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EXPLORE
COGNAC

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www.explore-cognac.com



\ INTRODUCTION

AN ENCHANTED INTERLUDE IN THE WORLD OF COGNAC AND THE CHARENTES

Explore Cognac offers a myriad of opportunities to explore an exceptional spirit and territory. An unexpected and timeless parenthesis in the lands of Cognac, Charentes and their inhabitants, in the heart of Nouvelle-Aquitaine.

Cognac tourism can be enjoyed through a plethora of highly diversified experiences, allowing the visitor to discover a world full of surprises and to marvel at your senses. You might try out a tasting session that revolves around gastronomy and food pairing, learn more about the experts' know-how and the cultural heritage of Cognac houses, perfect ones mixology skills, or simply wander in the vineyards to enjoy nature and a historical perspective of cognac... There are many ways to discover Cognac through a new prism.

Visiting Cognac houses is a more common but equally effective way of discovering the secrets behind the production of this world-renowned beverage, and also allows the visitor to meet the teams behind this luxurious eau-de-vie.



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LATEST NEWS

From blind tastings guided by a sophrologist to immersive vineyard-to-cellar visits, olfactory workshops, and encounters with eco-conscious producers, the destination boasts even more opportunities for visitors to explore the spirit and the territory.

From the rolling hills inland to the waves of the ocean, this is a journey which will engage all five senses while uncovering the region's rich heritage.

New experiences to unveil the wonders of Cognac and its region

A journey of senses between vineyards and water

«Apéro boat» cruise

with Charentes in Flow

Along the River Charente, your clients can indulge in a peaceful cruise between Angoulême and Cognac. On board they will meet with a winegrower, who will take them through a tasting session of his Cognac, paired with local delicacies.

charentesinflow.com

«A story of water»

at Cognac Paul Giraud

This immersive tour will take the visitor from the vineyard to a very private cellar, where a spring of fresh water flows all year round. From the village ancient wash house to the distillery, each step of this walk is linked to the water, the land, the know-hows. Your clients will have the chance to taste 2 rare Cognacs directly in this wet and unique cellar, then 2 more in the warmth of the family home.

cognac-paulgiraud.com

«Sensory tasting»

with Florence Vilquin

What if tasting a Cognac became a mindful experience? This unique workshop invites the visitors to explore Cognac with their eyes closed, in a setting ideal for letting go and relaxing. Guided by the soothing voice of a sophrologist, participants awaken their senses and refine their perception, to better experience the aromas, textures, and emotions revealed by the eaux-de-vie. A suspended, intimate, and convivial moment that invites them to slow down and savour the moment.

The 5 senses of the estuary revealed by the vineyard

at Les Hauts de Talmont

At the top of the cliffs of the Gironde estuary, Les Hauts de Talmont domain invites the visitors on a unique sensory exploration, where each step of the journey activates a sense. Thanks to a rare geological site and exceptional setting at the foot of the cliff, the participants will discover the secrets of the terroir, between rocks, vines, and spectacular views of the fishing huts and the Romanesque church of Talmont sur Gironde. The path continues through the biodynamically managed vineyard, before entering the contemporary winery, an architectural masterpiece integrated into the landscape. A blind tasting session, in opaque glasses, concludes this immersive and poetic experience.

leshautsdetalmont.com



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From land to glass, reveal the spirit of Cognac

«JLP Cognac AB»

at Cognac Pasquet

The Pasquet family manages an organic vineyard and production. They will open their doors during this tour to explain with passion and authenticity how they manage every step of the work to be done, from the soil to the bottle.

cognac-pasquet.com

«Le Nez du Cognac» Workshop

By Cognac Voyer Vaudon

Using aroma nosing kits created by Jean LeNoir – creator and author of Le Nez du Vin’ – the participants will be given the opportunity to identify the aromas of an under 10-year-old cognac and an over 30-year-old cognac. They will then take part in a game to find out the age of the mystery cognac and can win Voyer & Vaudon gift cards.

