Jacques Marnier Lapostolle to commemorate the one hundred and fiftieth anniversary of the House, results from the sumptuous blend of bitter orange essence and rare cognacs originating primarily from Grande Champagne, the region's finest growing area. Slow ageing in oak casks allows this cuvée to reach the height of its intensity and opulence.

It offers all of the complexity and richness of a unique blend in which the cognac boldly shines through, underpinned by the gracefulness of orange.

## QUINTESSENCE, EXQUISITE ESSENCE

Created in 2011, Quintessence epitomizes all that Grand Marnier® Cordon Rouge stands for along with the Marnier Lapostolle family's know-how. A blend of exceptional and very old cognacs, mainly from Grande Champagne and twice distilled *Citrus bigaradia* orange essence lends Quintessence its exceptionally rich flavour. Its carafe-style bottle is all curves and transparency, a tribute to this liqueur's perfection.



## WAY BACK WHEN...

## *Aboard the Titanic*

*The footnotes of history often also have their place in the Annals of History. With its inimitable finesse and flavour, Grand Marnier® was evidently served aboard the White Star Line's transatlantic liners at the beginning of the twentieth century. During their voyage, passengers could have a taste of luxury and opulence when the liqueur was offered at the end of every meal. As proof of its presence on the Titanic, the greatest steamship in history, a bottle of Grand Marnier® liqueur was found among its wreckage and is now displayed at the Titanic Museum.*





SAN FRANCISCO  
WORLD SPIRITS  
COMPETITION 2012

QUINTESSENCE  
BEST LIQUOR AND  
DOUBLE GOLD MEDAL

CUVÉE DU CENT CINQUANTAIRE  
DOUBLE GOLD MEDAL

CUVÉE DU CENTENAIRE  
GOLD MEDAL



# A range in keeping with current tastes

Société des Produits Marnier-Lapostolle's flagship brand, Grand Marnier®, is one of today's leaders in the premium liqueur market.

## GRAND MARNIER® TRIPLE SEC

This triple sec is used in world renowned classic cocktails such as the Cosmopolitan and the Margarita. Its fresh, fruity aromas inspire bartenders whether they are preparing these famous cocktails or creating their own new and original concoctions.

## CHERRY MARNIER®

One of Jean-Baptiste Lapostolle's first creations in 1827, this cherry liqueur is still made according to the original recipe. Only Morello cherries are chosen for its production, a sour variety of cherry that is renowned for its exceptional flavour and top-quality flesh. Whole cherries are finely crushed which lends a taste of almond to the liqueur. They are left to macerate at length in eaux-de-vie before being distilled to produce a highly aromatic marc or brandy.

The liqueur is obtained by blending the maceration juices with the marc and sugar syrup. After several months of ageing in vats to allow the product to stabilize and acquire its roundness, the liqueur is filtered and bottled, ready to be enjoyed.

Société des Produits Marnier-Lapostolle is the world's 5th leading buyer of cognacs. The company's dual expertise in cognacs and in liqueurs, unique in the Cognac region, has enabled it to acquire unrivalled skill in the art of selecting and blending..

## COGNAC MARNIER® X.O. GRANDE CHAMPAGNE

An exceptional blend of more than thirty rare and carefully selected cognacs exclusively from Grande Champagne which are then blended by the Cellar Master. This cognac results from long years of ageing in oak casks which gives it both balance and complexity.

## COGNAC MARNIER® V.S.O.P.

The V.S.O.P. Fine Champagne cognac is an exclusive blend of equal proportions of Grande and Petite Champagne cognacs. Each eau-de-vie that goes into its composition is aged for a minimum of five years in oak casks to acquire roundness and complexity. The delicate art of blending then comes into play to create this delicious cognac.

## COGNAC MARNIER® V.S.

A blend of eaux-de-vie from the Cognac region's five best growing areas, V.S. cognac is slowly aged for a minimum of three years in oak casks.





WAY BACK WHEN...

