



BRAND & PRODUCT
EDUCATION



Brand Education

Brand Assets & Guidelines

Brand Activation Calendar

Bacardi 2023
Sustainability Targets



CUSTOMER
& CONSUMER
APPROACHES



STANDARDS OF
EXECUTION

P

// ELEVATE

A

K

D'USSÉ BRAND & PRODUCT EDUCATION





BACARDI
P.E.A.K
PLAYBOOK
V1.0.0



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D’USSÉ®

CHATEAU DE
COGNAC /
FRANCE



D'USSÉ VSOP

FLAVOR NOTES

On the nose, it reveals a powerful bouquet, rich in woody notes that are layered with touches of cinnamon and floral notes.



D’USSÉ XO

FLAVOR NOTES

Delivers rich flavor notes of ripe blackberry and apricot, layered with hints of dark chocolate and walnut, culminating in an exceptionally balanced finish.



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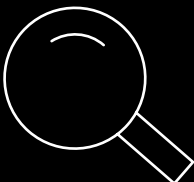
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BRAND ORIGIN



The bold, yet remarkably smooth character of D'USSÉ Cognac was founded by Shawn “JAY-Z” Carter and conceived by the senior-most cellar master working today.

BRAND FACTS

A MODERN EXPRESSION OF COGNAC

D'USSÉ has been created to be a modern expression of cognac, using the 200+ years of experience and tradition.

MAÎTRE DE CHAI

In 2024 Agathe Boinot succeeded D'USSÉ founding cellar master, and mentor, Michel Casavecchia, becoming the youngest female cellar master of the major houses in Cognac.

DOUBLE DISTILLATION

D'usse uses the Charentaise method—slow double distillation in copper stills for extra character.

D'USSÉ®

CHATEAU DE
COGNAC /
FRANCE

D'USSÉ VSOP

Double distilled as mandatory in the cognac category. Created at the Chateau de Cognac where aging conditions are exceptional, we benefit from both dry and humid cellars thanks to the proximity of the Charente River.



FRANCE

40% ABV

KEY INGREDIENTS

Ugni blanc grapes from Cognac, France.

Ugni Blanc is the preferred grape for all Cognacs, making up 98% of Cognac vineyards and the majority used to produce D'USSÉ



NOSE

Powerful Bouquet



PALATE

Rich & Woody



FINISH

Touches Of Cinnamon
& Floral Notes.

SALES STORYTELLING

D'USSÉ VSOP embodies the perfect balance expected for a traditional cognac and beyond. To be sipped or mixed.



D'USSÉ SIDECAR

2 Parts D'USSÉ VSOP Cognac
1 Part Orange Liqueur
1/2 Part Fresh Lemon Juice

D'USSÉ XO



FRANCE

40% ABV

KEY INGREDIENTS

Ugni blanc grapes from Cognac, France.

Ugni Blanc is the preferred grape for all Cognacs, making up 98% of Cognac vineyards and the majority used to produce D'USSÉ



NOSE

Ripe Blackberry
& Apricot



PALATE

Dark Chocolate
& Walnut



FINISH

Culminating in
an exceptionally
balanced finish

SALES STORYTELLING

D'USSÉ XO really carries the specificities of aging in the humid cellar.



D'USSÉ ON THE ROCKS

2 Parts D'USSÉ XO Cognac