This experience also includes a tour of the estate and a tasting session of 3 Cognacs.

cognac-voyer-vaudon.fr

«Traditions meet modernity»

with Distillerie Les 1309

An immersive journey to the heart of the 1309 Distillery, where heritage meets innovation. The tour begins in the authenticity of the distillery and the aging cellars for Pineau des Charentes and Cognac, true witnesses of time and the know-how passed down over three generations. The visitors will then head to the Renclos, a modern architectural complex rarely open to the public, which embodies the future of winegrowing. Between high-tech equipment, demanding environmental standards, and family passion, this unique immersion reveals the behind-the-scenes of wine production today... and tomorrow.

distillerie-les1309.com



Floral art workshop

at Maison Brillet

Visitors will be enchanted by the inspiring world of Belle de Brillet liqueur, a perfect blend of pear and cognac. In a bucolic and authentic setting, this experience offers the participants a private tour of the historic House, and its fascinating history over 10 generations. After a personalized tasting, time to create: guided by the team, they will design their own glass dome of dried flowers, a poetic echo of the identity of Belle de Brillet. A delicate, sensory and creative moment, that they can take home as a souvenir.

belledebrillet.com

An Exclusive Blending Experience

at Martell Héritage

Discover the art of Cognac blending with Martell Héritage, an immersive experience at the historic House of Martell in Cognac. Guided by an expert, explore the cellars and the Cellar Master’s workshop, where the House’s savoir-faire has been perpetuated for generations. In the elegant tasting room “La Coquille,” guests create their own Cognac blend in the spirit of a Martell Cellar Master. Each participant leaves with a personalised bottle of their creation. The experience concludes with an exclusive tasting of Martell Chanteloup XXO – a refined expression of Martell excellence.

martell.com

To extend the immersion...

Cognac tasting

at Suite en terrasse guest house

Guests can take a seat on the terrace and allow themselves to be carried away for a tasting guided by Evelyne and Pascal, Cognac enthusiasts and fine connoisseurs of the terroir. They will explore all the richness of this spirit in a warm and friendly atmosphere as a preamble to a dinner at the “table d’hôtes”. Here, the tasting becomes a real exchange, a lively conversation punctuated by anecdotes and discoveries of the terroir and its producers... A unique sensory experience to learn to recognize, compare and above all find a Cognac that suits each person with new stories to tell!

suiteenterrasse.com

Immersion in the heart of Cognac

*at Quai des Pontis hotel ****

Allow your clients to discover Cognac in a different way, through all five senses? During a stay at this iconic location nestled on the banks of the Charente, they can immerse themselves in Cognac’s heritage. After a leisurely arrival and a stroll through the century-old park, the guests will enjoy a tasting of cognacs and Pineau des Charentes in the veranda area, accompanied by an exclusive sensory surprise. The experience continues in a unique accommodation designed around the history of Cognac—including cellars, glassworks, and river landscapes—for an immersive night overlooking the river. The next day, a local breakfast will be served before a visit to a partner Cognac House to extend the exploration. A timeless escape, to be experienced right in the city centre.

quaidespontis.com



© Quai des Pontis



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\ SELECTION OF COGNAC HOUSES

Many of today's major houses were established in the 18th and 19th centuries. Here are experiences to enjoy at seven of the most notable.

Camus Cognac

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. The visitors can 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, they can book a Master Blender session and create their own Cognac: they will return home with their personalized bottle to share with their friends.

camus.fr

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

Château Royal de Cognac – Home of Baron Otard

Cognac

Overlooking the Charente river, le Château Royal de Cognac was initially a 10th-century fortress designed to stop Norman invasions, and in the 15th century became a stately home which was the birthplace of one of France's most illustrious kings, Francis Ist. Baron Otard, who 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. A variety of tours are offered, combining two aspects of history: the history of France and the history of Baron Otard Cognac up to the present day, with the D'Ussé Cognacs.

chateaudecognac.com

127, boulevard Denfert Rochereau - 16100 Cognac \
+33 5 45 36 88 86



© Aurélien Terrade / BNIC

Maison Courvoisier

Jarnac

An Exclusive Journey into the Legacy of Napoleon's Cognac

In Jarnac, Maison Courvoisier offers refined and immersive experiences at the heart of its historic estate overlooking the River Charente. Deeply connected to the legacy of Napoleon, the House invites visitors to explore the Founder's House and the 19th-century Château through its Prestige and Premium tours.

