



Welcome!

Welcome to the inaugural issue of Connoisseur, the newsletter of Brandhouse Ltd.

Brandhouse is an exciting new development in the hospitality industry that aims to enable Kiwis to enjoy the fast-growing international trend of premium wines and distilled liquors.

In this issue you will read where Brandhouse comes from and of the exciting new range of products we are privileged to represent in Australia, New Zealand and the Pacific Islands.

We firmly believe the New Zealand high-end hospitality market is ready for these premium products that discerning Kiwis have previously found only overseas.

We are committed to expanding this range — and to providing your business with a level and quality of service matching the excellence of the products we represent.

Brandhouse: the new presence in the New Zealand hospitality industry, bringing quality and excellence to the supply of fine wines and premium distilled liquors.

Enjoy your reading.

Jason Dellaca
Managing Director,
Brandhouse Ltd.

Brandhouse Brings Premium Cognac To New Zealand

New Zealand connoisseurs of fine sipping liquor can now enjoy one of France's finest cognacs.

The Croizet story starts in 1805. Léon Croizet, a connoisseur and former sommelier to Napoleon 1's high command, belonged to a family of vineyard owners established in the 16th Century. The 58 hectares of Cognac Croizet's vineyards are located in Saint-Même-Les-Carières, in Cognac's most prestigious Cru, Grande Champagne.

Léon wanted to create his own Cognac House to compete with the 20 other or so houses that had recently been established. He aimed to do this by producing cognac of unsurpassed finesse, purity and quality.

In 1871, his grandson, Benjamin Léon Croizet registered the brand and set about developing the business. A cultured and influential individual, he shipped his cognacs around the world. He worked incessantly to create the highest quality cognacs and played a part in the creation of the cognac appellation in 1909. His cognacs won many prizes, notably at the Universal Exhibitions of 1878 and 1900. The world wars left many producers, Croizet among them, inwardly focused on their

domestic continental markets. In 2007, a new owner, who realised the dormant potential of Cognac Croizet, acquired it and has since invested in bringing this spectacularly exquisite Cognac back onto the world stage. With a 9th-generation maitre de chai (cellar master), Cognac Croizet continues the philosophy of delivering Cognacs of uncompromising quality, and exemplary purity and finesse. Its adherence to tradition and philosophy of excellence continues to win it accolades. This is reflected by Croizet recently smashing the World Record for the most expensive cognac ever sold, selling a bottle of its rare 1858 cognac for US 157,000 in Shanghai last year, an official Guinness World Record.

It is with great pleasure that Brandhouse can now bring the extensive range of truly premium Croizet Cognacs, including selections of bottles in presentation cases and miniatures, to the New Zealand market. As well as a superior range of VS, VSOP and XO Gold, Brandhouse offers single-vintage Croizet cognacs dating back as far as 1858, which are sought after by Cognac connoisseurs the world over, especially in the greater Chinese premium market, a market that is growing at 60% per year.



1858 Cuvee Leonie – holder of the Guinness World Record for most expensive cognac ever sold, fetching US\$157,000 at auction in Shanghai, 2011.



Brandhouse — Bringing The World's Finest Liquor To New Zealand

Brandhouse is the new presence in the New Zealand hospitality industry, bringing quality and excellence to the supply of fine wines and premium distilled liquors.

Brandhouse has grown from Sahara New Zealand Ltd, a company experienced in the supply of quality products to the upper end of New Zealand's hospitality industry.

Seeking to expand its opportunities within its core business, Sahara New Zealand scored a coup in 2013 by securing the exclusive New Zealand distributorship of the highly exclusive Croizet Cognac, the product of a revered two centuries-old cognac company The House of Cognac Croizet in the region of Grande Champagne in France.

Sahara's expertise in supplying New Zealand hospitality has been further recognised with another two premium international distilled brands DQ Vodka and Arta Tequila— and we anticipate more, to take advantage of the current worldwide swing to premium sipping liquors.

Managing Director Jason Dellaca determined a more suitable name for his expanding business was appropriate and Brandhouse Limited was launched.

Internationally active but Christchurch-based, Brandhouse is extremely well positioned to provide this premium service to fine New Zealand hospitality houses with an efficient distribution and customer service network in place.

Brandhouse. The experience of quality and excellence.



A selection of the premium distilled liquors and fine wines distributed by Brandhouse Ltd.



The new Rolls-Royce Wraith was launched in NZ recently, with invited guests toasting its arrival with a specially-bottled 1904 Croizet Cognac

New Rolls-Royce Wraith Toasted With Croizet Cognac

When New Zealand's authorised Rolls-Royce motorcar dealer, Rolls-Royce Motor Cars Auckland launched the new two-door Wraith, it chose Croizet Cognac, distributed here by Brandhouse Ltd, to create the link with excellence.

