

Courvoisier Cognac aligns with Virgin Atlantic

Maxxium Travel Retail reports that it is partnering with Virgin Atlantic to offer its Upper Class passengers a unique, premium experience with Courvoisier, both onboard and in the airlines Clubhouse at London Heathrow Airport.

Courvoisier is now the new onboard pouring Cognac and bottles of Courvoisier VSOP are also available for purchase, with a pre-order service for Courvoisier XO and L'Essence de Courvoisier. Marketing support includes a 3D film about the heritage of Courvoisier on the inflight entertainment system.

At the Virgin Atlantic Clubhouse bar, passengers can now enjoy Courvoisier XO and Courvoisier Exclusif, served neat or in cocktails. Bartenders will undertake training on the Courvoisier brand and specifically Courvoisier Exclusif, the marque designed specifically for cocktails.

SPECIAL COMPETITION

A dessert paired with Courvoisier has also been specially created for passengers dining in the Clubhouse and there is a competition to win a bottle of L'Essence de Courvoisier, which retails at E.2,000 (\$2,625). The sensory experience, Le Nez de Courvoisier, designed to help consumers understand the complexity of Cognac and to have a greater appreciation of the Courvoisier house style, ran weekly during the launch in December.

AIMING FOR THE NUMBER ONE SPOT

Virgin Atlantic's Director of Sales and Marketing, Paul Dickinson said: We are delighted to be working with Courvoisier. We are always looking for ways in which to enhance the passenger experience and are sure that the addition of this premium brand will be popular in our Clubhouse and onboard.

Maxxium Travel Retail Managing Director, Glen Williams said: Virgin Atlantic is an entrepreneurial and inspirational airline and a perfect fit for Courvoisier, which is a highly progressive and luxury brand.

Together with Beam Global, we are delighted to offer its customers a unique travelling experience with Courvoisier from the Clubhouse right through to the flight. Travel retail is a key market for Courvoisier and our aim is to become the number one Cognac by 2013. This alliance will play an important role in achieving that goal.