Guests discover the shared history of Courvoisier and the Empire, gain privileged access to the Paradis cellar — sanctuary of the most precious eaux-de-vie — and conclude their visit with an exceptional tasting, including rare expressions such as L'Essence de Courvoisier.

[courvoisier.com](https://www.courvoisier.com)

2, place du Château - 16200 Jarnac \ +33 5 45 35 55 54



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Maison Hennessy

Cognac

Craftsmanship at the Heart of Cognac

For over two centuries, Maison Hennessy has embodied excellence from its historic base on the banks of the River Charente. Blending heritage and innovation, the world's leading cognac house offers visitors an immersive journey into its history, expertise, and contemporary vision. In 2024, Hennessy opened the doors of its prestigious cooperage, unveiling the ancestral art of barrel-making — a craft recently honoured with the “Entreprise du Patrimoine Vivant” label. The House also introduced the “My Carafe” Atelier within its Éditions Rares workshop, a unique 90-minute masterclass where guests discover leather sewing, calligraphy, silk thread laying, and personalise a miniature decanter of Hennessy Paradis — a refined expression of the Maison's artistry and savoir-faire.

[lesvisites.hennessy.com](https://www.lesvisites.hennessy.com)

Rue de la Richonne - 16100 Cognac



© Aurélien Terrade / BNIC

Maison Martell

Cognac

Heritage and Gastronomy in Cognac

Maison Martell offers an immersive journey into its heritage, terroir, and artisanal savoir-faire, ending with guided tastings of its elegant cognacs. Visitors can also explore the Fondation Martell and enjoy panoramic views at the Indigo by Martell bar.

Since July 2024, the Château de Chanteloup hosts Signature Martell par Alexandre Mazzia, an intimate experience blending cognac, gastronomy, and exclusive tastings in a historic, regionally inspired setting.

[martell.com](https://www.martell.com)

16, avenue Paul Firino Martell - 16100 Cognac \ +33 5 45 36 34 98

Meukow

Cognac

This Cognac house founded in 1862 and situated in the heart of Cognac stands behind an imposing gateway; once inside visitors experience a complete change of scenery. The highly sensory-based tour is backed by an innovative 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.

visitemeukow.com

26 rue Pascal Combeau - 16100 Cognac \ +33 5 45 82 32 10



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Rémy Martin

Cognac

Rooted in exception since 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.

visitesremymartin.com

20, rue de la Société Vinicole - 16100 Cognac



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\ FAMILY-OWNED HOUSES

In 2024, there were over 4,400 winegrowers, 120 professional distillers and 270 merchants operating within the Cognac geographical area. Here are 33 family-owned Cognac houses that will open the minds and palates of curious visitors.



Other houses of Cognac & winegrowers

ABK6 - Domaines Francis Abecassis - Cognac

Claix

Francis and Élodie Abecassis's estate extends over 240 hectares of vines. There are a number of educational tours of the property during which the visitors discover, all in one place, the complete journey taken by the grape, from the vine 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.

abecassis-cognac.com

Domaine de Chez Maillard - 16440 Claix
+33 5 45 66 35 72

Bache-Gabrielsen

Cognac

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.

bache-gabrielsen.com

32, rue de Boston - 16100 Cognac
+33 5 45 32 07 45 \ aurelie@bache-gabrielsen.com

Bertrand Cognac

Réaux

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 traditions is reflected in the nature and authenticity of their products. Their trademark, the Windmill of Bel'Air, the last of the village of Reaux, is surrounded by their vines, symbolic of their history, their heritage, and the quality of their cognacs.

cognac-bertrand.com

Domaine des Brissons de Laage - 17500 Réaux
+33 5 46 48 09 03

Maison Boinaud

Cognac

Maison Boinaud, with its 600 hectares of vines and 41 stills, is nestled in the heart of the 1st vineyard of the Cognac appellation. For 3 generations, the family's audacity and know-how have created exceptional spirits, particularly Cognac De Luze Fine Champagne, with their round and delicate aromas

This family-owned company offers 7 different tours to discover how these cognacs are made, from the vine to the glass.