The stunning Wraith is the ultimate coupé, a superbly elegant onveyance with a twin-turbocharged V12 engine behind the decanter-shaped grille. Guests at the launch function in the Rolls-Royce showroom were treated to a specially-bottled 100-year-old blend from Croizet grapes harvested in 1904, the year, not coincidentally, that car dealer Charles Rolls and engineer Henry Royce, both successful individuals, struck a deal over lunch.

On show for the evening was an even more exclusive cognac, the 1858 Cuvée Léonie, the vintage that Churchill and Eisenhower reputedly toasted D-Day with. It is also the vintage that claimed the world record for the most expensive cognac ever sold, as mentioned elsewhere in this newsletter. Brandhouse Managing Director Jason Dellaca told guests that Croizet is one of only three cognac houses to continuously hold a single vintage licence since its founding, so it has an extensive cellar of single-vintage cognac which other cognac houses cannot offer.

"It was entirely appropriate for these two brands of excellence to be partnered for this prestigious event," he says.

Welcome Cocktail- "The Winston"

Our replica of the most expensive cocktail in the world the Winston holds the Guinness World Record for the most expensive cocktail, A \$12,500 Feb 2013.

Duck Liver Pate

Infused with Croizet Cognac VSOP, toasted brioche, plum caviars, porcini & pinot shallot ragout.
Croizet VS au EAU

Crayfish Bisque

With New Zealand kai moana and
Croizet Cognac VSOP foam.
Croizet VSOP Gold

Ora King Salmon

Cured with Croizet Cognac XO Gold & dill served on a fresh green gazpacho spaghetti.
Croizet XO Gold

Kaffir Lime & Pomegranate Sorbet

Tender Hereford Beef Fillet

Infused with Croizet Cognac VSOP, drizzled with Chocolate mole sauce, parmesan & smoked parsnip puree, accompanied by a roasted vegetable stack.
Croizet single Vintage 1972

Valrhona Decadent Dark Chocolate Creme Brulee *Croizet Alexander Cocktail*

Degustation Dinner Launches Croizet In New Zealand

Croizet Cognac was presented to New Zealanders late last year at the Crowne Plaza in Queenstown with a first-of-its-kind and masterfully designed six-course cognac-matched degustation dinner.

Guests sampled a rare selection of fine Croizet cognacs, including a 1972 single-vintage, along with six superbly crafted dishes presented by Threesixty executive chef, Ricky Isnanto. The noted chef infused his dishes with Croizet cognacs to create a totally unique and memorable dining experience.

Food and wine matching has long been the 'foodie' experience of choice but matching world-class cognacs with equally sublime food is rare. Even the welcome cocktail was a very exclusive experience: a replica of The Winston, which captured another Guinness record early last year when a glass sold for A\$12,500. That Winston was made in Australia with

Left: Matching world-class cognacs and sublime foods – See upcoming events for our next degustation dinner.

two nips of 1858 Cuvée Léonie, along with very exclusive premium releases of the other two main ingredients, Chartreuse and Grand Marnier.

Isnanto then mesmerised his guests with duck liver pâté, crayfish bisque, Ora king salmon, Kaffir lime & pomegranate sorbet and tender Hereford beef fillet, set off by a masterful Valrhona decadent dark chocolate crème brûlée — all of which were infused with different cognacs from the Croizet range.

"A number of guests told me afterwards it was the most spectacular dinner they had ever sat down to," said Croizet importer Brandhouse's Managing Director Jason Dellaca.

Brandhouse will be promoting similar degustation dinners, in consultation with Croizet's own chef, in New Zealand in the coming months to highlight the excellence and quality of the exquisite products of The House of Cognac Croizet. You are invited to contact Jason Dellaca of Brandhouse to discuss a similarly prestigious event for your next company or brand launch.

Arta Tequila Raises The Bar

Brandhouse Ltd has been favoured with the Australia, New Zealand and Pacific Islands distributorship for the premium tequila, Arta. This finest of tequilas is grown, produced and bottled on a single estate in the Jalisco region of Mexico.

Kiwi tequila aficionados will almost certainly discern Arta as being a cut above.

Arta is aged in 180-litre barrels — smaller than those used by most producers — providing a greater wood-to-tequila surface area, creating an award-winning infusion of flavour.

