

Courvoisier's Toast of Paris at LHR T5 through December



Courvoisier Extravagance is taking centre stage at World Duty Free in London Heathrow Airport T5 this month with a branded area serving the new marque's signature Champagne serve, 'The Toast of Paris.'

The launch is marked with a one-month ownership of the branded wall, making it the first Cognac house to take over the prominent space.

Travellers through Terminal 5 will have the opportunity to obtain a special gift set, including two Champagne flutes, in with the purchase of a 700ml bottle of Courvoisier Extravagance, a luxurious expression launched by Beam Suntory Inc. in September of this year.

Described as 'a rare, complex and exquisite blend' it is produced from grapes harvested only from the regions of Grande Champagne and Petite Champagne. Tasting notes for Courvoisier Extravagance feature orange blossom, brioche, toasted almonds, rose and cigar notes.

The new expression has already received acclaim from industry authorities, winning Gold at The Cognac Masters 2014.

Further activations for Courvoisier Extravagance will be rolled out across other European airports during 2015.