

Brands

☆ "Darroze" is a brand name and the word "Brands" is a trademark of the company.

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Spirits

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BAS - ARMAGNACS

Darroze

ARTISAN D'EXCELLENCE

DARROZE

A strong brand

BAS - ARMAGNACS

Darroze

ARTISAN D'EXCELLENCE

Thank you for your attention and...

Let's taste!



Spirits



Spirit = alcoholic drink obtained through distillation

"Simple" spirits

Obtained through distillation

- Brandy
- Whiskey
- Rum
- Tequila
- Gin
- Vodka

"Compound" spirits

Obtained by blending
vegetal substances + eau de
vie

- Anisette
- Liqueurs

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Brandies



"Brandy" = an English word derived from the Dutch word Wijn (burnt wine)

- Cognac & Armagnac : precise geographical area & specific production conditions
- Brandies with no geographical delimitation (India, Brazil, France, Spain...)
- Volume of sales of brandy = 4,5 x sales of Cognac



Armagnac vs Cognac



Armagnac



- Continuous single distillation
- Baco, Ugni blanc, Folle blanche
- 2 000 ha
- 150 traders (négociants)
- 725 producers



- 2016 : 4,3M bottles sold
- 35% on the export market
- 35% on the French market
- 30% other (floc de Gascogne...)
- 15 brands = 80% of sales
- The top 5 = 48% of overall sales

Cognac



- Double distillation
- 98% Ugni blanc
- 75 000 ha
- 250 traders (négociants)
- 4500 producers



- 2016 : 180M bottles sold
- 98% on the export market
- 4 brands = 88% of sales
- Hennessy = 55% of sales

ARMAGNAC

History

- The oldest French eau de vie
- Confrontation of cultures : Romans, Arabs and Celts
- Maître Vital Dufour, 1310 : medicinal virtues
- XVII° century : the 'bordelais' privilege
- Phylloxera 1878 : 75% of vineyards destroyed
- 1936: creation of the AOC

