

A person's profile is visible on the left, looking out over a vast vineyard at sunset. The sun is low on the horizon, casting a warm orange glow over the landscape. The vineyard rows stretch into the distance, and a small town is visible on the horizon.

EXPLORE
COGNAC

SALES MANUAL

2020 - 2021

SUMMARY

3 INTRODUCTION

4 MAP

5 THE SPIRIT AND VINEYARD

6 Cognac, the Spirit and Vineyard

7 2019 key figures for cognac

8 Pineau des Charentes

8 Charentais wines

9 THE COGNAC HOUSES

10 The big houses of cognac

12 Other houses of cognac & winegrowers in the vineyard

16 LEARN MORE ABOUT COGNAC

17 Museums and other sites around cognac culture

19 Local savoir-faire of the cognac industry

20 GASTRONOMY

22 Local produce & Gourmet delights

23 Cocktails bars

24 Food and drink workshops Michelin

25 starred restaurants

26 Other gourmet restaurants

27 HERITAGE

32 WATER ALL AROUND

33 The river Charente

34 Wellness

35 OTHER ACTIVITIES

36 Cycling

37 Golfing

38 Festivals & Events

40 TOURS SUGGESTIONS

44 ACCOMMODATION

49 LOCAL CONTACTS

ACCESS

By air

Direct flights to La Rochelle from:
Ajaccio, Bristol, Brussels-Charleroi, Dublin, Geneva, Leeds-Bradford, London-Gatwick, London-Stansted, Lyon, Manchester, Marseille, Nice, Porto. (from Spring 2021 / update to check on the website)
www.larochelle.aeroport.fr

Direct flights to Bordeaux from:
Paris Orly, Paris Charles de Gaulle, Montréal and various routes from Europe
www.bordeaux.aeroport.fr

By train

LGV Atlantique / TGV:
Paris Montparnasse - Angoulême (2h03)
Paris Montparnasse - La Rochelle (2h49)

Charles De Gaulle - Angoulême : 3h03

TGV Bordeaux - Angoulême (0h34)
TER from Royan to
- Saintes (26mn) - Cognac (31mn)
- Jarnac (10mn) - Angoulême (27mn)

TER from Angoulême to
- Jarnac (27mn) - Cognac (10mn)
- Saintes (31mn) - Royan (26mn)

TER from La Rochelle to
- Saintes (48mn) - Pons (20mn) - Bordeaux (1h26)

By road

A10 Paris:
450 km to Angoulême | 430 km to La Rochelle
A10 Bordeaux:
115 km to Angoulême | 190 km to La Rochelle
A83 / N137 Nantes:
250 km to Angoulême | 140 km to La Rochelle

Introduction

Internationally renowned as one of the finest spirits in the world, Cognac owes its great delicacy to the exceptional region where it comes from as well as the skills of the people who have been making it since the 15th century.

Ideally located in the South West of France, between the Loire Chateaux and Bordeaux, the vineyards of cognac is only a few hours from Paris, directly connected by the high-speed train via Angoulême train station.

The vineyards of Cognac cover almost 78 000 hectares across the Charente and the Charente-Maritime départements, representing the largest white grape wine yard in France.

The vineyard stretches right from La Rochelle and the Oléron island on the coast to Angoulême and the south of Charente by the border of Périgord. In between, runs the river Charente that flows through towns like Angoulême, Cognac or Saintes all the way to the ocean across a refined countryside of charming villages and small Romanesque churches.

Cognac has managed to perpetuate its traditions and know-how and is lively all year long : the cognac experience can be enjoyed in any season and caters for both the curious and those who are already ardent fans of this famous drink. From the great names of cognac (Baron Otard, Camus, Hennessy, Martell, Rémy Martin, Meukow and Courvoisier) to winegrowers

and distillers, from museums to numerous associated festivals, this region remains authentic. Its vines and all these exceptional landscapes delight the many visitors who, each year, discover or rediscover the cognac thanks to special and exclusive visits.

The cognac vineyard is a varied and unique place, where tradition meets modernity perfectly. Discover the treasures of the making, live the french art de vivre, learn more about the history of the international best brands, meet passionate people and local producers, and stay in one of the best hotels the destination has to offer.



Let's take care of one another

We hope you're keeping safe and well through the current crisis we all have to face.

Our partners put in place the correct procedures to protect the safety of our clients whilst maintaining the best levels of comfort and services.

Accommodations, restaurants, sites to visit, famous Cognac houses apply all the special hygiene measures and recommended precautions following the government procedures.

We are looking forward to welcoming you again in the destination to Explore Cognac!

Gestures to protect ourselves and others:

Wash your hands very regularly with soap or hydroalcoholic gel
Wear a mask
Respect social distancing, at least 1 meter between each person
Use single-use tissues
Cough and sneeze into your elbow or into a tissue
Do not shake hands or kiss people

Commitments by our partners to welcome you in the best conditions:

Wash hands very regularly with soap or hydroalcoholic gel
Wear a mask
Clean and disinfect all contact areas and equipment after each visit
Visits temporarily adapted in a new format (capacity, schedule...)

More informations on the French Diplomacy website:

<https://www.diplomatie.gouv.fr/en/coming-to-france>

Location map



Légende Legend	
VOIES DE COMMUNICATION PRINCIPALES TRANSPORTATION ARTERIES	SITES REMARQUABLES OUTSTANDING SITES
== Voies de chemin de fer Railway lines	○ Villes principales Major cities
— Autoroutes Motorways	⊙ Sites UNESCO UNESCO places
— Voies fluviales Waterways	★ A ne pas manquer Not to be missed
✈ Aéroport Airport	🍷 Vignobles Vineyards
⚓ Port de plaisance Marina	🌿 Parc Naturel Régional Regional nature park
	🌊 Lacs Lakes
	♨ Station thermale Health and spa resort



THE SPIRIT AND VINEYARD

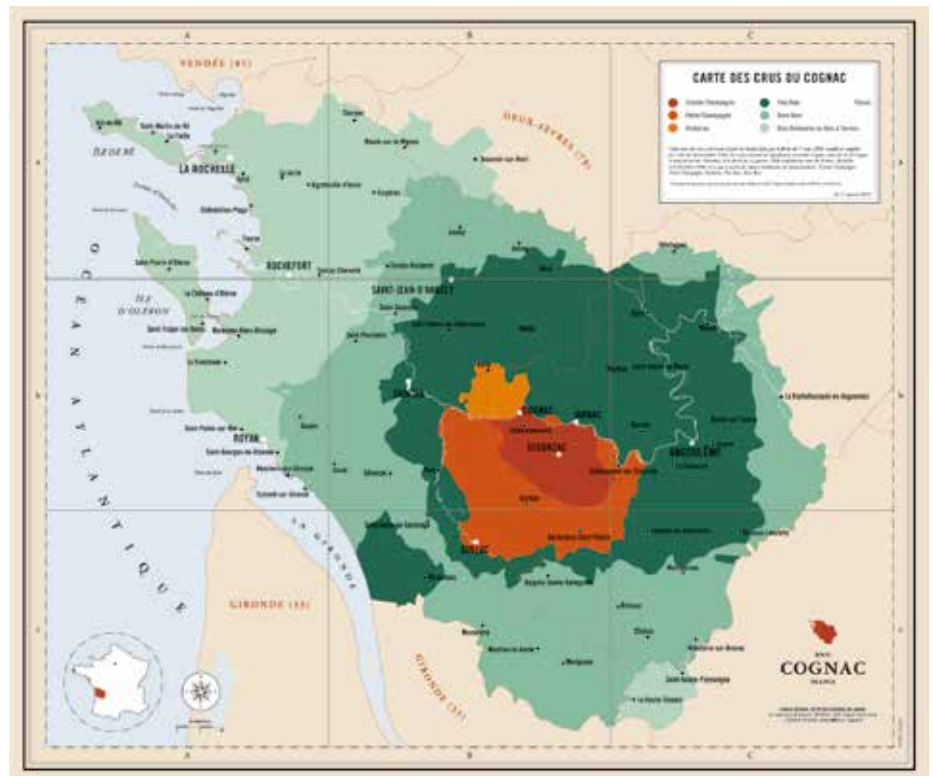
Cognac, the Spirit and Vineyard

Grown on an outstanding terroir, Cognac is rooted in a land of plains and gently rolling hills, bordered by the Atlantic Ocean and crossed by the Charente River. Driven by its centuries-old traditions and the French way of life, Cognac has showcased its native homeland around the world for over four centuries!

Cognac has always been a great traveller. Even its creation was the result of a journey, since distillation first appeared to help transport wine towards the kingdoms of northern Europe. While it can now be found all over the world, it will always stay true to its Charentes roots.

The Cognac region, spread out over 6 crus, was officially delimited in 1909. It benefits from a sunny climate conducive to high-quality production: ideal temperature variations, countryside bathed in a unique, warm light, clay-limestone soils... Each wine spirit draws on these natural resources to develop its specific aromatic characteristics. Three white grape varieties are primarily grown on this distinctive, generous terroir: Ugni Blanc (widespread), Colombard, and Folle Blanche. Cognac is a living heritage which has shaped the land where it was created. Viticulture has modeled the rural landscape until the present day, while beautiful dwellings and aging cellars have been built by distiller families and négociants. The quality of materials used, as well as their ornate details, contribute to the Cognac brand image.

Cognac is the result of the unique expertise of all those who work daily to produce a high-end product. Their challenge is to combine creativity and innovation with respect for traditions, while complying with a shared commitment to high standards based on quality, authenticity, and attention to detail. This is



what makes Cognac so special.

From winegrowers to cellarmasters, from distillers to coopers to boilermakers, Cognac expertise has been passed down over the centuries. It all started with distillation, a process introduced in the 15th century by the Dutch to preserve the quality of Charentes wines during transport. Three centuries later, the stills were redesigned, marking the arrival of double distillation. Then came the practice of aging in oak barrels, which helped further improve the quality of wine spirits. The Cognac market began to develop in the 19th century when the first négociant houses were established. Bottles then replaced oak barrels for wine spirits shipments.