## *Explorations in the Cognac region*

*It was during a stay in Cognac that Louis-Alexandre Marnier Lapostolle discovered the region's famous eau-de-vie and had the idea of blending it with the orange liqueur he was already producing. This was the beginning of Grand Marnier® liqueur whose recipe has remained unchanged since 1880.*

# Always ahead of its time

## A CONTEMPORARY COLLECTION

Perpetuating the tradition introduced by Louis-Alexandre Marnier Lapostolle, since 2003, at the end of each year, Grand Marnier® has come out with a Limited Edition bottle whose design plays on the brand's graphic codes. For every Limited Edition, the mythical bottle gets all decked out in a unique way for a short time, reinterpreting the legend of the brand and reaffirming its values with a burst of modernity. Each new creation demonstrates Grand Marnier®'s commitment to dynamic, dedicated development. A rare object, perfect for gifting or keeping as a collector's item.

### Red Ribbon

Painted white, sleek and sculptured, the Grand Marnier® Cordon Rouge bottle becomes a canvas for original and inspired creation. In a burst of red, the ribbon breaks with formalities, reinterpreting the dynamic character and rich flavours of the inimitable liqueur.



### Paris

For the 2012 version, the brand surprises again. This time, it is paying homage to the home of its success: Paris. Combining midnight blue lacquering and a golden frieze, the bottle is decorated with stylised images of the capital's monuments under a starry sky.



WAY BACK WHEN...

## Original and modern limited editions

In celebration of the 100<sup>th</sup> anniversary of the House of Grand Marnier® in 1927, Louis-Alexandre Marnier Lapostolle came up with a brilliant idea. He asked artists and artisans to create original designs for the famous bottle. These were the first Limited Edition Bottles, a rare and astounding collection that the Marnier Lapostolle family has kept preciously. One of them inspired the design of the Cuvée du Cent Cinquantenaire bottle.





## 91 Bd Haussmann

The 2013 Limited Edition symbolizes the special relationship the House of GRAND MARNIER® - whose headquarters are located at the heart of Paris' historic Haussmannian district - has with the city. Decked out in glossy red, the brand's iconic colour, the 2013 edition proudly displays the company's prestigious address on a label resembling a Parisian street sign that reads: GRAND MARNIER®, 91 boulevard Haussmann. Delicate white lines outline a panoramic view of the City of Lights, a city that embraces this liqueur that blends noble cognacs with Caribbean oranges.



# Prestigious spirits and wines

## ARMAGNAC LAPOSTOLLE X.O.

This armagnac from Gascony, which is located not far from the Cognac region, is a spirit with great personality. Distilled according to traditional methods, Armagnac X.O. is slowly aged in oak barrels to acquire all of its characteristics: fruitiness, intense body and flavours.

## PINEAU DES CHARENTES MARNIER®

Pineau des Charentes combines grape juice and cognac which stops fermentation. This precious blend is then aged in oak barrels for a minimum of one year.

## CHÂTEAU DE SANCERRE

Château de Sancerre, owned by Société des Produits Marnier-Lapostolle, is the only winegrowing estate to bear the name of this prestigious appellation. It produces excellent white and red Sancerre wines in addition to a special cuvée, Cuvée du Connétable.

## “FRENCH IN ESSENCE, CHILEAN BY NATURE.”

A unique expression of the Chilean terroir, the Lapostolle estate was born from Marnier-Lapostolle know-how. When Alexandra Marnier Lapostolle discovered a valley planted with vines that she knew to be exceptional, she decided in 1994 to create the estate with her husband, Cyril de Bournet.

Their new, modern approach supported by solid know-how has brought these wines international acclaim. Today, the Lapostolle estate consists of 370 hectares of vineyards and produces a total of 200,000 cases of Sauvignon Blanc, Chardonnay, Cabernet Sauvignon, Merlot, Carménère and Syrah each year.



## WAY BACK WHEN...

## *Return to the land*

*Louis-Alexandre Marnier Lapostolle was born in Sancerre in 1857. Very attached to his hometown, he bought the château that once belonged to the Counts of Sancerre along with some of its vineyards in 1919. He converted the château's former outbuildings into a winery and began to produce wine.*



## LAPOSTOLLE, THE UNEXPECTED CHILEAN ADVENTURE, NOW CERTIFIED BIODYNAMIC

Today, sustainable agriculture dictates the management of the vineyards. Production methods are particularly geared towards encouraging the natural biological development of the soils and vines by favouring the plants' defence mechanisms rather than by using external treatments. The result is higher quality products.

# Innovation carried down through six generations

The global success of Société des Produits Marnier-Lapostolle is the fruit of family vocation and achievement that has been passed down from generation to generation. Today, nearly 180 years after its creation, Jacques Marnier Lapostolle, Chairman of the Board of Directors, is responsible for upholding the passion that his grandfather put into the creation of his liqueur.

