



For Immediate Release

JANNEAU GRAND ARMAGNAC TO PRESENT NEW LOGO AND NEW PACKAGINGS AT TFWA SINGAPORE IN MAY 2014

CONDOM, 7th April 2014

JANNEAU Grand Armagnac will be unveiling all new packaging , logo, and key visuals at next month's TFWA in Singapore on May 11th to 15th, 2014 on stand N° A26.

A brand new Company logo and 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 spirits 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. As a true International brand focusing exclusively on a premium positioning in Armagnac offering a varied range of XO,s and Vintages , JANNEAU can proudly claim to be the MOST AWARDED ARMAGNAC at the main tasting competitions with over 83 medals won in the last 12 years.

JANNEAU is the first export brand in Armagnac and the leading Armagnac in Travel Retail in Western and Eastern Europe, Russia, and the Gulf states. New regions of developments today target China, South East Asia, Japan, Korea and Taiwan. Asian airlines are also a primary focus.

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