



## **SHOWCASE AFFORDABLE LUXURY FOR THE HOLIDAY SEASON:**

### **Feature LANDY Cognac -- A symbol of Excellence, Elegance and Loyalty.**

**White Plains, NY – October 19, 2009** - Proclaimed a “Rising Star Brand” by *Beverage Media* and *Cheers*, and recently bestowed a coveted Double Gold Medal for its VSOP by the 2009 San Francisco World Spirits Competition, LANDY Cognac is the Cognac acclaimed by both the spirits critics and leading artists and fans of the Hip-Hop and R&B world! Hip-Hop artist E40 cherishes LANDY Cognac as his Cognac of choice and Snoop Dogg refers to it in his latest album as his “Cognac for The Good Times.”

Instantly recognizable by the iconic Greyhound that graces every bottle, this social, approachable, “affordable-luxury” Cognac is crafted in the heart of the Cognac region in France. It offers the outstanding quality of a product made by the renowned artisanal producers, Cognac Ferrand, at the affordable pricepoint of \$24.99 for LANDY Cognac VS 750ml. Enjoyable on its own or in a cocktail, LANDY Cognac is a well-balanced Cognac that meets the expectations of the most demanding connoisseurs.

Its emblem, the Greyhound, embodies its personality and characteristics: excellence--Greyhounds are the fastest dogs on earth, elegance-- Greyhounds have been the favorite dogs of the French royal family for centuries, and loyalty – Greyhounds are loyal friends who always exceed expectations

The LANDY Cognac family includes:

- LANDY Cognac VS: a well-aged cognac, soft on the palate. It has golden, floral and orange aromas. The suggested retail price for the 750ml bottle is \$24.99.
- LANDY Cognac VSOP: exceptionally well-balanced. It is characterized by an amber, color, soft vanilla and candied fruit flavor. The suggested retail price for the 750ml bottle is \$44.99.
- LANDY Cognac XO: characterized by hints of sandalwood, tobacco, leather and plum. The suggested retail price for 750ml: \$119.99
- LANDY DESIR has a glamorous and modern personality. Its tasting profile is extra smooth, rich and complex from vanilla to prune. The suggested retail price: \$79.99

*To be continued...*

- LANDY DRAMA is mint and apple flavored cognac. The suggested retail price for the 750ml bottle is \$29.99
- LANDY EXCELLENCE: the suggested retail price for the 750ml bottle is \$54.99
- LANDY DECANTER Collection features an exceptionally rare blend of Cognac derived from some of the choicest grapes of Grand Champagne's chalky soil. The collection counts 24 different pieces hand blown and crafted, including The Chinese New Year Collection, designed by artist John Wilson. The suggested retail price: \$399.99

**About LANDY Cognac & W.J. Deutsch & Sons, Ltd.**

LANDY Cognac is marketed throughout the U.S. by W.J. Deutsch & Sons, Ltd.

W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Sparkling; California: Atlas Peak, Buena Vista Carneros, Esser Vineyards, Gary Farrell Vineyards and Winery, Geyser Peak, XYZin, Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Idaho: Ste Chapelle; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Washington: Columbia Winery, and Covey Run, and award-winning spirits from Landy Cognac (France) and Villa Massa (Italy).  
[www.wjdeutsch.com](http://www.wjdeutsch.com).

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