

FIX Wines & Spirits launches new Courvoisier Le Voyage de Napoleon with Dubai Duty Free

By **Ryan White** on April, 18 2013 | Spirits & Tobacco



Leading global spirits company Beam Inc, in collaboration with MEA distributor FIX Wines & Spirits, is launching Le Voyage de Napoleon, Courvoisier's new exclusive global travel retail offering, across Dubai Duty Free stores in June.

Previewed at TFWA Cannes 2012 by brand owner Beam Inc and launched across Europe in April, Le Voyage de Napoleon is a collection of Courvoisier's renowned VS, VSOP and XO cognacs in new,

luxurious packaging that highlights the quality, heritage and craftsmanship of the range.

Designed to appeal to modern, discerning consumers whilst tapping into the increasing trend towards luxury products, Le Voyage de Napoleon highlights Courvoisier's rich, pioneering heritage intrinsically linked to Napoleon, one of the most famous travelers in history.

The collection is presented in distinctive and opulent packaging, featuring a linear design incorporating gold, burgundy and black. The packaging celebrates the celestial star that the French conqueror called upon for luck at the start of each battle, the symbol which later became central to the design of the Légion d'Honneur, the French military order established by Napoleon.

FIX Wines & Spirits Marketing Manager Céline Cabannes says: "Courvoisier Le Voyage de Napoleon epitomizes luxury and as an exclusive and unique set of Courvoisier cognacs across the price range will appeal to discerning travelers. Dubai is a very important showcase market in our region and this launch is sure to be well received, providing both an exclusive gifting solution and also a 'must-have' addition to enthusiasts' collections."

The house of Courvoisier has been passionately handcrafting the finest cognac since the reign of Napoleon more than 200 years ago and encapsulates its rich pioneering heritage and expertise with a world-class luxury spirit. Courvoisier is the only cognac house in the world to be awarded the Prestige de la France, the highest accolade for quality in France.

Napoleon is intrinsically linked to Courvoisier. Legend has it that he held Courvoisier in such high regard that he chose it as one of his luxury items when sent into exile. Since then, the title "The Cognac of Napoleon" has proudly adorned each and every bottle.