

Beat: Vips

## **LOUIS XIII Cognac - L ODYSSEE D UN ROI, An Ode to Adventure**

**Will be sold at Auction by SOTHEBY S**

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**USPA NEWS** - Three ultimate Masterpieces featuring a rare blend of LOUIS XIII, designed by HERMÃˆS, PUIFORCAT and SAINT-LOUIS will be sold at AUCTION BY SOTHEBY'S, as of September 2016, with all proceeds benefiting The Film Foundation's Cinematic Heritage Preservation Efforts, founded by MARTIN SCORSESE...

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To pay tribute to his heritage of adventure and discovery, LOUIS XIII cognac, one of the world's most storied Grande Champagne Cognacs unveils L'ODYSSÉE D'UN ROI, a unique collaborative project inspired by the first shipments of LOUIS XIII in the late 1870s, and the iconic journeys that followed. More than 50 individual artisans devoted over 1,000 hours produced these bespoke creations.

Sotheby's will auction each masterpiece in New York (September 10, 2016), Hong-Kong (October 1, 2016) and London (November 16, 2016), with proceeds benefiting THE FILM FOUNDATION, a non-profit organization founded by Martin Scorsese and several other leading filmmakers to preserve and restore classic films, ensuring their survival for future generations.

After being presented in Beijing, Shanghai and Hong-Kong, L'Odysée d'un Roi will be exhibited in New-York (May-June), Singapore (end of July), London (September) and Paris (October).

About LOUIS XIII Cognac: LOUIS XIII cognac was created in 1874. Each decanter takes four generations of cellar masters over 100 years to craft. Its grapes grow in the chalky soils of Grande Champagne, the most sought-after area of the Cognac region, in France. It is an intricate alchemy of up to 1200 eaux-de-vie, the youngest of which is at least 40 years old. The unique blend evokes tasting notes and scents of myrrh, honey, immortelle, plum, honeysuckle, wood bark, leather and passion fruits. LOUIS XIII cognac is the ultimate expression of the mastery of time.

Source : LOUIS XIII COGNAC

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