In the 1870s, all French vineyards were struck by the phylloxera crisis. It took many years for the Charentais to recreate their prized elixir from grafted vines.

The vines were replanted and the Cognac journey resumed. In the 20th century, Cognac regulations

were introduced and in 1936, the Appellation d'origine contrôlée or AOC (today's protected designation of origin, or PDO), was created. The entire industry is thus committed to protecting a product with a growing reputation.

Cherished expertise is now passed down to a new generation which aims to preserve and develop it in the quest for even greater quality. Modernisation and environmental protection are the watchwords for these new winegrowers.

To learn more about Cognac IG : cognac.fr

2019 Key figures for cognac

2019 KEY FIGURES FOR COGNAC*

* Source: BNIC (figures for calendar year from 1 January 2019 to 31 December 2019)

SHIPMENTS

216.5
MILLION BOTTLES
+6.0%

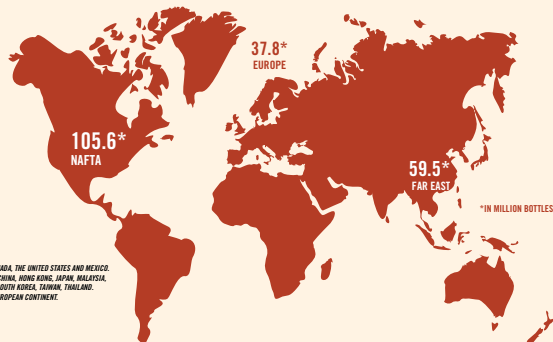
97.9%
TO MORE THAN
150 COUNTRIES

TURNOVER 3.6 BILLION EUROS +11.4%

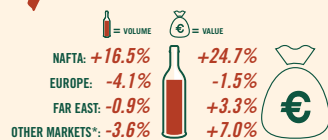
VS **53.3%***

VSOP **36.6%***

OLD QUALITIES **10.1%***
*IN VOLUME



* NAFTA: CANADA, THE UNITED STATES AND MEXICO.
* FAR EAST: CHINA, HONG KONG, JAPAN, MALAYSIA, SINGAPORE, SOUTH KOREA, TAIWAN, THAILAND.
* EUROPE: EUROPEAN CONTINENT.



(*6.3% OF THE GLOBAL VOLUMES SHIPPED, EQUAL TO 13.6 MILLION BOTTLES)

TOP 10 DIRECT SHIPMENTS IN MILLION BOTTLES

1 UNITED STATES	2 SINGAPORE	3 CHINA
102.4	26.3	25.5
4 UNITED KINGDOM	5 FRANCE	6 GERMANY
9.1	4.5	4.2
7 HONG KONG	8 LATVIA	9 SOUTH AFRICA
4.1	3.6	3.3
		10 NETHERLANDS
		2.1

CATEGORY

60,000
PEOPLE
WORK IN THE
COGNAC
INDUSTRY



4,276
WINEGROWERS
283
MERCHANTS
117
PROFESSIONAL
DISTILLERS

VINEYARD / COGNAC YIELD

GLOBAL VOLUME HARVESTED
7,693,889 HL VOLUME



AVERAGE YIELD
10.55 HL
OF PURE ALCOHOL / HECTARE

cognac.fr - [f](#) [t](#) [i](#) [@CognacUSA](#)

PINEAU DES CHARENTES

Pineau des Charentes, a fortified wine made from a blend of grape juice and cognac.

The rich, bold aroma of Pineau des Charentes is the fruit of a unique expertise. For more than 4 centuries, the winegrowers and cellar masters have shaped this delicate wine by adhering closely to traditional production methods passed down through generations. The grape must and cognac eau-de-vie come from the same estate, the same vineyard, and made by the same people. Their expertise is passed on from generation to generation.

The harvested grapes are pressed and the cognac from the previous year is added, then it is stored in oak barrels for a long time to give it the distinctive taste, whether white, red or rosé pineau. So Pineau des Charentes shares much of its history with cognac, both draw on the same traditional skills and expertise.

The Pineau des Charentes was awarded AOC status in 1945.

Try it as an 'apéritif' or get inspired by local chefs for tasty recipes!

www.pineau.fr/en



CHARENTAIS WINES

The vines, used for the production of Pineau and Cognac, are also a means for local producers to diversify, wine offering them a supplementary market opportunity. White wines represent more than 80% of production; dry, light and scented, they accompany fish and seafood delightfully. There are more and more rosé wines, fresh and fruity, on the market, marrying enjoyment and elegance. Red wines, also fruity, accompany regional produce marvellously well. They are normally drunk young, but only reveal their full complexity after a certain period of aging. The region's propitious climate, mild and sunny at the end of autumn, contributes to the production of a range of very pleasant, generally fruity wines – local wines that will awaken your curiosity and that are sure to satisfy your taste buds.

vinscharentais.fr



THE COGNAC HOUSES

The biggest houses of cognac in Cognac & Jarnac

Château Royal de Cognac – Home of Baron Otard

Overlooking the Charente river, le Château Royal de Cognac was initially a 10th-century fortress designed to stop Norman invasions, and then in the 15th century became a stately home which was the birthplace of one of France's most illustrious kings, Francis I. Baron Otard, who had founded his Cognac House in 1795, quickly understood that the thick walls provided exceptional aging conditions for his eaux-de-vie. He purchased the Château, saving it from total destruction. Le Château Royal de Cognac, which has become a historic monument, is therefore a witness to French history as well as a Cognac House. We are offering a variety of tours combining two aspects of history: the history of France and the history of Baron Otard Cognac up to the present day. Booking recommended for visits.

127 boulevard Denfert Rochereau
16100 Cognac
+33 5 45 36 88 86
kaiguillon@bacardi.com
www.chateauroyaldecognac.com

Camus Cognac

Founded in 1863, Camus is the largest Cognac House to remain family-owned and still independent, keeping a passion for exceptional Cognacs with no compromises in the making. Discover their intensely aromatic cognacs through multiple conducted tasting options: the crus, the vintages, the Borderies, horizontals and verticals of their products. A guided-tour of each step in the production of Cognac, from grape to glass, is provided with all the tastings. For an unforgettable experience, book a Master Blender session and create your own cognac: return home with your own personalized bottle to share with your own friends. Master Blender workshop all year round by appointment.

21 rue de Cagouillet
16100 Cognac
+33 5 45 32 72 96
camus@camus.fr
www.camus.fr

Courvoisier

Ever since its creation, the history of this major cognac house based in Jarnac has been marked by the shadow of Napoleon. Its designer building which opens out onto the River Charente backs onto an imposing 19th century château. The tour of the museum emphasises the shared history of Courvoisier and the Empire under Napoleon. In opening the doors to the Château, The Premium tour invites you to explore the soul place of Courvoisier and legacy. The exploration of the Paradis cellar, the sanctuary of the most precious eaux-de-vie, and the tasting will conclude this privileged moment.

Opening season: May to September / from Tuesday to Saturday - Off season: Premium Tour only / by reservation

2 place du Château
16200 Jarnac
+33 5 45 35 55 54
dimitri.jamain@beamsuntory.com



©BNIC

Hennessy

For over two centuries, Hennessy, the world's leading cognac Maison, has enjoyed international standing from its base on the banks of the Charente, in France. It offers visitors an innovative, rich learning experience that blends history and modernity. An invitation to discover the many sides of the brand. Visits Tuesday to Saturday from January to March / every day from April to October / Tuesday to Saturday from November to December.

Rue de la Richonne
16100 Cognac
+33 6 77 45 41 92

wrachidi@moethennessy.com
www.lesvisites.hennessy.com



Martell

Maison Martell is offering a brand new visitor experience at its historic site in Cognac. Via a contemporary scenography, the oldest of the great cognac houses invites visitors to map out their own individual journey of discovery. The themed concept offers an immersion into the House's heritage, terroir and savoir-faire. Different spaces allow visitors to step back in time, to travel across continents and to appreciate the range of artisanal skills which produce Martell cognacs, renowned throughout the world for their elegance, intensity and finesse. The culmination of the journey is a tasting with one of the House's experts. Before leaving, visitors can spend time at the Fondation d'Entreprise Martell, a space devoted to artistic production and contemporary creation in all its forms. On the top floor of the building is the Indigo by Martell bar, a vast roof terrace with a welcoming ambiance which offers spectacular views over the town, as well as an inventive cocktail menu. Opening times in 2020: Visits every day from April to October / Tuesday to Saturday from November to March - Bar indigo by Martell open from May to September: Wednesday to Saturday 4.30pm to 00.30am and Sunday 11.30 to 10pm.

16 avenue Paul Firino Martell
16100 Cognac
+33 5 45 36 34 98
vanessa.dejarnac@pernod-ricard.com
www.martell.com

Meukow

This cognac house founded in 1862 and situated in the middle of Cognac stands behind an imposing gateway; once inside visitors experience a complete change of scene. The highly sensory-based tour is backed up by an innovative set design. Visitors can choose to end the tour with lunch in 'Le Chai Meukow' restaurant where, in front of the guests, the chef creates an inventive and subtle cuisine based on cognac. Visits Monday to Saturday from May to September / Monday to Thursday from October to April.

26 rue Pascal Combeau
16100 Cognac
+33 5 45 82 32 10
visite.meukow@cdgcognac.com
www.visitemeukow.com

Rémy Martin

Rooted in exception from 1724, there is no doubt that Rémy Martin has the biggest range of tours when it comes to exploring the world of cognac. Its 'private visits' - which take the visitor from the vineyard to the final product in the cognac cellars - range across the elaboration site, the Domaine de Merpins (on a little train) and the firm's historic House in the centre of Cognac itself. Timeless locations, contemporary designs and some refined experiences all help deliver an intimate approach to the company's history and know-how. Visits all year round by reservation.

20 rue de la Société Vinicole
16100 Cognac
+33 6 79 19 27 29
stephanie.wolski@remy-cointreau.com
www.visitesremymartin.com

Other houses of cognac & winegrowers in the vineyard

A. de Fussigny

The cognacs produced by A. de Fussigny are created along the most traditional of lines in this distillery founded in 1814 on the edge of the River Charente in the historic centre of Cognac.