Gascony





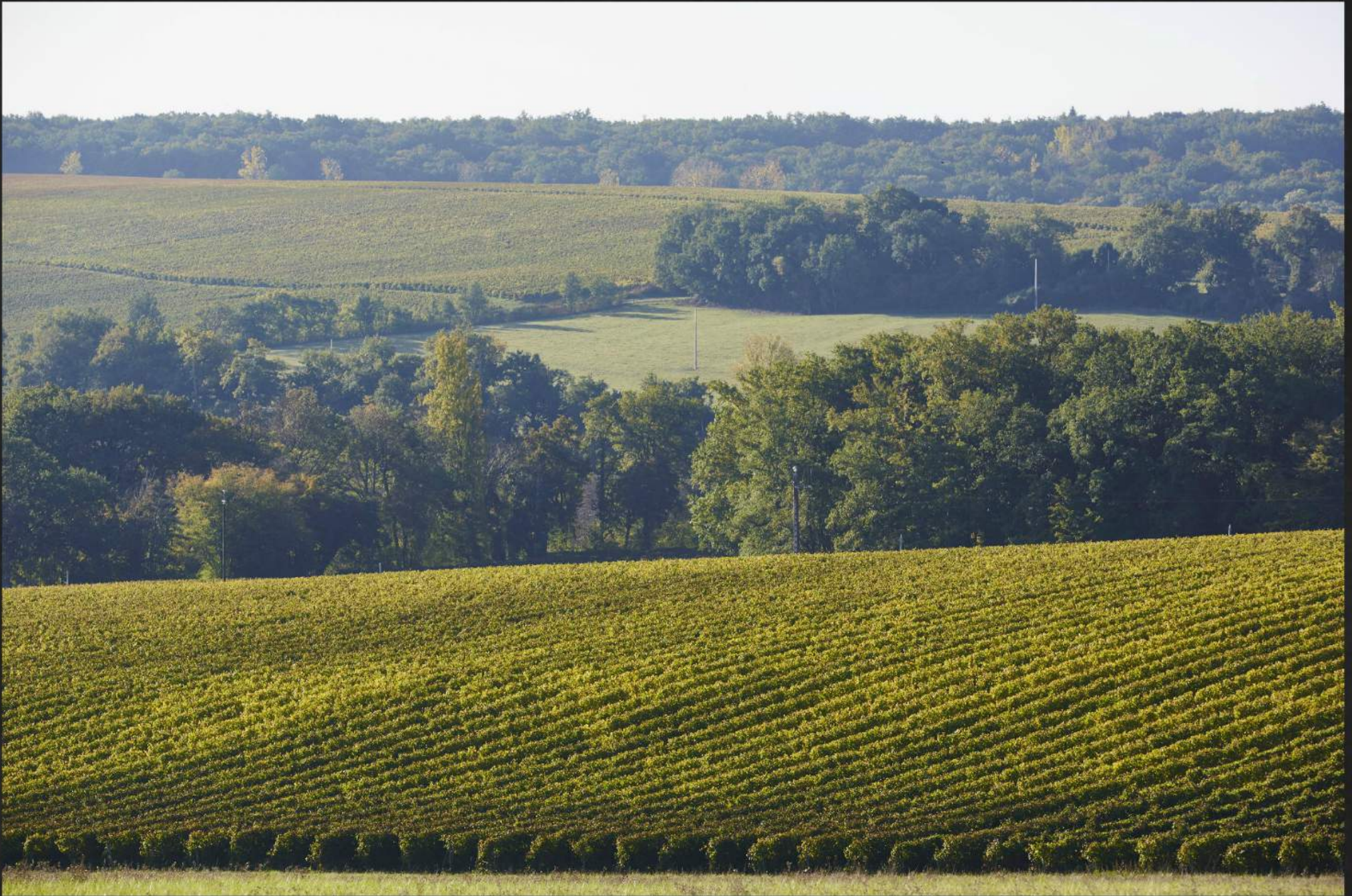


Gascony

- Polyculture and gastronomy
- Art de vivre, spirit of sharing, family
- The protective forest from which the oak trees used for the elevage come

The vineyards









The vineyards

5000 ha but only 2000 used for Armagnac production

Bas-Armagnac :

- tawny sands
- delicate and fruity
- 68% of the total surface

Ténaresze :

- Siliceous and clay-limestone
- powerful and full bodied
- 31% of the total surface

Grape varieties with lots of personality

- Ugni-blanc : used for over 50% of distillations, eaux-de-vie which evolve quickly, ideal for young Armagnacs
- Folle Blanche : historical grape variety, very fragile, 8% of distillations, powerful yet very elegant eaux-de-vie.
- Baco : a hybrid created after the phylloxera, rounded and suave eaux-de-vie, perfect for lengthy ageing, 35% of distillations.
- Colombard : rarely used for distillation, its fruity, spicy aromas are appreciated for blending.

Distillation





Distillation

- Continuous distillation brings a very distinctive character to the armagnac.
- The vapours actually pass through the wine and gain in alcohol and aromas along the way.
- Fresh from the still, eau-de-vie has an alcohol content of between 53% and 70% vol

Ageing

- Traditional ageing in 400 litre casks
- Casks made using oak from the forests of Gascony
- The eau-de-vie becomes richer and more refined
- Natural lowering of the alcohol content: "the angels share"





LABURTHE
1981
LACQUY

118
BELAIR
1966
LACQUY

MILLECOM
1981
MAUREON LAF

116

87

109

1990

88

ARRIQUE
1990



GAUBE

1962

PERQUIE

1978



Ageing categories

- *** or VS : minimum 1 year of ageing
- VSOP : minimum 4 years ageing
- Napoléon: minimum 6 years ageing
- XO: minimum 10 years ageing
- Vintages : from one specific year, importance of the bottling date

Sales

- 2016 : 35M turnover in 105 countries
- France = biggest consumer (over 35% of bottled production)
- Export : USA 1st, UK 2nd
- VS represent 56 % of sales
- VSOP (at least 4 years) represent 21% of sales
- older (XO) and vintages represent 23 % of export sales