## PROJECT-DRIVEN GROWTH

Société des Produits Marnier-Lapostolle has remained a family company in an industry dominated by big groups. With its leaders' spirit of daring and innovation, it has always been able to anticipate and understand the spirits market. Today, its products are enjoyed and recognized around the world.

Jacques Marnier Lapostolle, the current Chairman of the Board of Directors, represents the 5<sup>th</sup> generation of the family to head the company which he has considerably developed. A few of his key accomplishments include:

- the construction of a bottling plant in Gaillon, to replace the distillery which had become too small
- the creation of the Grand Marnier® Cent Cinquantenaire cuvée in celebration of the House's 150th anniversary
- the installation of a highly influential research laboratory and demonstration kitchen at the company's headquarters
- the foundation of the Jeunes Restaurateurs de France association, which in 1992 became Jeunes Restaurateurs d'Europe, an association for the up-and-coming generation of young European chefs.

## COMPLEMENTARY SKILLS

Through their husbands, Jacques Marnier Lapostolle's two sisters are also influential in the world of Grand Marnier®. Maxime Coury (†), Antoinette's husband, was Vice-Chairman of the company for more than 40 years and was a visionary with respect to international exposure of the brand by developing the export markets. François de Gaspéris, Sylvia's husband, holds the key position of General Manager and mainly looks after the company's General Secretariat.

Jacques Marnier Lapostolle's children, Stéphane and Alexandra, inherited their father's company spirit and are both working toward the continued success of the family business. Stéphane Marnier Lapostolle is a member of the Board of Directors and Supply Chain Manager. Alexandra Marnier Lapostolle, who heads the American market, created the Chilean wine-growing Lapostolle estate which she manages with her husband, Cyril de Bournet, Group Chief Financial Officer. Gilles Coury, the son of Maxime Coury and Jacques Marnier Lapostolle's nephew, is Director of Development and Strategy as well as a member of the Board of Directors. In 1995, he created the brand's first website, [www.grand-marnier.com](http://www.grand-marnier.com), one of the first in the luxury goods and wine and spirits industries.

Louis-Alexandre Marnier Lapostolle





Contemporary inspiration



# Varied and inspired flavours

Today, more than ever before, Grand Marnier® enduringly inspires new creations or sophisticated flavour combinations. Its rich, original flavours offer infinite freedom of expression.

It is a tremendous success with bartenders, pastry chefs, and other highly skilled professionals throughout the world. All of them seek to be in the forefront by creating cocktails or recipes for trend seekers. And at international competitions, Grand Marnier® lends a touch of originality and subtle sophistication to creations.

## REFRESHING LONG DRINKS



Grand Marnier® long drinks are sparkling, simple and quick to prepare. They are designed to be enjoyed for all of their originality. As the sun is setting, just at the time when friends get together, these light drinks, with their intense flavours of Grand Marnier® liqueur, are just exquisite.

## STYLISH COCKTAILS



Colours, aromas, flavours... daring cocktails offer a sophisticated treat to fans of mixed drinks. Grand Marnier® revisits the classics with some audacious recipes that feature new, original, assertive flavours.

## A NEW WAVE IN FOOD TRENDS



In search of new taste sensations, today's chefs, amateur and professional alike, bring the aromatic characteristics of Grand Marnier® liqueur to their improvised recipes or to the classics that are given a new twist.

## WAY BACK WHEN...

### *A la carte recipes*

*Originating in the United States in the 1930s, Grand Marnier® liqueur-based cocktails quickly became a huge success. The richness of cognac and the subtle flavour of tropical orange enhanced creations that have become classics, such as the Red Lion or the B52. Other famous cocktails and long drinks have also been reinterpreted by Marnier-Lapostolle. These exciting blends such as the Grand Margarita, the Grand Marnier® Tonic, along with numerous other creations, appear on many drinks lists today at the world's trendiest establishments.*





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## COCKTAIL OR LONG DRINK, WHAT'S THE DIFFERENCE?

“Cocktail” is the generic term for a combination of liqueurs, alcohols, syrups and flavourings in varying proportions whereas a long drink is an alcoholic mixed drink with a relatively higher volume (120 ml or more) of mixer and a lower proportion of alcohol. It is served in a tall glass over ice.



## GRAND MARNIER® TONIC

An aperitif with sparkle.