11 rue des Gabariers
16100 Cognac
+33 5 45 36 61 36
contact@adefussigny.com
www.adefussigny.com

Bache-Gabrielsen

Run by the Bache-Gabrielsen family for four generations, this firm with a 'Norwegian accent' has been producing cognacs in the centre of Cognac since 1852. After a quiet ageing in the historic storerooms, the cognacs are exported around the entire world.

32 rue de Boston
16100 Cognac
+33 5 45 32 07 45
marielle@bache-gabrielsen.com
www.bache-gabrielsen.com

Bertrand Cognac

In the heart of the 'Petite Fine Champagne', one of the two premier growing regions of Cognac, the Bertrand family has passed down from generation to generation, since 1731, the art of cultivating the vines. A respect for the traditions of their past is reflected in the nature and authenticity of their products. Their trademark, the Windmill of Bel'Air, the last of the town of Reaux, is surrounded by their vines, symbolic of their history, their heritage, and the quality of their cognacs.

Domaine des Brissons de Laage
17500 Réaux
+33 5 46 48 09 03
contact@cognac-bertrand.com
www.cognac-bertrand.com/en

Bourgoin

Bourgoin Cognac is a handcrafted vigneron cognac. The family estate is located in the village of Tarsac, in the municipality of Saint Saturnin, Charente (France). Our cognacs are sincere and authentic. No long speeches, the truth is inside the bottle. You will find the emotion of a great cognac. Receive this punch like a gift. Glare or light stupor, our micro barrique xo cognac aromatic range will not leave you unscathed.

14 rue du Puits
16290 Saint-Saturnin
+33 6 81 59 71 72
contact@bourgoincognac.com
bourgoincognac.com



©BNIC



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Château Montifaud

The Vallet family owns the Château Montifaud for 6 generations, that means more than 150 years of expertise and passion. They produce blended and vintage cognacs made solely with grapes grown in its 140-hectare vineyard on the best soils in the Petite and Grande Champagne areas. The cognacs are made using traditional methods during vinification, distillation and ageing. Discover one immersive and fun guided tour ranging from the vine to the glass and mixing discovery, creativity and tasting of Cognac, Pineau and their Gin from grapes.

36 route d'Archiac
17520 Jarnac Champagne
+33 5 46 49 50 77
aurelie@chateau-montifaud.com
www.chateau-montifaud.com

Delamain

This cognac firm with Irish origins specializes in the production of old cognacs from the Grande-Champagne growing area. The master blender reveals some of his secrets of blending and ageing cognac during a visit to the 18th century storerooms situated on the edge of the River Charente in Jarnac's historic district.

7 rue Jacques et Robert Delamain
16200 Jarnac
+33 5 45 81 08 24
delamain@delamain-cognac.com
www.delamain-cognac.com

Domaine Castels-Sablons

A family history for 4 generations - The Roux family are winegrowers and distillers for more than a century, producing and cognac, Pineau des Charentes and 'verjus' (natural grape juice without alcohol used in cooking since the Romans) on their 6-hectares estate. Try the traditional 'brûlot charentais' - a tasty coffee flambéed with cognac.

Le Bourg
17520 Saint Maigrin
+33 5 46 70 05 20
contact@castel-sablons.com
www.castel-sablons.com

Domaine du Chêne

Since 1865, the skills in making wine, Cognac and Pineau des Charentes have been passed down from generation to generation. Domaine du Chêne brings the best of Charentaise tradition to a modern, human scale technique. For more than 15 years they have made the protection of their environment part of their production, from the vine to the bottle. Best XO Cognac' by the World Cognac Awards 2020.

20 rue des Chênes
17800 St-Palais-de-Phiolin
+33 5 46 70 90 53
contact@ledomaineduchene.fr
ledomaineduchene.fr

Domaines Francis Abecassis

Francis and Élodie Abecassis's estate extends over 240 hectares of vines. There are a number of educational tours of the property during which visitors discover, all in one place, the complete journey taken by the grape, from the vine right through to the glass. Cognac fans can even take part in master blender workshops where they blend their own cognac and leave with their own bottle.

Domaine de Chez Maillard
16440 Claix
+33 5 45 66 35 72
contact@abk6-cognac.com
www.abecassis-cognac.com

Frapin

The Frapin family has been winegrowers since 1270 and distillers for 20 generations in the Grande Champagne region. Wines are distilled on lees to elaborate a wide range of cognacs, the oldest dating back to 1888, and a collection of 'Millésime' (vintage) produced in limited quantity.

1 rue Pierre Frapin
16130 Segonzac
+33 5 45 83 40 03
info@cognac-frapin.com
www.cognac-frapin.com

Frères Moines

Circuit du Chêne - The Oak Tour: Three stages with craftspersons to discover oak's importance for the cognac's elaboration. You will see the wood bend and become barrel through the magic of fire and knowledge of cooper. In the distillery, you will discover the subtleties of cognac distillation. In the cellar you'll be initiated into the mysteries of aging cognac. You finish the tour with a tasting: Pineau or cognac, grape juice for juniors.

1 rue de la Boucle
Villeneuve 16200 Chassors
+33 5 45 80 98 91
contact@moinefreres.fr
www.moinefreres.fr

Grosperin

Cognacs Grosperin offer you an intimate visit into the heart of one of the last independent cognac houses, famous all around the world for the quality of its products. You will discover the secrets of ageing, and the selection of 'eaux-de-vie' for the 'assemblage', and all the technical aspects, often unknown, of cognac production. The visit will end by a tasting of old cognacs and very old Pineau in the private laboratory of the cellar master. You will then be welcome to visit our wine cellar, and the Cognatheque.

1 rue de Courbiac
Port Rousselle
17100 Saintes
+33 5 46 90 48 16
ggrosperin@cognac-grosperin.com
cognac-grosperin.com

Maine Giraud

This estate ends its traditional tour of the store rooms and distillery with a visit to its own museum, dedicated to the acclaimed poet and winemaker Alfred de Vigny who once owned the property.

Le Maine Giraud
16250 Champagne-Vigny
+33 5 45 64 04 49
contact@mainegiraud.com
www.mainegiraud.com



©BNIC



Normandin Mercier

Since 1872, Normandin-Mercier Cognacs are the result of a long family tradition. On the outskirts of the city of La Rochelle, Edouard Normandin makes wisely mature the best crus of Cognac, from Grande Grande and Petite Champagne.

1 impasse de la Péraudière
17139 Dompierre sur Mer
+33 5 46 68 00 65
info@cognacnm.fr
normandin-mercier.fr/en

Tiffon-Braastad

This cognac firm, founded in 1875, stands like some stone vessel on the banks of the River Charente. Its spectacular building is home to the distillery and ten stills, the blending rooms and a remarkable museum. The Norwegian origins of this superb family business jump out at you during each stage of the tour.

29 quai Ile Madame
16200 Jarnac
+33 5 45 36 87 00
j.braastad@cognac-tiffon.org
braastad.com

Thomas Hine & co

This is one of the oldest cognac firms in Jarnac, having been founded in 1763. Its building, which was completely redecorated by British designer Russell Sage, has a fantastic, astonishing atmosphere.

16 quai de l'Orangerie
16200 Jarnac
+33 5 45 35 59 59
mprium@hine.com
www.hinecognac.com

**LEARN
MORE
ABOUT
COGNAC**

Museums and other sites around cognac culture

MACO – Musée des Arts du Cognac

This Cognac museum devoted to the famous local drink traces the industrial, economic, social and technological history of cognac in more than 1,600m² of permanent exhibition space, as well as temporary exhibitions, themed tours and workshops devoted to appreciating the unique fragrance of cognac.

Les Remparts – Place de la Salle verte
16100 Cognac
+33 5 45 36 21 10
www.musees-cognac.fr

Ecomusée du Cognac

The wine-grower will welcome you to this 19th-century vineyard. To see: Wine-growing Museum, audiovisual show, perfume organ, 600m² of exhibitions. Available on site: tasting of Pineau des Charentes, old cognacs and chocolates for sale. Permanent exhibitions about Cuba: its chocolate, coffee, and worm-famous Havana cigars. Exhibition of collector's vehicles and equipment for the 1950/60s.

Logis des Bessons – 35 route des Bessons
17770 Migron
+33 5 46 94 91 16
tesson@wanadoo.fr
www.domaine-tesson.com/ecomusee-du-cognac



©Musée des arts du cognac

Maison de la vigne et des saveurs

House of the Vine and Savours
- Discover the flavours of the vineyard through cognac, Pineau des Charentes and local wines. There is an interactive information area, some workshops or cookery lessons, many activities for the kids and the chance to meet people in the industry. You can also buy local produce and books about the area.

La Pierre Brune
17520 Archiac
+33 5 46 49 57 11
mvs@haute-saintonge.org
www.maisondelavigneetdessaveurs.com

Blend your Pineau des Charentes

Pineau workshop - Become a Master Blender for a day!
Create your Pineau des Charentes to your taste, according to a selection presented by the master cellar of Domaine Guillon-Painturaud and leave with your personalized bottle. Exclusive visit of the cellars of Pineau des Charentes in Segonzac, capital of Grande Champagne, first 'cru' of the cognac vineyards.

www.cognac-guillon-painturaud.fr

Escape Game Spirits

Discover cognac in a different way with our Escape Game, unique in Charente. You are locked in a room and you have one hour to get out: solve riddles, find codes, open locks and many other mysteries to get out on time!

7 rue du Coteau
Lieu-dit Biard
16130 Segonzac
+33 5 45 83 41 95
info@guillon-painturaud.com
www.cognac-guillon-painturaud.fr

Vignoble Vincent

A sustainable agriculture to respect the environment - Vignoble Vincent produces cognac, pineau and wines respecting the soil and people. Come to discover their tradition by visiting the vines, the cellars, the distillery and a tasting session.

