

craft distillers®

## selling Germain-Robin brandy

from Ansley Coale, co-founder of Germain-Robin  
and president of Craft Distillers®

“There is no cognac as good as Germain-Robin” – Dan Berger, L A TIMES

People who buy Germain-Robin prefer it to big-producer cognacs for the same reason that people buy Starbucks instead of Yuban or Maxwell House.



Germain-Robin in 1982

Spirits (liquor) are going through the same consumer transition that coffee, cooking, and wine have, from mass-produced uniformity to the delight that comes from eating/drinking something really good. 25 years ago there were few single-malt whiskies, no small-house tequilas, no small-batch bourbons. The consumer is clearly headed towards specialty spirits, and accounts like them because they are high-margin. Notice how all the big guys are trying to make their stuff look small-production.

**The basic reason for someone to buy Germain-Robin is simple – it’s authentic, and it’s fabulous product.**

If the account’s business mode is to present its customers with standard big-producer spirits/cognacs, or if he only buys products when he’s offered free goods, he’ll have little use for Germain-Robin. But if he cares about presenting his customers with real quality, Germain-Robin is the best. All over our sales materials are reviewers saying that Germain-Robin is one of the world’s best spirits. It’s smoother and softer, and its flavor is rich & authentic.



GR’s antique cognac still

**The Germain-Robin pitch is totally about the product in the bottle.**

Don’t try to sell to someone who won’t taste. If the buyer talks about the cognacs he’s selling, invite him to splash his favorite XO in a glass & taste it compared to Germain-Robin XO.

**If the buyer doesn’t get it when he tastes, the account won’t be able to sell it.** Just move on.

**I never make long presentations.**

All you need is a good quick lead-in for what happens when the buyer (or the bartender or the floor staff) tastes. While the buyer is looking at the sell-sheet or the bottle, I say “Lots of people think this is much better than cognac. It’s made by hand on an antique cognac still in Mendocino County and they use a lot better grapes than they do in France. This XO is mostly pinot noir,” and I pour a taste of the Select Barrel XO (XO IS THE POUR OF CHOICE). While he’s tasting maybe I say something from our press, like “ROBB REPORT called this the best liquor in the world.” That’s it. **If he gets it, that’s usually the sale.**

## Germain-Robin is fabulous product for 2 reasons



Hubert Germain-Robin

1. **Germain-Robin is distilled using craft methods** – produced by hand one small batch at a time on a tiny antique pot-still from an abandoned distillery in Cognac. Very few things are still made this way. Hubert Germain-Robin, whose family has been in this business for more than 200 years, is one of the world's great distillers. He concentrated his talent on a very limited production.
2. **Germain-Robin is made from superior ingredients.** No one else distills wines made from world-class varietal grapes – one barrel of the XO uses \$10,000 worth of pinot noir because it takes 6 tons of grapes to make a single barrel. Distilling wines from great wine varietals makes spirits that are super-smooth (softer alcohol) and amazingly rich & complex (superior grapes). We don't need to conceal alcoholic harshness by adding a lot of sugar or caramel: there is no alcoholic harshness because we're making a superior product.

### Who are your target accounts/customers?

**Anyone who cares about what they drink.** The right account is any account that cares about selling great product. The customer is the person who's buying good coffee or Scharffen Berger chocolate or great malt whisky or designer tequilas: anyone who wants to be consuming something good instead of mass-produced mediocrity. Four panels of experts, tasting blind, ranked our Fine (VSOP) above Delamain Pale & Dry, Martell Cordon Bleu, Remy VSOP and two other top-ranked cognacs.

### tips

**The XO is your best pour:** it's at the level where interesting cognac is found and where discriminating tasters/consumers look for good product. For the same reason, the Fine tends not to move in a restaurant unless its highest-priced cognacs are VSOP-level.

**When an account takes Germain-Robin,** the most important thing you can do is to make sure that the bartenders/wait staff/people on the floor in stores get turned onto Germain-Robin too. Germain-Robin is a word-of-mouth spirit. People buy it – or taste it for the first time – because someone recommends it to them. So try to taste the people who work store floors. In restaurants it's the bartenders & wait staff. Floor people are CRUCIAL.

**Never call Germain-Robin California's best brandy** or the USA's best brandy. No one cares if we're better than E & J or Korbel. Germain-Robin is one of the world's finest distilled spirits, period. Paul Pacult of Wine Enthusiast/Spirit Journal listed Hubert as one of the **top ten distillers in the world.**



[www.craftdistillers.com](http://www.craftdistillers.com)

The Craft Distillers website has press reviews, product descriptors, photos, logo, etc. Tell your accounts.

Hey, thanks. And if we can help you with anything, call me, Ansley Coale, 800 782-8145.