



PRESS RELEASE
November 2023

CORDIER 1886, THE NEW CORDIER BY INVIVO PRESTIGE RANGE, UNVEILS ITS SECOND FLAGSHIP : THE TUXEDO SPIRITS

Cordier by InVivo adds a new category to its portfolio: Spirits. Tuxedo is a brand that celebrates French craft spirits, as well as the values of Cordier 1886 : singularity and personality.



Elegant singularity, between finesse and distinction.

Tuxedo embodies and reveals its French craftsmanship through an iconic spirits: **Distilled Gin¹, Vodka, Brandy**. The signature bottle, shaped by VERALLIA and adorned by SAGA DECOR, highlights French craftsmanship, a true genuine stamp of authenticity².

A spirit is usually a master distiller signature. Whereas Tuxedo was imagined and elaborated by the expertise of our oenologist, Caroline Hardy. Tuxedo spirits are distilled from our grapes, with natural infusions of aromatic plants³. Like a perfumer, Caroline creates a collection, where each bottle reveals an aromatic fragrance, like no other.

Perfumes crafted with finesse and creativity, unveiling the scents of the South of France:

¹ No exogenous aromas added after distillation.

² All our bottles are authenticated by a hallmark, positioned on the bottom right-hand side of the bottle, representing the French coat of arms: the rooster. A symbolic reminder of the French know-how's pride.

<https://fr.verallia.com/s/article/arsene-bouteille-creee-pour-et-par-des-distillateurs-francais?language=fr>

³ Aromatic plants are infused in alcohol before distillation.

- **Tuxedo Vodka: Le Parfum du Maquis⁴, inspired by Provence** – with hints of lavender, and notes of rosemary and lemon.
Tuxedo Vodka: Awarded the gold medal this year by the International Wine Spirits Awards 2023.
- **Tuxedo Distilled Gin: Le Parfum de Garrigue, inspired by Languedoc** – with a bouquet of juniper, thyme, and citrus.
- **Tuxedo Brandy: Le Parfum des Dunes, inspired by the southwest Atlantic coast** - with notes of hazelnut, vanilla, and honey.

This collection is priced at 40 euros including taxes per bottle and will be available in restaurants and wine shops in France, as well as for export.

« Dare to be Bold »

Each signature bottle is a reflection of its creators, unclassifiable and unique:

- The bottle designs, conceived by Lonsdale⁵ agency, represent our regions of inspiration: each colour has its own personality, each colour has its own style.
- Committed and responsible crafted spirits: Tuxedo's eau-de-vie (spirit) comes from the dealcoholisation⁶ of our wines.
- Our spirits are fragrances that take us to an immersive and distinctive sensorial experience.
- The art of spirits revealed by the art of crafting wines

Tuxedo, a name connoting classic codes, and a collection of spirits that breaks with the traditional codes:

- Embracing a **unique attitude**: the revival of the bow tie, in a colourful way, for our partner bartenders who aspire to establish a creative and original territory in the category.
- **An atypical and distinctive service ritual**: Enhancing Tuxedo's fragrances. Each Tuxedo Gin-based cocktail will be served with a bouquet of fresh thyme (or lemon thyme depending on the season), and each Tuxedo Vodka-based cocktail with a bouquet of fresh verbena. Additionally, a perfume strip clipped to the glass with a bow-shaped clip will create a unique and sensorial experience.



Upcoming Tuxedo events:

⁴ Perfume in English

⁵ Design and branding agency, located in Paris 8th district: <https://www.lonsdale.fr/fr/>

⁶ The alcohol comes from our Artis non-alcoholic wines (sold in On-Trade France and Export channels).

- Early 2024, On-Trade France launch: A gathering of mixologists and bartenders in Bordeaux, along with the press, in collaboration with the rooftop, Gina.⁷
- Listing in wine shops and prestigious bars-restaurants.
- Launch of Tuxedo signature cocktail menu, elaborated in collaboration with a community of mixologists, Likidostyle.⁸

Tuxedo, an inspiring and inspired collection that asserts its personality and invites you to assert yours.

About Cordier by InVivo:

Cordier – Committed today, creative for tomorrow.

Established in June 2015, Cordier by InVivo is a subsidiary of the French national union of agricultural cooperatives, InVivo. Cordier by InVivo works towards building strong international brands based on a vineyard base of 29,000 hectares spread across Bordeaux, the Southwest, Languedoc, Roussillon, the Rhône Valley, and Beaujolais. It is a globally vertically integrated player with 10 partner cooperative cellars (4,100 winegrowers), distribution companies in high-consumption countries, and proprietary bottling sites. As a producer, marketer, and distributor, Cordier by InVivo's purpose is to generate responsible value by creating beverages that inspire and delight the generations of today and tomorrow.

Press Contacts:

Matriochka Influences - Mélissa Ollivier - cordierbyinvivo@mtrchk.com - 06 59 62 57 47

Constance Boulart - Directrice Marketing Pôle Marques - constance.boulart@cordier-wines.com

⁷ Restaurant & Cocktail Bar, Hôtel Renaissance, Bordeaux : <https://www.gina-bordeaux.fr/>

⁸ <https://www.likidostyle.com/>