73 rue des Chateliers
17310 St Pierre d'Oléron
+33 5 46 47 03 97
infos@vignoble-vincent.com
www.vignoble-vincent.com/en/our-domain-guided-tour

Château de Beaulon

Cognacs and Pineaux, château, distillery, park and natural blue springs. So much to experience! This beautiful 17th century building, one-time residence of the bishops of Bordeaux, has four cognac stills which help illustrate how the distillers' know-how has been passed down from generation to generation. In the grounds there are also some magnificent fountains with turquoise blue water.

25 rue Saint Vincent
17240 Saint-Dizant-du-Gua
+33 5 46 49 96 13
info@beaulon.fr
www.chateau-de-beaulon.fr



©Painturaud

Local savoir-faire of the cognac industry

Tonnellerie Allary

The Allary cooperage is a family owned company founded in 1953 by M. Roger Allary. His son Jacky Allary became the manager in 1992. Since its creation the Allary cooperage embodies the best of french 'savoir-faire'. The Allary cooperage opened itself to new horizons with the region of Cognac, Bordeaux and exportation business (export to over 30 countries). A recognized know-how of exception with 6 titles of "Meilleur Ouvrier de France".

29 route de Cognac
17520 Archiac
+33 5 46 49 14 59
www.tonnellerie-allary.com

Gregoire factory

Guided tour with a guide from the tourist office Destination Cognac
It's one of the most important grape harvest machines producer in the world. The society proposes a range of equipments for each season in vineyard from pre-pruning to grape harvest.

+33 5 45 82 10 71
bienvenue@destination-cognac.com
destination-cognac.com

Oenowood International

Two oakmasters to serve winemakers
Initiation & tasting workshop: how to discover the links between the wood and the cognac aromas.

info@oenowood.com
www.oenowood.com



©BNIC

GASTRONOMY

A rich
culinary
heritage

The world of cognac offers up a gastronomic journey with delicious regional products and a chance to meet locals who love to share the experience of living and eating well!

The cuisine here is refined yet accessible, both traditional and daring, and is a great means of exploring the region's rich diversity. The oysters, the Charron mussels and a wide variety of fish and seafood, the salt and the fine 'fleur de sel', the caviar, the produce from the vineyards such as cognac, Pineau des Charentes and Charentais wines... make the reputation of the destination and are not to be missed by the tables of top chefs, in many markets or at local producers.

4 'AOP' (protected designation of origine): Charentes Poitou butter, Ile de Ré potatoes, Chabichou du Poitou (goat cheese) and noix du Périgord (walnuts)

2 'IGP' (protected geographical indication): Vins Charentais (wines) and Marennes Oléron oysters (unique Red Label in France)

2 'AOC' (protection designation of origine): cognac, Pineau des Charentes (fortified wine made from a blend of grape juice and cognac).



Local products & gourmet delights

Iodine flavours



The Atlantic's precious 'stones' - Marennes Oléron oysters and Charente-Maritime oysters are the result of the perfect marriage of nature and the know-how of the producers. The wide variety of fish and seafood is another authentic delight to be tasted: céteau, sea bass, meagre, red mullet, sole, langoustine, prawn, sea bream, sardine, scallop... and here, from sea to plate, there is only one step!



Come and visit the ports of La Rochelle and La Cotinière on the Oléron island and enjoy a guided tour to discover the backstage of a seafood auction.



Caviar



The sturgeon is one of the most ancient species of fish still living today. It has always been appreciated for the flavour of its caviar - a very refined product that, as eaten, gives a delightful taste of the sea. Taste it in the Charentaise style, with a cognac 'frappé'!

www.caviar-gensac.fr
www.caviaromanov.fr

Cheeses



Round off your meal with some local cheeses as a French tradition - a large choice of fresh artisanal ones produced in the area will delight your taste-buds: Chabichou, Mothais sur feuille (goat's milk cheese wrapped in a leaf), Manslois (smooth texture and creamy flavour, to be tried in savoury dishes as well as sweet ones), Jonchée (wrapped in natural rush and most often flavoured with almond, to be eaten extra fresh), Taupinette (a delicate goat cheese with subtle hazelnut and forest floor notes) and more...

Truffles



Truffles have always lived comfortably next to vines, and their scent can be found in cognac's array of aromas. Many truffle patches have been developed in Charente, producing the prized Tuber Melanosporum, better known as Périgord black truffle. Open to everyone, the famous Jarnac truffle market is held every Tuesday from December to February and brings together the region's truffle growers. After the experts have ensured the truffles' quality by cutting into them with a knife and certifying each one, the market opens officially to the sound of horns - a unique (and fragrant) experience!

Chocolate



Good news for chocolate lovers - their favourite product is also a priority for foodies in the region. The chocolatiers will gladly help you discover their chocolate Marguerites (created for Marguerite de Valois, sister of Francis I and patron of the arts), and some will even share their secrets during a workshop or tour.

www.chocolaterie-letuffe.com
www.gourmandise-et-chocolat.fr

Cocktails bars



Bar Luciole

A new bar in the heart of Cognac that's totally dedicated to cognac, marrying the savoir-faire of the world of cognac to internationally famous cocktails. La Luciole has a selection of cognacs that are totally unique! Don't miss our cognac "library" where the most prestigious bottles can be seen and of course, the contents tasted! The Luciole team has created a list of signature cocktails that bring to the fore the most innovative techniques of mixology whilst never neglecting the added value of the heritage of cognac. La Luciole offers masterclasses but book first!

14 place du Solencon
16100 Cognac
+33 5 45 81 70 11
info@bar-luciole.com
www.bar-luciole.com

Bar Louise

The new chic, laid-back bar in the heart of Cognac! Le Bar Louise has a welcoming, contemporary urban interior and its philosophy of local spirits with home-made dishes is exemplified by the sophisticated team of young, tattooed and creative barmen! Whether relaxed on a sofa or standing at the bar, let our experts create the cocktail that best suits you. The team makes both original creations and classics but also has an educational role, displaying an impressive range of cognacs. Wines, beers and soft drinks are also available. Le Bar Louise organises private workshops where you can learn the techniques of tasting and making cocktails.

3 place Francois 1er
16100 Cognac
+33 5 17 22 31 67
louise@barlouise.com
barlouise.com

Indigo by Martell

On the top floor of the Martell building is the 'Indigo by Martell' bar, a vast roof terrace with a welcoming ambiance which offers spectacular views over the town, as well as an inventive cocktail menu.

On the top floor of the Fondation d'Entreprise Martell, this vast terrace offers a welcoming ambiance and spectacular views over Cognac, from the historic centre to the banks of the Charente river.

The Indigo by Martell bar serves a creative cocktail menu – from mixology classics to revisited recipes – and the complete collection of Martell cognacs.

16 avenue Paul Firino Martell
16100 Cognac

www.martell.com/en-uk/martell-the-journey-0

Bar Le 1838 & Guinguet'

The 5-star Hotel Chais Monnet & Spa offers 2 bars to visitors : a jazz bar located in a former cooperage with live music and for the summer a rooftop terrace overlooking Cognac.

50 rue Paul Firino Martell
16100 Cognac
www.chaismonnethotel.com

Food and drink workshops

Experience sur mesure – Chef & Sommelier

Tasting workshops, food pairing experiences, cooking or oenology courses by Chef Cédric and Oriane the sommelier. All their activities are developed with you, according to the techniques and products you want to enhance.

+33 7 68 12 06 90

contact@experiencesurmesure.com

www.experiencesurmesure.com

Masterclass for gourmets

Experience something special by attending a culinary workshop in the kitchen of one of the Charentes' best chefs around Cognac or in La Rochelle: you will discover their secrets and learn to sublimate the best raw ingredients from the region... And share a tasty moment with your friends or family!

Chef Grégory Coutanceau

www.laclassedesgourmets.com

Chef Ludovic Merle

www.restaurant-du-chateau.com

Konoisseur – Cocktail Cabinet

Tailor-made activities for small groups -such as cocktail making or food pairing workshops- by Germain Canto, bartender specialist. He also runs the Bar Louise in Cognac.

+33 6 43 21 43 19

shakeyourday@konoisseur.com

www.konoisseur.com/en



Michelin starred restaurants

La Ribaudiere 1 Michelin star

Chef: Thierry Verrat

In a resolutely contemporary dining room, opening onto a terrace and garden on the banks of the River Charente, Chef Thierry Verrat, one Michelin star, offers a creative cuisine based on the best produce in the region.

16200 Bourg-Charente

+33 5 45 81 30 54

laribaudiere.com

Le Dallaison 1 Michelin star

Chef: Jerome Dallet

What a pleasure to sample the cooking of this young chef who has worked for Emmanuel Renaut and Anne-Sophie Pic! Dinner is served in a pleasant dining room: mussels mouclade, free-range egg and seasonal vegetables or fillet of roasted Challans duckling. It's good, refined, well-handled cuisine from start to finish. An absolute culinary favourite. Jerome Dallet was awarded his first star in the Michelin Guide in 2020.

89 avenue Gambetta

17100 Saintes

+33 5 46 92 08 18

www.ledallaison.com

L'Hysope - 1 Michelin star

Chef: Nicolas Durif

Discover the surprising and innovative cuisine of the newly Michelin starred Chef: respectful of the environment and «savoir manger», Nicolas Durif offers a generous menu that combines fresh quality products, such as local fish or herbs from here and elsewhere.

25 rue de l'Aurore

17220 La Jarrie

+33 5 46 68 52 21

www.lhysope.fr

Christopher **Coutanceau** 3 Michelin stars

Chef: Christopher Coutanceau

A regional gastronomic reference, 3 Michelin stars, a member of the 'Relais & Châteaux' and the 'Grandes Tables du Monde', Coutanceau combines traditional and innovative cuisine with a refined and warm atmosphere.

Plage de la Concurrence

17000 La Rochelle

+33 5 46 41 48 19

www.coutanceaularochelle.com

L'Aquarelle - 1 Michelin star

Chef: Xavier Taffart

Fully renovated with a very contemporary trend. Aurélie & Xavier welcome you in their 1-star Michelin restaurant, with a new menu for new emotions, and their small hotel, with 3 colorful bedrooms.