Bas Armagnacs Darroze

A family of restaurateurs



A family of restaurateurs

- A family history going back 3 generations
- Jean Darroze, 2 Michelin star restaurant in Villeneuve-de-Marsan
- He picked up rare armagnacs as he shopped for his restaurant at the country market.
- With his son Francis : diversity of armagnacs, emphasis on the producers







HOTEL DES

VOYAGEURS

PARIS

CAFÉ DU COMMERCE



CAFÉ DU COMMERCE

JEAN DARROZE

MAÎTRE GRAPPEUR DE TROISIÈME

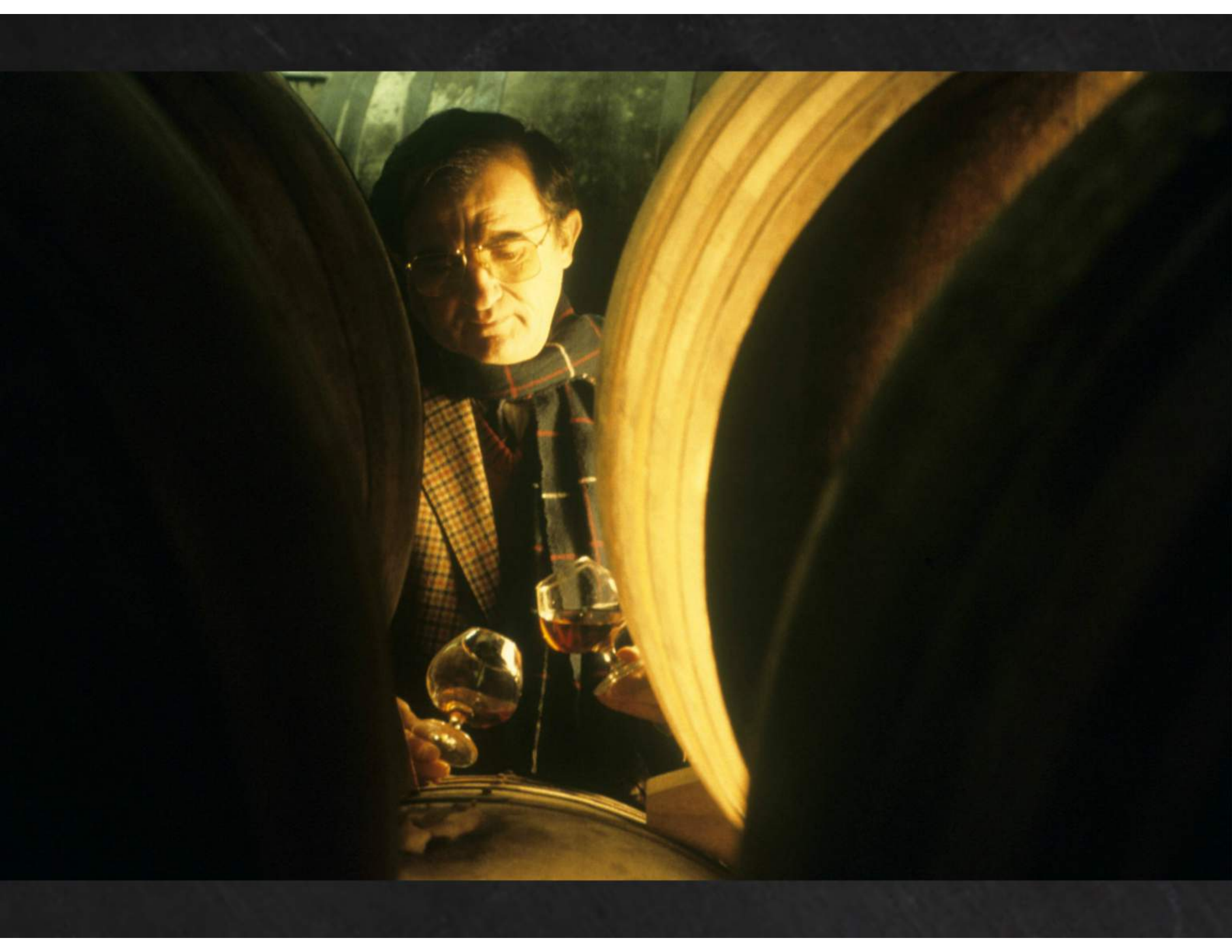
DE LA MAISON FONDÉE EN 1820 À HONTANX (HAUTE-GARONNE) - 100 ANS DE MAISON FONDÉE EN 1820 À HONTANX (HAUTE-GARONNE)

