

PALISSON

WHISKY DE FRANCE

Product launch - PALISSON Whisky de France

Press Release

Les Brûleries Modernes will exhibit for the third time at Wine Paris & Vinexpo 2024, on the 12th till the 14th of February in the Be Spirits area. It is the perfect occasion to launch their new range of French single malt whisky: Palisson.

In the heart of the Delannoy family's vineyard, on the border of the Charente and Charente Maritime regions, the Palisson site is home to the cellars that house the company's latest product. Frozen in time, these cellars have given much more than their name to this French whisky.

Palisson is a single malt from France made from a French brew. The Cellar Master has opted for the Cognac method of double distillation in a Charentais still. Once distilled, the eau-de-vie is sent to the Palisson cellar to begin its maturation. The range includes three whiskies (3 batches). Each batch is fully matured in one kind of cask:

BATCH 01: Cognac cask maturation

BATCH 02: Caribbean rum cask maturation

BATCH 03: Bourbon cask maturation

Palisson is perfect as an aperitif, neat or on ice, with ginger beer, or as a digestif drink.

Palisson Batch 01 was marked 89 points in the Whisky Advocate review and got a silver medal at San Francisco World Spirits Competition.

Its delicate packaging contrasts with the classics of the category. Palisson is presented with an elegant and refined giftbox.

Palisson - Whisky de France will be presented at Vinexpo 2024, then available to exports markets. EU suggested retail price: 55,00 € (70cl, 43% Vol.) / USA suggested retail price: \$64.99-\$69,99 (700ml, 43% Alc. by Vol.).

To find out more, visit us on our stand LES BRÛLÉRIES MODERNES (Hall 7:1 E072).



About Les Brûleries Modernes:

The spirits portfolio of Distillerie Vinet-Delpech, Les Brûleries Modernes aims to create, launch, develop and support their brands around the world.

Les Brûleries Modernes is thus able to offer a complete range of products: Hold Up gin, Excellency Club cask finish whisky, Brigitte and Louise pineaux des Charentes, Hector Legrand 15 year old brandy, Delpech-Fougerat cognacs and now Palisson Whisky de France.

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