71a route du Montil

17920 Breuillet

+33 5 46 22 11 38

www.laquarelle.net/accueil.php

Le Moulin de la **Tardoire 1 Michelin** **star**

Chef: Matthieu Brudo

Located on an island bordered by the Tardoire river, close to two 15th century castles, the mill has been entirely renovated. In this enchanting setting, they offer a gourmet and gastronomic cuisine combining the French classics with the most modern techniques for the creation of dishes prepared with precision. Chef Matthieu Brudo was awarded his first star in the Michelin Guide in 2020.

Lieu-dit 'Forge'

16220 Montbron

+33 5 45 66 41 46

www.moulindeletardoire.fr

Dyades - 1 Michelin star

Chef: Geraud Dupuis

Situated in the heart of the luxury resort Domaine des Etangs, Dyades perfectly embodies the essences of balance and complementarity which dominates the philosophy of this unique place.

Domaine des Etangs

16310 Massignac

+33 5 45 61 85 00

restaurant-dyades.com

Other gourmet restaurants

Cognac and around:

- Les Foudres & La Distillerie in Cognac
www.chaismonnethotel.com/en/dining
- Poulpette in Cognac
www.poulpette.squarespace.com
- La Maison in Cognac
www.restaurant-lamaison-cognac.fr
- Le Restaurant du Château in Jarnac
www.restaurant-du-chateau.com
- Le Verre Y Table in Jarnac
www.restaurant-leverreytable.com
- L'Essille in Bassac
www.hotel-restaurant-essille.com

Angoulême and around:

- Cokotte in Angoulême
www.restaurant-cokotte.fr
- Le Terminus in Angoulême
www.le-terminus.com
- La Cigogne in Angoulême
www.la-cigogne-angouleme.com
- Les Sources de Fontbelle in Angoulême
www.sourcesdefontbelle.com
- Domaine du Chatelard in Dirac
www.domaineduchatelard.com

Saintes:

- Le Parvis
www.restaurant-le-parvis.fr
- Les Saveurs de l'Abbaye
www.saveurs-abbaye.com
- La Table du Relais du Bois St-Georges
www.relaisdubois.com

Near Jonzac:

- Les Deux Lévriers at Château de Mirambeau
www.chateauxmirambeau.com/fr/restaurant-les-deux-levriers-relais-chateaux

La Rochelle and around:

- La Yole de Chris in La Rochelle
www.layoledechris.com
- Les Quatre Sergents in La Rochelle
www.les4sergents.com

- Les Flots in La Rochelle
www.les-flots.com

- Le Bouillon in La Rochelle
www.le-bouillon-larochelle.fr

- Le Mail in La Rochelle
www.restaurant-le-mail.com

- Le Gaya in Chatellaillon-Plage
www.la-grande-terrasse.com/restaurant-gaya

Ile d'Oléron-Bassin de Marennes:

- Manger sur la Plage in Marennes-Plage
www.dormirsurlaplage.fr/mangersurlaplage
- Le Relais des Salines in Grand-Village-Plage
www.facebook.com/lerelaisdessalines
- De l'île aux papilles in St-Pierre-d'Oléron
www.ile-aux-papilles.fr
- L'Ecume in St-Trojan-les-Bains
www.restaurant-lecume-oleron.fr



HERITAGE

COGNAC - a drink, a town and a vineyard



©Paillancy CRTNA

Making cognac is a complex and subtle process that requires passion, demanding standards and knowledge passed down over generations. The precise characteristics of the soil in which the vines are growing, the quality of the oak used to make the barrels in which the cognac is aged, the double distillation in a red copper still, the experience and talent of the master blender

who mixes the different 'eaux-de-vie'; all these are important factors in creating the flavour and balance of a cognac that inspire bartenders and chefs all over the world.

Cognac is also an historic town - 'Ville d'Art et d'Histoire' - situated on the Charente river where the great houses of cognac open their doors to visitors. Explore the town by wandering its cobbled

streets with half-timbered houses and 19th century mansions and visit the Royal Castle, birthplace of King Francis I. In the surrounding countryside, in summer under the heat of the sun or in winter in the warmth of the distilleries, meet the winemakers who will convey their passion for their craft and unveil the mysteries of cognac.

www.destination-cognac.com

ANGOULÊME



©P.Baudry CRTNA

With its International Festival in January, the dedicated museum to the 'ninth art' and the painted murals tour, Angoulême has joined the UNESCO Creative Cities network and confirmed its title of comics capital of the world. This town of Art and

History offers the visitor a journey through its rich culture, from Cathedral Saint-Pierre, a jewel of Romanesque architecture to the 19th century covered market. The Angoulême Museum holds one of the largest collections of arts from Africa and Oceania in France and

an exceptional paleontological exhibition from the local excavation site of Angeac.

www.angouleme-tourisme.com

SAINTES



Wedged in a loop of the river Charente, certified 'Town of Art and History', Saintes intrigues for the abundance of its history dating back to antiquity: the prestigious remains of the ancient capital such as the Gallo-Roman amphitheatre, the jewels of Roman art like the

Cathedral Saint-Pierre and the contemporary audacity with the Abbaye aux Dames offering its innovative Musicaventure, a visit with spatial 3D sound. Discover the town and the river with guided visits on a 'gabare' - a traditional flat-bottomed boat that used to

transport merchandises when the town had a thriving port- or on an electro-solar boat unique in Europe.

www.saintes-tourisme.fr

JONZAC

In the southern Charente-Maritime lies the town of Jonzac, ideally located between Cognac, La Rochelle and Bordeaux. Surrounded by breathtaking landscapes and cognac vineyards, Jonzac is a busy historical and activities centre, with well-maintained historical buildings and streets, some of which can be traced back to the Romans. Leisure activities: 'Les Antilles de Jonzac' pool, a brand new congress center, a casino, a spa center, mills... Many more activities are available in Haute Saintonge: discovery of cognac's history and production, Europe's largest Estuary, hikes and many more!



www.jonzac-haute-saintonge.com

AUBETERRE-SUR-DRONNE



Aubeterre-sur-dronne has all the charm of one of the 'Plus Beaux Village de France' - a central shaded square where one can laze on the terrace, stroll past the many craft shops on the tiny, winding streets, visit the church of Saint-Jacques with its eighteen metres Romanesque façade or paddle in the little river. On the very border of Périgord, this 'Petite Cité de Caractère' has a magnificent subterranean church of vertiginous proportions.

www.sudcharentetourisme.fr

Between Angoulême and Aubeterre-sur-Dronne stands a castle with an impressive 220-metre long facade, the Château de la Mercerie nicknamed 'the little Versailles of Charente'. Its story begins in 1924 when two brothers bought a 19th century manor house. Nothing was too beautiful or too expensive for their huge ambition to create a new Versailles, with colonnades and balusters, luxurious woods and Italian marbles or a superb collection of Spanish tiles.

Alphonse and Raymond Réthoré were ruined in the 1970s before their dream came true but local residents banded together in 2011 to restore this unique piece of heritage. The castle regained its former splendor and is now open to visitors for guided tours and festive events.

www.chateaudelamerцерie.fr

LA ROCHELLE



The three famous towers of La Rochelle - Saint Nicolas, La Chaîne and La Lanterne lighthouse - are the most famous vestiges of the medieval maritime fortifications of the town, all offering some magnificent views on Fort Boyard,

the old Marina and the islands. Follow a guided tour to discover the glory days of La Rochelle, a rich and rebel merchant city, its historical links with England, its monuments like the towers in the Old Port or the magnificent Town's

hall... Walk around the arcades and admire La Rochelle heritage, here a church or a temple, there a museum, take a stroll in a park or a patio...

www.holidays-la-rochelle.co.uk

OLÉRON ISLAND

The Oléron Island, commonly nicknamed the 'Luminous' is, with its 175 km², the largest French island on the Atlantic coast. Linked to the continent by a toll-free road-bridge, Oléron is a paradise for nature and sport lovers. Rich on contrasting landscapes, the Oléron Island and the Marennes Basin have a remarkable heritage made of picturesque villages, ancient citadels, numerous sandy beaches, forests and marshlands, and a colorful gastronomy.

www.oleron-island.com



ROCHEFORT

Explore the exceptional heritage of Rochefort Océan certified 'Grand Site de France' and its naval dockyard: experience a place made of Nature and History, come and live your own maritime adventure! In the 17th century, Rochefort was chosen as a key place to build, arm and refit warships, frigates and other vessels. Today in Rochefort, enter the factory of legends, welcome to the Arsenal des Mers - A whole panoply of maritime history is unveiled in 4 exceptional places: La Corderie Royale, the longest rope factory in Europe in the 17th

century, L'Hermione, the replica of Lafayette's freedom frigate that has gone down in history and travels on all the seas of the world, L'Accro-mâts, an 30m-high adventure park to be enjoyed by old and young alike, The National Maritime Museum with exceptional heritage collections. Close to Rochefort stands the impressive Transporter Bridge in Echillais, recently reopened after 4 years of renovation.

www.rochefort-ocean.com/en



UNESCO World Heritage Sites

The Charentes region counts five UNESCO World Heritage Sites: Pilgrimage Hospital at Pons, Church of Saint-Eutrope in Saintes, Citadelle of Saint-Martin-de-Ré, Church of Saint-Pierre d'Aulnay de Saintonge and Royal Abbey of Saint-Jean-d'Angély. A sixth site is expected to be classified: the Phare de

Cordouan, the Gironde Estuary lighthouse dating from the 17th century. And Angoulême just joined the UNESCO Creative Cities network, only one in France in the 'Literature' category with the comics world.



WATER ALL AROUND

THE RIVER CHARENTE

The river has its source in the Haute-Vienne and meets the ocean in Rochefort. It winds through 35 villages, the cognac vineyards as well as several towns of Art and History: Angoulême, Cognac, Saintes and Rochefort. Riverboats accommodating 2-12 people can be rented with no license for a week or longer to sail along as your own captain. Electric boats or barges - 'gabares' - allow you to discover the river at a quiet pace. Cyclists can travel along the valley, stopping here and there to enjoy the local gastronomy or to visit exceptional sites by the riverbanks. The majestic Charente river has something to amuse everyone, whether you're keen on watersports, wildlife, cognac and Pineau des Charentes, Roman heritage, comic books or naval links.