Tequila is made only from the fermented and distilled juices of the Weber Blue agave, not cactus juice as is widely believed. The agave plant is a succulent and is a relative of the lily family. 100% agave is always the best.

Arta is very special tequila in many other ways also. Originating exclusively from the birthplace of tequila itself, Arta has created a line of authentically pure, small-batch, single-estate tequilas.

That single estate that produces 100% of the agave for Arta tequilas has been in the same family for over 250 years. Arta's master distiller learned the skills of producing

tequila from his father who, in turn, learned from his father.

Tequila, in Arta's case, is a long, generational labour of love. The agave plant takes 8–10 years to fully mature before harvesting. The heart of the agave (pinā) weighs 5–25kg. It is full of sweet pulp that is distilled and aged for up to two years.

Arta is available in Anējo, Silver and Reposado. Arta Silver is triple-distilled which removes impurities and offers a superior, smooth finish, while Arta aged Reposado and Anējo acquire a golden colour from the barrels in which they age rather than artificial coloring. Another misconception about tequila is that gold ones are better than silver. In fact, the majority of "gold" tequilas are really silver tequilas that have been artificially coloured with caramel.

Brandhouse invites you and your customers to experience these unique characteristics that stand Arta Tequila apart as a singular premium 100% Weber Blue agave tequila.



Above: the Arta tequila range has just taken out the 'Best Aged White Spirit' and 'Best Reposado' titles at the WSWA, the Wines and Spirits Wholesalers of America awards in Las Vegas.

New Product: Introducing a Modern Luxury Vodka for the 21st century

New Zealand sippers of fine liquor have a new treat in store, courtesy of Brandhouse. DQ Vodka is distilled by Nordic Spirit in Sweden, the land of the midnight sun and long harsh winters. The wheat fields are amongst the richest in the world, and the locals can still drink water directly from the rivers.

DQ Vodka is based on the best resources and the finest traditions Sweden has to offer. The result is smoother yet more complex than any other vodka, and discerning Kiwis will certainly enjoy the difference.

Vodka from Sweden — not Russia? The one area in the world that has a long heritage and history for making vodka is known as the Vodka Belt, and it stretches from Russia, Ukraine, Belarus, the Baltic States, through Poland and Finland to Sweden.

Sweden's master distillers have for more than a century created the finest spirits in the world. For the most part these have been blended with inferior spirits to create higher volumes of more affordable vodka.

DQ is produced in Malmköping, about an hour's drive south west of Stockholm, where spirits have been blended since the early 1800s because of the high quality of water from the Malmköping springs. Nordic Spirit is the first Swedish company to export

limited volumes of an undiluted vodka formula based solely on the purest fine spirits of central Sweden. Brandhouse managing director Jason Dellaca says that in DQ, Nordic Spirit has created the new category: Modern luxury vodka.

"No one else has created a vodka brand with the look and the feel of the 21st century. Nordic Spirit is the first and will dominate this new and soon very important category."

DQ's unique bottle promises luxury and refinement. It is a stunning vessel that truly honours its contents. It is made in Italy by one of the finest glassmakers in Europe. The aluminum surfaces of each part are produced to high quality automotive standards in the UK and then shipped to Sweden for final assembly by hand in Nordic Spirit's bottling plant in Malmköping. The finish for the top and bottom caps is satin chrome.



Innovative, stylish bottle design is the visual appeal of the new luxury DQ Vodka just released by Brandhouse.



Modern Luxury DQ Vodka Launch at Christchurch Casino

Brandhouse chose Christchurch's most exciting new entertainment venue to hold their New Zealand introductory trade launch of DQ, their new premium Swedish vodka, in late June.

Brandhouse managing director Jason Dellaca welcomed all to the event and spoke of the already-high acceptance of this premium vodka. It is proving a worthy addition to the company's extensive and growing range of fine wines and premium distilled liquors.

Guests including a number of wholesale suppliers mixed with industry notables at the new state-of-the-art venue, Mashina, below the Christchurch Casino. Guests enjoyed a range of DQ-based cocktails and premium nibbles, party-ing on after the function, sustained by the Casino's impressive atmosphere – and clearly appreciating the quality of the liquor.



Above: At the DQ Vodka launch, from left: Harjit Singh, Jen Morris-Williamson, Shereen Singh.

Right: Brandhouse MD Jason Dellaca welcomes guests.



Upcoming Events: Great New Zealand Food show,
Hamilton 6 - 7th September.

Wellington Degustation Dinner.
Croizet Cognac and Logan Brown,
17th September. Limited seats please contact
Brandhouse for more information.

Taste of Auckland,
Western Springs,
13 - 16 November 2014.



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