This recipe, developed by the Grand Marnier® Cocktail Ambassador, mixes know-how with audacity and curiosity to put a new twist on a great classic. Grand Marnier® liqueur's intense fruity flavours lend a touch of sweetness to the slight bitterness of tonic water. The result: a refreshing, sophisticated long drink, taken to new heights by flavourful orange notes.

**GLASS:** tall

**INGREDIENTS:**

4 cl Grand Marnier® liqueur  
12 cl tonic water  
1 lemon wedge

**GARNISH:**

1 slice of lemon and 1 slice of orange.  
Ice cubes

**RECIPE:**

Pour the Grand Marnier® liqueur into a tall glass filled with ice. Top up the glass with tonic water and squeeze in the juice of the lemon wedge. Add the squeezed wedge to the drink and garnish with a slice of lemon and a slice of orange.

# Grand'O<sup>®</sup>, and the long drink attitude

Grand Marnier<sup>®</sup> revisits the classics and puts a new twist on aperitifs with long drink recipes whose success in the USA has been sweeping Europe and the rest of the world. Having the long drink attitude and making sophisticated drinks from scratch couldn't be simpler with Grand Marnier<sup>®</sup> liqueur. Both easy to make and full of flavour, these long drink recipes will delight neophytes and connoisseurs alike.

A sparkling long drink that celebrates the perfect combination of orange and Grand Marnier<sup>®</sup> liqueur. Heightened by the flavours of Caribbean oranges, cognac lends complexity and a lasting finish to this long drink.

## GRAND'O<sup>®</sup>

### INGREDIENTS:

4 cl Grand Marnier<sup>®</sup> liqueur  
6 cl freshly squeezed orange juice  
6 cl sparkling water  
1 lemon wedge

### GARNISH:

2-3 seasonal red berries  
Ice cubes

### RECIPE:

Pour the Grand Marnier<sup>®</sup> liqueur and the orange juice into a tall, ice-filled glass. Top up with the sparkling water. Squeeze the lemon wedge over top and add the squeezed wedge to the drink. Garnish with the seasonal red berries.

### BARTENDER'S TIP

For an even more sophisticated Grand'O<sup>®</sup>, replace the sparkling water with champagne

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# Grand Margarita, cocktail party

Grand Marnier® breathes new life into the classics with avant-garde cocktail experiences.

Cognac lends a long finish while orange acts as a flavour enhancer. This is how the richness of cognac and the subtlety of orange magnify these classics, turning them into stylized, timeless creations.

This truly refreshing cocktail combines the tangy flavour of lime with the herbaceous notes of tequila. Grand Marnier®'s oaked cognac and orange flavours blend in creating perfect balance

Enjoy more recipe videos at  
[www.grand-marnier.com](http://www.grand-marnier.com)

## GRAND MARGARITA

**GLASS:**  
Margarita

**INGREDIENTS :**  
3 cl Grand Marnier® liqueur  
4 cl tequila  
2 cl freshly squeezed lime juice

**RECIPE:**  
Shake ingredients in a cocktail shaker and pour into a Margarita glass.  
For authenticity, coat the rim of the glass with salt: Fill a wide, shallow dish with 2 to 3 mm of fine salt. Cut a lime in half and run the cut half around the rim of the glass. Then, holding the glass upside down, gently dip it in the salt to coat the moistened rim with a 2 to 3 mm-thick layer of salt.  
Turn the glass right side up and wait a few minutes before using

# Experience the recipe for sustainable astonishment

## AN EXPLOSION OF NEW TASTE SENSATIONS

Long associated with traditional recipes, Grand Marnier® liqueur's originality and richness also make it well suited for a variety of daring contemporary culinary creations. Today's new star chefs, much-admired by the general public, and the current generation of talented amateur chefs all have cultural and culinary references which are very different from those of their parents and grandparents.

The combination of these two factors results in the creation of innovative recipes. The success of macarons and their almost infinite variations, as well as that of cupcakes and cheesecakes, along with the return of the great, often updated, classics, are proof of this trend. Given such developments, which dramatically influence the general public and more indirectly, food professionals, Grand Marnier® has won over a new generation of consumers who appreciate its aromatic complexity and ease of use. They are more than happy to follow the lovely Miss Suzette's recipe ideas.

