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JANNEAU GRAND ARMAGNAC ENTERS A NEW CHAPTER

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JANNEAU Grand Armagnac has decided to move forward with a brand new communication strategy.

Starting with a new Company logo, new luxurious packaging have been developed, as well as new advertising visuals and a new website which will go online as of May 2014.

“While our award winning quality rests unchanged and uncompromised since 1851, a new chapter opens at JANNEAU in terms of its brand image and communication. JANNEAU, as a respected brand in the spirit world and leading in its category, Armagnac, has the duty to remain attractive to its consumers, and therefore adapt visually and emotionally to cultural changes, in order to always be contemporary” says Managing Director and owner Fabio Massimo Giovinetti .

JANNEAU modernizes its image but remains loyal to its values: No compromise on quality, forward thinking, and independent, and it confirms its status of super-premium International brand.

“ In order to reinforce this solid long term positioning, the House of JANNEAU has decided to develop a more memorable, assertive, andaudacious communication strategy” adds Marketing Manager Corinne Bucchioni , highlighting the addition of a new, stronger emblem to the logo, which replaces the classic, and more conventional coat of arms. The “new” JANNEAU will therefore be identified by this new distinctive icon sign.

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