Houseboats rental

Les Canalous in Cognac
+33 3 85 53 76 74
www.canalous-lot.com/fr/croisiere-fluviale-charente

Le Boat in Jarnac
+33 4 68 94 42 80
www.leboat.fr/croisiere-fluviale/france/charente

Intercroisières in Sireuil
+33 5 45 90 58 18
www.intercroisieres.com

River cruises

Gabarre & E-boats
in Saintes
+33 5 46 74 23 82
www.saintes-tourisme.fr/Decouvertes/Balades-sur-le-Fluve-Charente

Le Bernard Palissy III
- electric and solar cruise boat
in Saintes
+33 5 46 96 17 17
www.croisieres-palissy.fr

Gabarre 'La Renaissance'
in Saint Simon
+33 5 45 97 33 40
www.village-gabarrier.fr

La Reine Margot
- cruise boat in Angoulême
+33 6 60 17 36 96
www.charentecroisieres.fr

Sea cruises

Boat tours are a great way to discover the Atlantic Coast, thanks to a wide range of cruises: commented sea trips around Ford Boyard, links between the islands (Oléron, Ré, Aix) or stopover for a day, discovery of sailing aboard a catamaran, evening cruises by the sunset... the choice is yours!

Croisieres Inter-Iles
+33 5 46 50 55 54
www.inter-iles.com

Sea cruises Navipromer
+33 5 46 34 40 20
www.navipromer.com



©Weill



Croisières Inter-Iles ©Denis Serin

WELLNESS

The Charentes are the 1st destination of France for wellness with 6 thalassotherapy centres (Ile de Ré, Châtaillaon-Plage, Ile d'Oléron, Royan) and 3 spa resorts (Rochefort, Saujon, Jonzac). And many hotels offers wellness equipments to their guests such as spas with steam room, jacuzzi, sensorial shower... for a total relaxation of body and mind.



The Oléron island offers one of this thalassotherapy centres specialised in wellness and rejuvenation with sea water:

Novotel Thalassa Oleron

109 suites & rooms - From 120€

Enjoy a relaxing break at the Novotel Thalassa Île d'Oléron hotel. Its exceptional setting on the beach and rooms with sea or forest views welcome you for your family vacation or a romantic weekend of thalassotherapy. Enjoy wellness and seawater treatments at the spa or take a bike ride. For team building activities, the meeting rooms overlooking the ocean will help you to discover new horizons. For a revitalizing stay or week of relaxation, reap the benefits of the ocean at Novotel.

Plage de Gatseau
17370 Saint Trojan Les Bains
+33 5 46 76 02 46
H0417@accor.com
thalassa-ile-oleron.com

In Jonzac, the center of thermal baths draws its benefits from secret springs for medical prevention or for curing.

Les Thermes de Jonzac

Troglodytic baths with a surprising decor: an old stone quarry with a cathedral. The thermal establishment reveals itself between sturdy rock pillars that give the treatment areas an intimate setting. 3 ideal cure orientations to treat the whole family: rheumatology, respiratory tract and phlebology. 4 complementary programmes: Back, lumbar and cervical, Natural sleep, Line and Tonus and Light legs. Apparf of 'Chaine Thermale du Soleil'.

Lieu-dit Heurtebise
17502 Jonzac
+33 5 46 48 59 59
jonzac@chainethermale.fr
www.chainethermale.fr/jonzac



See also from p.43 our hotels as Chais Monnet, La Grande Terrasse, Château de Mirambeau, Domaine des Etangs, etc. offering incredible Spas experiences.

OTHER ACTIVITIES

CYCLING

One of the most popular activities in the cognac country is cycling – a family activity for which Charentes is ideally suited with 6,750 km of bicycle paths all over the area thanks to a rich network of local loops as well as 5 European and national cycling tracks: La Vélodyssée® along the Atlantic Coast, La Vélo Francette® from Normandy to La Rochelle, Le Canal des 2 Mers à Vélo® going to the Mediterranean Sea, La Scandibérique® on the pilgrims route from Norway to St James of Compostella and the most recent, La Flow Vélo® crossing the Charentes from Dordogne to Aix Island. This is a pleasurable place to cycle without stress and hard work, just enjoying the undulating scenery.

La Flow Vélo ®

An appropriate name for a new way of travelling by bike - in the 'slow tourism' fashion.

This national track links the Ile d'Aix with Thiviers in the Dordogne – about 290 km – but a gentle ride, nothing dramatic, that will allow the cyclist to explore a France of natural history, gastronomy and much more – from the estuary of the Charente River to Rochefort, Saintes, capital of Aquitaine in the first century, the archeological site of Angeac-Charente, Cognac, Angoulême then Thiviers, the capital of foie gras in Périgord vert.

www.laflowvelo.com

HOT-AIR BALLOONS

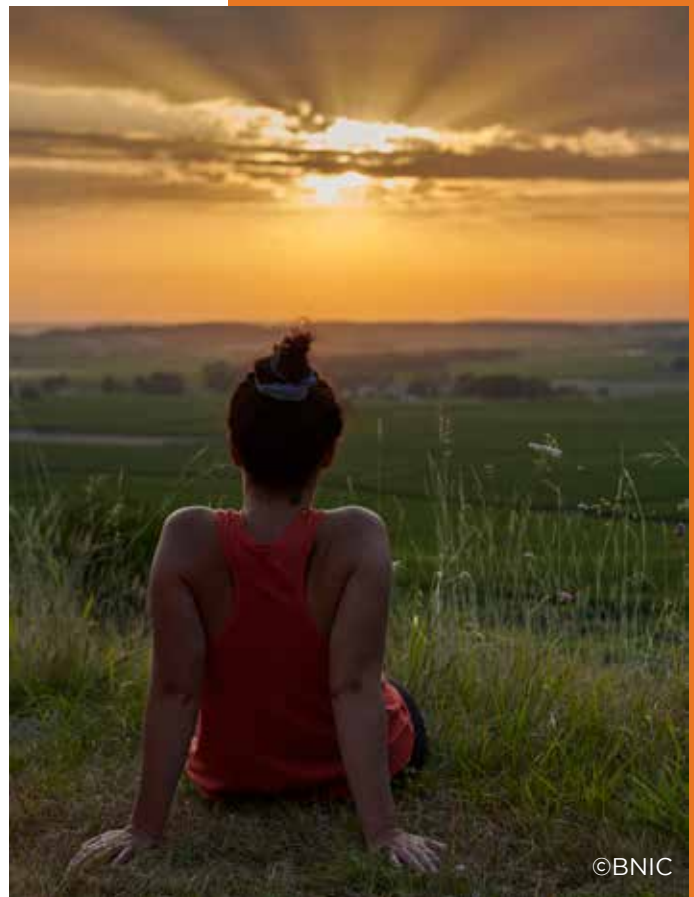
Explore the Charentes landscapes from the sky flying over historical towns or along the coastline, from the Gironde estuary to the Marais Poitevin or between the river Charente Valley and the vineyards of Cognac... a privileged and unforgettable experience!

Montgolfières Charente Evasion

www.montgolfieres-charentes.com

Charente Montgolfières

www.charente-montgolfieres.fr



PREMIUM GOLFS

The cognac country counts 6 golfs with 18-hole courses and 8 golfs with 9-hole courses: amongst a pine forest or facing an historic town, in the vineyards or by the sea side... there will always be a perfect place to practise your favourite sport in an exceptional setting.

Cognac Golf Club

Designed by Jean Garaïalde, Golf du Cognac features undulating fairways amongst vineyards, forests and the river Charente. It sits in 60 hectares, offering an 18-hole par-72 course, a 6-hole course, a large driving range and 2 putting greens. Clubhouse in an old restored farm, with a large panoramic terrace.

www.golfducognac.com

Angoulême Golf Club L'Hirondelle

The 35 hectares golf course lies in a charming setting on the hills between the Bois St Martin and the city. The course requests technical game abilities and alternates short holes, challenging greens and approaches. Clubhouse to enjoy a lunch or a drink.

www.golf-angouleme.com

Golf de Saintes

Created in 1953, Golf Louis Rouyer-Guillet is the oldest course in the region. Large variety of game situations alternating technical difficulties for a pleasant course to play for all standards of golfers.

www.golf-saintes.fr

La Prée La Rochelle Golf Club

Only 20 minutes from La Rochelle, facing the island of Ré and the bay of l'Aiguillon, the 18-hole course at Golf de La Prée La Rochelle combines the design of a true links course and a heathland course. At the restaurant «Les Oliviers» you will enjoy our chef's delicious specialties at all times of the day. After your round of golf, you will be warmly welcomed at the bar to have a drink with your friends.

www.golflarochelle.fr



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FESTIVE DESTINATION

Our festivals bring the destination to life all year round

Les Francfolies de La Rochelle - *3rd most important music festival in France with 150,000 spectators* - and the Festival International de la Bande Dessinée d'Angoulême - *most important comics festival in Europe with 200,000 visitors* - are unmissable but the cognac area offers an eclectic programme for all tastes: dance, street art, cinema, photography... and of course some events associated to the cognac world!



