

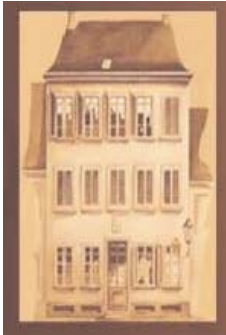
Dujardin

Golden Harmony





1810 - The Beginnings



Henry Melcher and his sons were the first entrepreneurs in Germany to pioneer the distillation of wines and the production of cognac. In its early years the business profited from the economic boom and soon became one of the largest businesses in Germany.

An excellent relationship with the wine supplier Dujardin led to the incorporation of a mutual venture "Dujardin et Compagnie".



1919 - Cognac Turns Weinbrand

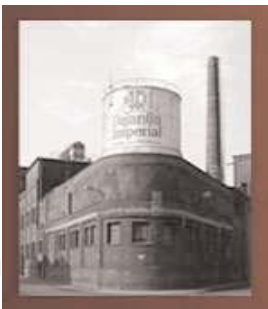


While most European Brandies were simply known and referred to as "Cognac", the Versailles treaty reserved the term only for Brandies produced in the Cognac region of France.

Dujardin since referred to its product as German Brandy or Weinbrand. When A. Dujardin died, the Melcher Family assumed full control of the company.

1930 - The Rise To The Top

In spite of the world economic crisis of 1930, the house Dujardin was so successful that it became the largest German wine distillery. Countless smaller distilleries had to close at that time.



1944 - World War II



During an air raid towards the end of World War II the Dujardin distillery was completely destroyed. The rebuilding started in 1947.

Luckily a substantial amount of distillates had been saved and the production could resume rather quickly.

1952 - Good Advertising Sells

The slogan "Darauf einen Dujardin" (Toast it with Dujardin) in combination with drawings of the famous cartoonist Gerhard Brinkmann, became one of Germany's most popular advertising messages and helped Dujardin to the top of the brandy market.



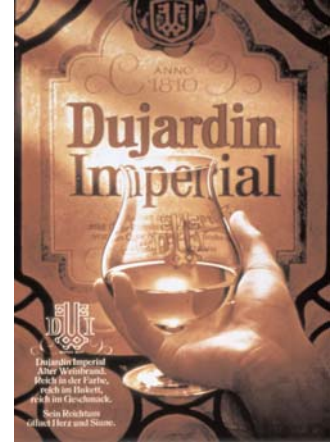
2006 - Dujardin Re-Launch

Now in 2006 "DUJARDIN VSOP" will undergo a re-launch here in the United States. Niche W. & S. will position this fine German Brandy within its portfolio of international wine & spirit specialties. The product will be benefiting from the inclusion in Niche's successful promotional concept centered around "Oktoberfest" and the fall feature of international after-dinner drinks "Great finds from around the world".



Delightful Recipes

You might find that Dujardin VSOP is to fine and distinct a brandy to be consumed in any other way than in a snifter. However Dujardin can be enjoyed with equal pleasure in a variety of delightful mixed drinks.



DUJARDIN SOUR

1 part Dujardin; 1 part fresh lemon juice; 1/2 part fresh orange juice; 1 part sugar syrup. (To make sugar syrup, dissolve one part sugar in one part hot water.) Shake well with ice, pour into a cocktail glass, garnish with a slice of orange and a cocktail cherry.

DUJARDIN ALEXANDER

2 parts Dujardin; 1 part crème de cacao; 1 part cream. Shake well with ice. Strain into a cocktail glass.

DUJARDIN SODA

1 part Dujardin Brandy; 3 parts soda over ice in a highball glass. Add a twist of lemon.

DUJARDIN MANHATTAN

1 1/2 Dujardin; 1/2 part sweet vermouth; 1 dash bitters. Shake well with ice. Strain into cocktail glass, add cherry and a twist of lemon.

DUJARDIN COFFEE

Place 3 cubes of sugar in a warm coffee cup. Add 1 to 2 parts Dujardin Brandy, set aflame. Stir and allow to burn for 1 minute. Fill up with hot coffee to one inch of top of cup. Stir well, cover with layer of whipped cream spiced with vanilla and sprinkle with grated chocolate.

DUJARDIN ICED COFFEE

Place two scoops of vanilla ice cream in an coffee cup or tall glass. Add 1 1/4 part DUJARDIN Brandy and fill with cold sweetened coffee. Top with whipped cream and sprinkle with shaved chocolate.