Distinction	Année	Degré	Origine
Section Jean Darruze (10 ans de fût)		50° 5	
Maison Roumégoux	1961	51°	Hontanx (en fût d'origine de 400 litres)
Maison d'Ognoas Départemental	1962	47°	Arthez-d'Armagnac
Maison Roumégoux	1942	49° 5	Hontanx (en fût d'origine de 400 litres)
Maison J.-B. Boingnères-Lafite	1928	48°	St-Vidou
Maison Jean Dibos	1942	47° 8	Le Frêche
Maison de Capdepon	1942	48° 5	Bourdalat (en fût d'origine de 400 litres)
Maison de Pariot	1934	47° 8	Gaube
Maison de Roumégoux	1938	49° 5	Hontanx (en fût d'origine de 400 litres)
Maison Marcel Bouneau	1939	46°	Montégut
Maison Labarthe	1937	48° 2	Arthez-d'Armagnac
Maison Victor Legarde	1924	48° 5	Méailles-d'Armagnac
Maison J.-B. Boingnères-Lafite	1928	48° 5	St-Vidou
Maison Darruze	1902	48°	Méailles-d'Armagnac

From gastronomy restaurant to treasure hunter of Armagnac

- Francis selected more and more armagnacs for his restaurant
- He sold some to friends who were restaurant owners
- 1973 : the company Francis Darroze founded
- 1975: first distillation at Domaine du Martin
- 1980: bought the 280 casks from Domaine de Saint Aubin







Aud

X

+

ST GE

From regional to international

- After the purchase of the Saint Aubin armagnacs a new cellar was built
- Their reputation grew and the export markets diversified
- 1977: first export sales (Europe)
- 1981: United States of America
- 1990 : Asia (Japan)
- 2000 : Russia

From generation to generation

- 1995 : Marc returned after vinifying in several countries (USA, Hungary, Bordeaux).
- He joined forces with Francis, bringing with him his youth and his energy.
- More and more distillations, new markets, perpetuating his fathers work ethic
- EXCELLENCE, CRAFTSMANSHIP and RESPECT of 'terroir armagnacs'.

DARROZE

A strong brand

B A S - A R M A G N A C S

Darroze

A R T I S A N D ' E X C E L L E N C E

Our mission statement
as a
"Artisan d'excellence"

*Being the world leader on the
high-end Armagnac market*

4 strong values

Authenticity

Traditional Armagnacs : no added sugars, tanins or caramel to accelerate ageing process

Traceability : Collection Unique our 30 estates' range - spotlighting of several terroirs, vintages, grape varieties, bottling date, specific details for every single product

Respect of..

- the producers
- the products
- the distributors/clients: strong loyalty
- the colleagues/partners

Independence

An independant and family-run company which is not owned by any financial or luxury group

Pleasure

...is the key word in our work !



- 2002**
Darroze
BAS-ARMAGNAC
DOMAINE DE FAGUY
- 1989**
Darroze
BAS-ARMAGNAC
DOMAINE DE MARTIN
- 1983**
Darroze
BAS-ARMAGNAC
DOMAINE DE BARTOLOS
- 1979**
Darroze
BAS-ARMAGNAC
DOMAINE DE JAUIN
- 1970**
Darroze
BAS-ARMAGNAC
CHATEAU DE GAUBE
- 1965**
Darroze
BAS-ARMAGNAC
DOMAINE DE PEYROT
- 1943**
Darroze
ARMAGNAC
CHATEAU DE L'ASTRADES

The Unique Collection



Historical range

The singularity of the Darroze firm

The image of the company



Grands Assemblages



A more recent range

Complements the Unique Collection

A more accessible profile

Let's taste !