Miss  
Suzette

Miss Suzette, a character created by the illustrator Diglee, is a young, active, modern woman; she is inventive and bubbly, and has made her job as a cook her passion. For help and guidance, she has teamed up with Chef Nicolas Boussin who gives her his favourite flavour combinations using Grand Marnier® and passes on to her his professional tips and hints.

This unlikely couple successfully manage to play with the rules of gastronomy in a tasteful yet daring approach and have created a series of sweet and savoury recipes that range from being very easy to prepare to more sophisticated.

Find Miss Suzette and chef Nicolas Boussin creative recipes on [grand-marnier.com](http://grand-marnier.com)

WAY BACK WHEN...

*A name with meaning*

*Miss Suzette's name evokes the famous crêpe Suzette, which made the Grand Marnier® brand name famous in France. Suzette was a friend of the Prince of Wales (he went on to become King Edward VII) who was a regular guest at the Ritz Hotel in the early 20<sup>th</sup> century. Suzette inspired the hotel's famous chef, Auguste Escoffier, to create a dessert named after her, a crêpe flambéed with Grand Marnier® liqueur.*



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Nicolas Boussin has been an Ambassador for the House of Marnier-Lapostolle since 2003. He has been recognized several times during his career for his original and highly creative desserts as in 2000 when he was named Meilleur Ouvrier de France Pâtissier (Best Pastry Chef in France) and in 2002 when he won the title of World Pastry Vice-Champion.

# Grand names associated with Marnier-Lapostolle

## A SYNERGY OF TALENTS

Marnier-Lapostolle has always maintained close ties with professionals in the bar, hotel and high-end restaurant industries, all of whom share the same desire to promote the French “Art of Living”.



## SHARING SKILLS

Simon Difford, an internationally recognized bartender, became International Ambassador for the Grand Marnier® brand in early 2011. Motivated by his energy and enthusiasm, he skilfully initiates bartenders around the world in the use of Grand Marnier® liqueur. Simon Difford's endorsement, his cocktail demonstrations and recipe videos that appear on the brand's website and iPhone application reinforce the close relations that exist between Marnier-Lapostolle, bartenders and fans of the liqueur.

## QUALITY PARTNERSHIPS

Today, Marnier-Lapostolle is a partner of some of the biggest professional associations in France and throughout the world. The presence of the brand alongside restaurant, hotel and gastronomy professionals bears

witness to the company's desire to promote excellence and innovation in these fields, through image development as well as by providing financial and logistic support.

## MARNIER-LAPOSTOLLE AND RELAIS & CHÂTEAUX

The Relais & Châteaux association counts 453 members in 51 countries. Marnier-Lapostolle and Relais & Châteaux share the vocation of hosting and entertaining in the French manner, with an emphasis on quality and excellence.

## MARNIER-LAPOSTOLLE AND THE INTERNATIONAL BARTENDERS ASSOCIATION

The IBA (International Bartenders Association) was created in 1951 to promote the bartending profession and know-how. It now boasts over 7,000 members in 51 countries around the world. Grand Marnier® liqueur, which is closely linked to the cocktail scene, has been adopted by bartenders for its exceptional qualities - the strength of its cognac and its unique tropical orange flavour.

In addition to providing financial support, Marnier-Lapostolle co-organizes and participates in IBA workshops and events such as London Cocktail Week or the World Class Bartender of the Year.

**WAY BACK WHEN...** *Experience that has traditionally been shared*

*After creating Grand Marnier® liqueur, Louis-Alexandre Marnier Lapostolle rushed to introduce it to the great restaurateurs, venue managers, bartenders and pastry chefs of his time such as his friend, César Ritz, or the great chef Escoffier, to cite the names of just two famous figures who contributed to the brand's success. Since then, relations between Marnier-Lapostolle and professionals have never ceased to grow and get stronger.*



PRO  
focus

#### RELAIS & CHÂTEAUX LAPOSTOLLE RESIDENCE

Set in a unique landscape, facing the luxuriant coastal mountains, Lapostolle Residence is located on the site of the Clos Apalta winery. Four suites, whose decor is inspired by this marvellous wine's four grape varieties, offer serenity and privacy. The restaurant features dishes which highlight the flavours of Chile, inspired by both local products and organic herbs and vegetables that guests can pick themselves in the garden.