Festival International de la Bande Dessinée - Angoulême

28th – 31st January 2021

Angoulême Second largest comics festival in Europe, Angoulême confirms its position as the world capital of comic books! Each year more than 200,000 visitors participate, finding new comics from all over the world. 2,000 authors and 24 countries are represented.

www.bdangouleme.com

Festival International de Musique de Chambre

8th May – 6th June 2021

Since 2008, this festival is entirely dedicated to the rich repertoire of chamber music with concerts in various sites in Charente during 5 weekends.

www.facebook.com/FIMCEC

Mimosa Festival - St-Trojan-les-Bains

February 2021

The mimosa has lit up the winter streets since 1959!

www.lafetedumimosa.com

Cognac Blues Passion - Cognac

7th - 11th July 2021

For more than a quarter of a century, since 1994, the organizers of Cognac Blues Passions have offered the public amazing Afro-American music in a convivial setting.

www.bluespassions.com

Les Francolies - La Rochelle

10th - 14th July 2021

Annual celebration of French music - one of the most famous festivals in Europe.

www.francolies.fr

La Fête du Cognac - Cognac

22nd - 24th July 2021

Concerts by renowned artists and celebration of local delicacies such as cognac, Charentais melon, snails at the riverside marina in Cognac.

lafeteducognac.fr

Coupe d'Europe de Montgolfières

29th July - 1st August 2021

A world-class competition that provides an impressive show for the public. For 3 days, hot-air balloons take over the lands and vineyards of the two Charentes with an aerial meeting on Sunday afternoon

www.mainfonds.com

Festival de Saintes

July 2021

50th edition of the Classical Music Festival of Saintes. Always offering something innovative yet keeping the traditions of classical repertoires

www.abbayeauxdames.org/festival-de-saintes

Circuit des Remparts - Angoulême

17th to 19th September 2021

This international race has been staged here since 1939 and attracts drivers of the finest classic cars racing around the town's ramparts. Unique in France, it features Aston Martin, MG, Bugatti, Porsche, Lotus and more.

www.circuitdesremparts.com/en

Le Grand Pavois - La Rochelle

September - October 2021

100,000 square meters of exhibition, themed spaces for all of you, 300 displayed on the water among 750 exhibited boats, more than 800 international exhibitors... The Grand Pavois La Rochelle Boat Show is the first boat show of the autumn season.

www.grand-pavois.com



TOURS SUGGESTIONS

A 2-day itinerary between Paris and Bordeaux

2 days / Cognac - a town, a vineyard and a drink - 20 to 40 km

DAY 1

Morning: Guided visit of Cognac, Art and History town, and its museum dedicated to the spirit through the industrial, economic, social and technological history of cognac.

Afternoon: Visit and tasting in the vineyard at a winegrower estate. Cocktail workshop in a bar in Cognac.

Night at Chais Monnet Cognac

DAY 2 - 20 to 40 km

Morning: Visit and tasting in one of the great houses of cognac. Option : become a master blender for a day and make your own cognac to bring back home.

Afternoon: Guided visit of a cooperage or discovery of the vineyard in a vintage car. Drinks on a rooftop bar to admire the old town of Cognac.



A 3-day itinerary Angoulême / Cognac / Saintes

3 days / Art and History along the river Charente - 100 to 120 km

DAY 1 in Angoulême

Morning: Guided visit of the town mixing Romanesque art with the cathedral and comics world with the painted murals.

Explore the exclusive collections in the 3 museums of the town to know more about the 'ninth art', the paper industry, the paleontological treasures or the arts from Africa and Oceania.

Afternoon: Discover the secrets of distillation, the aging cellars and enjoy a tasting at a winegrower in the vineyard.

Night at Hotel St Gelais

DAY 2 in Cognac

Morning: Wander the cobbled streets with your guide to discover the old town. Visit and tasting in one of the great houses of cognac.

Afternoon: Learn the secrets of the mixology and create your own cognac cocktail(s) / or Cooking class

Night at Hotel François 1er

DAY 3 in Saintes

Morning: Take a quiet boat trip on the river Charente on a 'gabarre' (flat barge) or aboard an electro-solar boat. Or discover the prestigious remains of this ancient capital by foot with a guide.

Afternoon: Travel through time at the Abbaye aux Dames with the 3D visit 'Musicaventure' combining patrimony and innovation.



A 4-day itinerary through the cognac vineyards from the very heart of the region to the Atlantic Coast

4 days / Heritage discoveries between Angoulême and La Rochelle

DAY 1 - 133 km

Morning: Guided visit of Angoulême, Art and History town and capital of comics. Visit and tasting at Maine Giraud, home of the poet and winemaker Alfred de Vigny.

Afternoon: guided visit of Aubeterre-sur-Dronne, one of the Most Beautiful Villages in France, and its subterranean church of vertiginous proportions.

Night in Château de Mirambeau****

DAY 2 - 60 km

Morning: Visit of the Jonzac Castle Jonzac. Visit of the Pilgrimage Hospital in Pons, one of the 5 UNESCO Heritage sites of the area.

Afternoon: Visit and tasting in a great house of cognac. Guided visit of the town of Cognac and the Museum of the Cognac Arts.

Night in Cognac, Chais Monnet

DAY 3 - 101 km

Morning: Guided visit of Saintes, Art and History town, and the Church of St-Eutrope, UNESCO Heritage site. Visit of a cognac house, a family-run business, in Saintes along the river.

Afternoon: Discovery of Brouage, one of the Most Beautiful Villages in France. Visit of Fort Louvois or the citadel of Château d'Oléron. Stop at a Cognac, Pineau des Charentes, and wine producer

Night on Oléron island, Novotel Thalassa

DAY 4 - 73 km

Morning: Admire the view on the old port from the towers of La Rochelle and explore the town on a guided visit by foot or by bike

Afternoon: Take a breath of fresh air from the sea on a commented boat cruise around Ford Boyard



A 4-day gourmet journey Gastronomy in the Cognac country

4 days – 300 to 350 km

DAY 1 - La Rochelle

Morning: Gourmet tour with a guide to meet producers and enjoy delicious tastings at the market. Or learn how to cook local produce in a cooking workshop with a chef.

Afternoon: Take a stroll into nature just 25 minutes out of La Rochelle to discover the Charron mussels in Esnandes.

For dinner, indulge yourself in a Michelin-starred restaurant in La Rochelle or just outside of town.

DAY 2 – Oléron island

Morning: Guided visit of the fishing port of La Cotinière to know all about iodine flavors. Discover the savoir-faire of salt makers in Port des Salines and visit the salt marshes with a guide.

Afternoon: Visit at a wine growers to discover the Charentais wines and Pineau des Charentes. Visit the 'Cité de l'Huître', the dedicated museum situated in the middle of oysters beds, and taste the unique 'Red Label' oysters of Marennes-Oléron.

Only 30 minutes away, a Michelin-starred restaurant offers a small hotel to stay after dinner



DAY 3 – Saintes & Cognac

Morning: Guided visit and tasting at a winegrower in Saintes - and stay for lunch at the newly Michelin starred restaurant - or stop on the road to Cognac in a distillery to learn all about the subtle and complex process of making cognac.

Afternoon: Meet a cellar master in the vineyard and learn how to blend your own Pineau des Charentes. Or visit one of the great cognac houses in Cognac or Jarnac. And try a cocktail workshop with a specialist bartender.

DAY 4 – Angoulême and surroundings

Morning: Near Cognac, stop for a special treat at a fish farm to try the local caviar and smoked or marinated trout. Or near Angoulême, visit a chocolate factory. Stop on the way for lunch in a charming village by the river to taste the cuisine of a Michelin starred chef.

Afternoon: Go shopping in Angoulême to bring back gourmet souvenirs: chocolate, local beers, grillon charentais, walnut oil... Or Explore the countryside and meet local producers who will share their passion and know-how: goat cheese, Barbezieux chicken, Chalais veal, Charentais melon... Try the 'brûlot charentais' (flaming coffee with cognac) at one of the many winegrowers estates.

ACCOMMODATION

Chais Monnet & Spa*****



92 suites & rooms - From 230 €

On a site of 2ha, the Hôtel Chais Monnet has 92 rooms and suites, 9 apartments, a gastronomic restaurant, a pool and a contemporary spa for clients to recharge their batteries – all in the heart of an ancestral winery. The discreet elegance of the site matches the tastes of the most demanding with guests, whether for a business trip or for a break. Visitors will be able to savour the refined style of the hotel between visits to sites where one of the most widely appreciated spirits in the world is created – cognac.

50 rue Paul Firino Martell

16100 Cognac

+33 5 17 22 32 23

ccabioch@chaismonnethotel.com

www.chaismonnethotel.com

L'Yeuse ****

24 suites & rooms - From 136 €

An hotel-restaurant 10 minutes from the centre of Cognac and created in a beautiful 19th century residence on the edge of what's called the Respectful Garden, a garden designed to show respect for biodiversity. Gourmet restaurant 'La Table de l'Yeuse', terrace, outdoor pool, spa and cognac room. Since 2017, the hotel has worked with a group of graffiti artists to redecorate some of the rooms of this 19th century residence with an urban art touch. Every year a new session is organized to add 4 to 5 rooms to this street art collection. Discover more about the artwork with Wonderwall, open gallery in the city of Cognac nearby.

65 rue de Bellevue

16100 Chateaubernard

+33 5 36 82 60

reservations@yeuse.fr

www.yeuse.fr/index.html

Francois Premier ****



4 suites & 26 rooms - From 170 €

This former private mansion in the heart of Cognac has been fully renovated: you are welcome 24h/24 in a modern setting, perfectly balancing the elegance of the mansions of the 19th century with the audacity of contemporary design inspired by the local colors of Cognac. To relax, make the most of our spa and fitness room, our cocktail bar and our garden on the roofs of Cognac. And enjoy a lunch or dinner at the walk by restaurant La Belle Epoque and its incredible patio on sunny days.

3 place Francois 1er

16100 Cognac

+33 5 17 22 31 70

commercial@hfpc.fr

www.hotelfrancoispremier.fr

Mercure Hotel de France ****

3 suites & 86 rooms - From 92 €

Facing to the covered market, entirely renovated in a unique blend of modernity and history, Mercure welcomes you in the center of the capital of comics. For leisure moments, you will appreciate a fitness room with a vaulted ceiling, a lounge bar and a restaurant 'Le Jardin de Arceaux' featuring a creative menu and leafy terrace. Ideal for festive or professional events, it offers several function spaces and an superb private garden with a panoramic view of the town.

1 place des Halles

16000 Angoulême

+33 5 45 95 47 95

h1213-gm@accor.com

all.accor.com/hotel/1213/index.fr.shtml

Le Saint Gelais ****



5 suites & 7 rooms - From 115 €

The Saint-Gelais is a high-end boutique hotel located in the old priory of St-Gelais square in the city center of Angoulême. The gourmet restaurant L'Algoythme offers a beautiful terrace.