# An international success







BERLIN  
8.30 PM



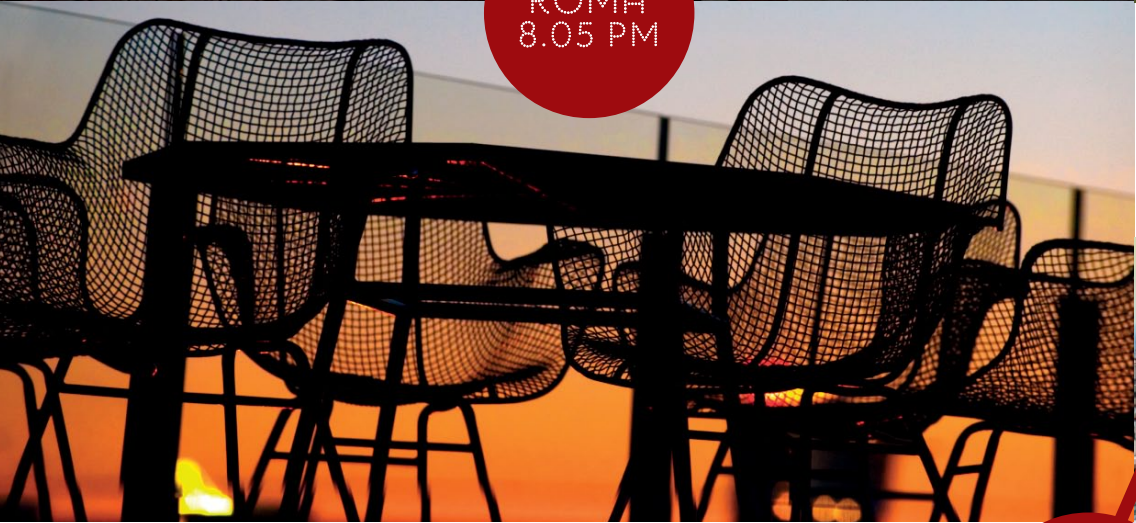
TOKYO  
7.40 PM



ROMA  
8.05 PM



NEW YORK  
7.29 PM



BARCELONA  
7.55 PM



# On the international scene

## EXPORT-DRIVEN TURNOVER

Today, nearly 90% of Société des Produits Marnier-Lapostolle's overall turnover is generated by export sales. North America is one of the leading markets for Grand Marnier® Cordon Rouge where it is enjoyed in cocktails and long drinks. The liqueur is distributed throughout the entire world, typically through partners, though it also has its own subsidiaries in the USA.

Though the USA and Canada remain the largest markets, the Asian market has taken off. Marnier-Lapostolle has been available on the Asian continent for several decades and its following in Japan is evidence of its success. But it is in the last few years that the company has decided to invest considerably in new, emerging markets on the continent such as China, Hong Kong, even India and Vietnam. A brand that was little known to consumers ten years ago, Grand Marnier® liqueur has established itself as an essential ingredient in long drinks and other cocktails in Shanghai, Beijing and numerous other Chinese cities. Growth for this market has been in double figures for several years.

## SUCCESS THAT KNOWS NO BORDERS

Grand Marnier® Cordon Rouge liqueur is one of the 50 key spirit brands at duty-free shops around the world. Grand Marnier® Cordon Rouge is available at airports in over 150 countries. In 2010, International Wine & Spirit Research (IWSR) placed it among the 10 most dynamic brands in travel retail.

North America is the number one market. At the Canada/United States border, more than 130 duty-free shops sell the Grand Marnier® brand and feature spectacular displays with a wide selection of sizes and listings. Next come Europe, the Caribbean, Asia/Pacific, and the Middle East followed by Latin America and Africa.

Airports, cruise ships and airplanes represent luxury showcases for Marnier-Lapostolle's products.



## GRAND MARNIER® AT THE WORLD'S TRENDIEST PLACES

Its reputation knows no borders. Grand Marnier® liqueur appears on drinks lists at the most prestigious establishments worldwide.

- **China Grill & Bar** - Camino Real Hotel - Mexico City, Mexico
- **Figueira Rubaiyat** - Bar & Restaurant - Sao Paulo, Brazil
- **Andres Carne de Res** - Bogotá, Colombia
- **Atlantis the Palm** - Dubai, United Arab Emirates
- **Sky Bar** - Beirut, Lebanon
- **American Bar (Savoy)** - London, United Kingdom
- **Connaught Bar (Connaught Hôtel, Relais et Châteaux)** - London, United Kingdom
- **Le Cabrera** - Madrid, Spain
- **Roomers** - Frankfurt, Germany
- **Crystal Lounge** - Brussels, Belgium

## PROLIFIC ORIGINS

### **Bourg-Charente - at the heart of the Cognac region**

The place where Grand Marnier® liqueur is crafted: This is where the cognacs are selected, aged and blended and where the orange peels are macerated and distilled.