12 rue du Père Deval

16000 Angoulême

+33 5 45 90 02 64

contact@hotel-saint-gelais-angouleme.com

www.hotel-saint-gelais-angouleme.com

Domaine du Chatelard ****

10 rooms - From 115 €

This charming domain is located in a natural protected area, 8 km from Angoulême, enclosed by 80 ha of pastures and woodland and a beautiful lake of 10 ha. The 19th century manor house has 10 individually decorated rooms, a casual restaurant with a beautiful terrace and splendid lake view. Tennis court, 20m swimming pool.

1079 route du Chatelard - 16410 Dirac

+33 5 45 70 76 76

info@domaineduchatelard.com

domaineduchatelard.com

Domaine des Etangs *****



8 suites & 3 rooms - luxury farmhouses - From 400 €

The largest 5 star resort in mainland France, it expands over 1000 hectares of protected natural surroundings, a mixture of forests, grassland and ponds. It is an exceptional landscape, consisting of a fully renovated 11th century château, along with numerous works of contemporary art, landscaped gardens, six farmhouse cottages, a longère, a vegetable garden, Gallo-Roman baths, two swimming pools, a floating tennis court and a Michelin star gourmet restaurant.

16310 Massignac

+33 5 45 61 85 00

o.acerani@domainedesetangs.com

domainedesetangs.com



Chateau de Mirambeau *****



40 suites & rooms - From 225 €

Located between land and sea, in a well-known wine region, Château de Mirambeau is the ideal residence to discover and share the flavors of the region, staying in a Renaissance-style Castle located in a peaceful park. The rooms are refurbished with sumptuous fabrics, antique furniture and marble bathrooms. In an area dedicated to relaxation, in a universe of well-being, have a break in the Jacuzzi, decompress in the Sauna, oxygenate in the Steam Room, let your senses flow with the sensorial showers or let yourself be carried by the water in our indoor Pool. Three treatment rooms including a double-bedded one are at your disposal for unique Spa moments at Le Château de Mirambeau. The Cognathèque: one of the most fascinating features of the Castle, a room dedicated to wine and cognac tastings, the ideal place to relax during the evening. In this flavoured space we serve the products of the best nearby houses of Cognac.

1 avenue des Comtes Duchâtel
17150 Mirambeau
+33 5 46 04 91 20
direction@chateaumirambeau.com
www.chateauxmirambeau.com/fr

Villa Grand Voile



11 rooms & suites - From 170 €

The Villa Grand Voile - Christopher Coutanceau is the new Relais & Châteaux by the Michelin starred chef-fisherman, nestled in a former shipowner's residence dating back to 1715. This historic building of character houses a true haven of peace, set in the heart of La Rochelle, a few minutes walk from the vibrant port and from the 3-Michelin starred restaurant Christopher Coutanceau and the bistro La Yole de Chris.



12 rue de la Cloche
17000 La Rochelle
+33 5 46 44 81 14
contact@villagrandvoile.com
www.villagrandvoile.com



Le Moulin du Val de Seugne ****

14 rooms - From 119 €

Surrounded by Cognac vineyards this charming family-owned hotel is only thirty minutes away from the sea. The hotel is set in a water mill dating from the 16th century, in a peaceful and relaxing atmosphere within magnificent grounds, sheltered by ash-trees and poplars where you can enjoy the soothing sounds of the river «Seugne». Gastronomic restaurant, outdoor swimming-pool, boutique with local products.

Marcouze
17240 Mosnac
+33 5 46 70 46 16
contact@valdeseugne.com
new.valdeseugne.com

La Grande Terrasse - MGallery by Sofitel ****



72 rooms - From 119 €

Imagine a 3 km fine sandy beach with a view of Fort Boyard, a small town with Belle Époque architecture preserved only a few kilometers from La Rochelle. Backed by the cliff of Les Bouchôleurs, a village of oyster farmers and shellfish farmers with its narrow streets full of flowers of hollyhocks, and its oyster huts, located south of the resort, the Grande Terrasse contemplates the islands of Ré, Oléron and Aix. La Grande Terrasse Resort includes 2 hotels - Mgallery by Sofitel & Ibis Styles, a gastronomic restaurant Le Gaya by Pierre Gagnaire, a SPA Nuxe and a thalassotherapy center SPA Marin. 72 rooms for the Mgallery, a bar, a panoramic terrace, an indoor pool, outdoor Jacuzzi, fitness room, a 3-hectare park, nearby the Casino of Châtelailon-Plage. The restaurant "Le Gaya" Pierre Gagnaire offers an exceptional view of the sea and fine dining - kitchen with edges of Sea.

Avenue de la Falaise
17340 Châtelailon-Plage
+33 6 22 78 78 16
christophe.mornet@clrhôtels.fr
www.la-grande-terrasse.com

La Monnaie Art & Spa Hotel ****

3 suites & 38 rooms - From 99 €

An avant-garde hotel for passionate hedonists. Combining the comfort of current equipment (video projector, wifi, screen, sound system) and an authentic setting, the hotel has a courtyard and 2 meeting rooms that can accommodate more than 60 people. This hotel, housed in an old 17th century residence, offers 41 rooms decorated with works of art, in a privileged and luxurious environment. Exceptional location in the heart of the historic centre and at the entrance to the Old Port.

3 rue de la Monnaie
17000 La Rochelle
+33 5 46 50 65 65
sl@hotelmonnaie.com
www.hotelmonnaie.com

Novotel Thalassa Oleron ****



109 suites & rooms - From 120 €

Enjoy a relaxing break at the Novotel Thalassa Île d'Oléron hotel. Its exceptional setting on the beach and rooms with sea or forest views welcome you for your family vacation or a romantic weekend of thalassotherapy. Enjoy wellness and seawater treatments at the spa or take a bike ride. For team building activities, the meeting rooms overlooking the ocean will help you to discover new horizons. For a revitalizing stay or week of relaxation, reap the benefits of the ocean at Novotel.

Plage de Gatseau
17370 Saint Trojan Les Bains
+33 5 46 76 02 46
H0417@accor.com
www.thalassa-ile-oleron.com

Maison des Ambassadeurs *****



29 suites & 25 rooms - From 100 €

Welcome to this exquisite 5-star hotel, located in the heart of the old town in La Rochelle, between the cathedral and the 19th-century market hall, and only an 8-minute stroll from the Vieux Port. Wherever France has an embassy, the ambassador hosts official events in the 'Résidence de France'. These residences are known for their art de vivre, with the legacy of French tradition and culture, a particular eye for design and living for the moment.

43 rue du Minage
17000 La Rochelle
+33 5 46 28 06 00
info@hotel-larochelle.com
maisondesambassadeurs.com

Hotel Le Grand Large ****

28 rooms - From 110 €

Located on a natural and wild beach, the hotel is built in the middle of the dunes on one of the most beautiful beaches of Ile d'Oléron. Natural sandy beach with about 10 km length, in the middle of nature, between forest, dunes, sandy beach and ocean ... Nature is still wild in this magical place. You will appreciate the view from the lounge area / bar / restaurant and some rooms. You will hear the sea from the garden which is just behind the dunes and will lead you straight to the beach access.

2 avenue de l'Océan
17550 Dolus d'Oleron
+33 5 46 75 77 77
contact@le-grand-large.fr
www.le-grand-large.fr/en

LOCAL CONTACTS

Tourist offices

Destination Cognac

Maryline Chaillou
16 rue du 14 Juillet
16100 Cognac
+33 5 45 82 95 41
groupe@destination-cognac.com
www.destination-cognac.com

Angoulême Tourisme

Christine Olmer
BP 20222
16007 Angoulême Cedex
+33 5 45 95 35 17
colmer@angouleme-tourisme.com
www.angouleme-tourisme.com

Saintes Tourisme

Marie-Pierre Guilhot
2 place Saint Pierre
17100 Saintes
+33 5 46 74 23 82
reservations@saintes-tourisme.fr
www.saintes-tourisme.fr

Ile d'Oléron Marennes Voyages

Khrystyna Roy
22 rue Dubois Meynardie
17320 Marennes
+33 5 46 47 67 00
groupe@marennes-oleron.com
www.oleron-island.com

Offices de Tourisme Haute-Saintonge et Jonzac

Sandrine Guichard
22 place du Château
17502 Jonzac cedex
+33 5 17 24 30 48
sandrine.guichard@villedejonzac.fr
www.jonzac-haute-saintonge.com

La Rochelle Tourisme

Diane Simon
2 quai Georges Simenon
17000 La Rochelle
+33 5 46 45 90 90
d.simon@larochelle-tourisme-evenements.com
www.holidays-la-rochelle.co.uk

Sud Charente Tourisme

Place Verdun
16300 Barbezieux Saint Hilaire
+33 5 45 78 91 04
barbezieux@sudcharentetourisme.fr
www.sudcharentetourisme.fr



Incoming agencies

Cognac Tasting Tour

Jean-Luc Montembault
Lieu-dit Chez Rivière
16130 Saint Preuil
+33 5 45 80 80 38
contact@cognac-tasting-tour.fr
www.cognac-tasting-tour.com

XO Madame

Irène Doreau
29 rue des Belugeats
16130 Genté
+33 6 08 85 95 42
iredoreau@xomadame.fr
xomadame.fr

Car hire with driver

L&L Prestig'auto

2 place Jean Monnet
16100 Cognac
+33 6 83 91 32 97
contact@lprestigauto.com
www.lprestigauto.com

Arnoux Auto Prestige

20 boulevard de Javrezac
16100 Cognac
+33 5 45 83 80 69
auto.prestige.arnoux@orange.fr
www.arnouxautoprestige.com

B.V.S Blanchard Voiturier Service

1 rue Villeneuve
17000 La Rochelle
+33 6 83 92 29 08
resa@bvs-voiturier.fr
www.bvs-voiturier.fr

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OFFICE DE **TOURISME**
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COGNAC

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