### **Neauphle-le-Château - the historic birthplace**

The original distillery was located at the heart of the village since the creation of the liqueur in 1827. It was closed at the end of 2012 and distilling has been transferred to the Bourg-Charente site.

### **Gaillon-Aubevoye - a state-of-the-art facility**

Each week, more than 200,000 litres of spirits are bottled here before undergoing the finishing touches, the most famous of which is the placing of the famous red moiré ribbon and wax seal on the bottle, guaranteeing not only the specificity of the Grand Marnier® liqueurs, but also their exceptional quality.



Miami



Berlin



New York



Paris



San Francisco



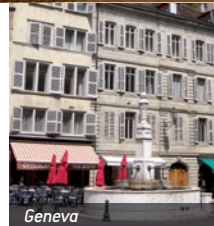
Stockholm



Delft



Cadiz



Geneva

PRO  
focus

WORLDWIDE  
RECOGNITION

CUVÉE DU CENT CINQUANTAIRE  
Best Liqueur and Double Gold Medal  
San Francisco World Spirits Competition 2005.  
Double Gold Medal  
San Francisco World Spirits Competition 2012.

CUVÉE DU CENTENAIRE  
Silver Medal  
San Francisco World Spirits Competition 2005.  
Gold Medal  
San Francisco World Spirits Competition 2012.

CORDON ROUGE  
Silver Medal  
San Francisco World Spirits Competition 2004.

CORDON ROUGE  
1<sup>st</sup> prize  
at the London Cocktail Competition in 1933.

CORDON ROUGE  
1<sup>st</sup> prize  
at the World Fair in Paris (1900)  
and Chicago (1893).

QUINTESSENCE  
Best liquor and double gold medal  
San Francisco World Spirits Competition 2012.

#### WAY BACK WHEN...

After Louis-Alexandre Marnier Lapostolle, his two sons, Julien and Alexis, took over management of the company. Alexis followed in his father's footsteps, promoting Grand Marnier® in Europe's great cities such as London, Brussels, Rome, Geneva, Berlin, Genoa, and so on. The company already had an office in New York at the time.

Beginning in the 1960s, export sales really took off under Maxime Coury (Jacques Marnier Lapostolle's brother-in-law), who set up a network of "correspondents" in the countries he wanted to export to. Sales began to boom in the USA and Canada in the 1970s.

# Marnier-Lapostolle *à la carte*

Distributed in more than 150 countries, Marnier-Lapostolle has been the leading French exporter of liqueur for 25 years. In 2010, company production totalled 10,723,560 bottles.\*

French wines and spirits continue to appeal to an international clientele. Sales have increased by over 10% compared to 2010 (source: Fédération des Exportateurs de Vins & Spiritueux).

Marnier-Lapostolle is in a strong position, generating 90% of its turnover from export sales.

## PRO focus

- Year the company was founded: 1827
- 8,000 tons of bitter oranges are harvested and processed each year in Haiti
- 5<sup>th</sup> biggest buyer of cognac in the world
- 2<sup>nd</sup> highest selling brand of liqueur in the world\*\*
- The distillery uses approximately 4,5 million litres of 40% alc./vol. cognac each year
- Supplied by 200 small-scale distillers in the Cognac region
- Each day, up to 100,000 standard and specialty bottles are packaged at Gaillon; the equivalent of 32,000 litres per day

North America  
(USA + Canada)  
7,128,000 bottles\*

Latin America  
& the Caribbean  
248,400 bottles\*

\*Source: IWSR 2012, all products considered. \*\*Source: Impact Magazine, in terms of turnover.



A bottle of Grand Marnier® liqueur is sold every 3 seconds around the world;\*\*  
the history of this timeless brand continues...

[www.grandmarnier.com](http://www.grandmarnier.com)

Société des Produits Marnier-Lapostolle  
91, bld Hausmann - 75008 Paris

contact : [caron.a@grandmarnier.tm.fr](mailto:caron.a@grandmarnier.tm.fr)