A visit to the vineyard, a master distiller's workshop, the creation of tailor-made food-pairing experiences, a tasting of century-old blends - a large choice for an authentic and timeless experience.

boinaud.com

140, rue de la Bonne Chauffe
16130 Angéac-Champagne

Bourgoin Cognac

Saint-Saturnin

Bourgoin Cognac is a handcrafted winegrower Cognac. The family estate is located in the village of Tarsac, in the municipality of Saint Saturnin, Charente. Their Cognacs are sincere and authentic. No long speeches, the truth is inside the bottle.

bourgoincognac.com

14, rue du Puits - 16290 Saint-Saturnin





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Le Cep Enchanté

Macqueville

Le Cep Enchanté is a unique 7 generation family estate in the Fins Bois cru of the Charentais vineyards that blends traditional Cognac, Pineau des Charentes and wine production with immersive, fun oenotourism experiences. Visitors can enjoy guided tastings of old cognacs, Pineaux and award winning wines, and take part in playful and educational activities — from a vineyard discovery trail and Swing Golf to a XO Escape Game and treasure hunts — making it an engaging destination for both adults and families. Le Cep Enchanté and invites guests to experience Charentais terroir, heritage and craftsmanship through both sensory and interactive moments

lecepenchante.fr

4, rue de la Croix de l'Anglais - 17490 Macqueville
contact@de-vitis.fr

Château de Beaulon

Saint-Dizant-du-Gua

Set within a remarkable 15th century château in Saint Dizant du Gua, Château de Beaulon crafts distinctive Cognacs and Pineau des Charentes from a single, historic estate vineyard rooted in chalky soils and nurtured with traditional expertise. Family owned for generations and driven today by Christian Thomas, the site honours centuries old grape varieties and long ageing in oak to create spirits of remarkable finesse and aromatic complexity. Beyond its acclaimed eaux de vie and fortified wines, Beaulon's heritage setting — with its château, parc, and legendary blue springs — offers visitors a uniquely authentic journey into the heart of Charentais culture and refinement.

chateau-de-beaulon.fr

25, rue Saint-Vincent - 17240 Saint-Dizant-du-Gua

Château Montifaud

Jarnac Champagne

The Vallet family has owned the Château Montifaud for 6 generations, which 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 an immersive and fun guided tour which takes the visitor from the vine to the glass and mixing discovery, creativity and tasting of Cognac, Pineau and their Gin from grapes.

chateau-montifaud.com

36, route d'Archiac - 17520 Jarnac Champagne
+33 5 45 66 35 72

Delamain

Jarnac

Mastery and Tradition in Grande Champagne

Delamain, a cognac house with Irish origins, specializes in rare, aged cognacs from the Grande Champagne region. Visitors explore 18th-century storerooms in historic Jarnac, learning the secrets of blending and ageing from the Master Blender. The experience concludes with a tasting of exceptional cognacs, paired with regional gourmet specialties prepared by a private chef, amid the aromatic atmosphere of the main ageing cellar.

delamain-cognac.com

7, rue Jacques et Robert Delamain - 16200 Jarnac
+33 5 45 81 08 24



© Aurélien Terrade / BNIC



Domaine Chauvillere

Sablonceaux

At Domaine de la Chauvillière, the Hauselmann family crafts authentic wines, Pineau des Charentes and Bons Bois Cognacs rooted in decades of traditional viticulture and distillation in Sablonceaux. Visitors can explore the estate from vine to bottle, enjoy tastings by appointment and savour a portfolio that spans expressive eaux de vie, vibrant Pineaux and estate wines — all reflecting a genuine passion for Charentais terroir and hands on winemaking passed down through generations.

domainedelachauvilliere.com

Chemin de la Chauvillière - 17600 Sablonceaux
lachauvilliere@wanadoo.fr

Domaine Brillouet

Saint-Romain-de-Benet

At the foot of the rare 1st century Gallo Roman Tower of Pirelonge, Domaine & Distillerie Brillouet is one of the oldest, family run estates in the Pays du Cognac, with roots as winegrowers since the 17th century and distillers since the 18th. Surrounded by varied soils and a unique micro climate, the estate produces authentic Cognacs, Pineau des Charentes, sparkling and still wines, and beverages that express its rich terroir. Visitors can explore the historic distillery and eco museum, learn the fascinating history of distillation and copper stills, and enjoy tastings that reveal the heart and soul of Charentais tradition.

9 chemin de Chez Pureau - 17600 Saint-Romain-de-Benet
contact@distilleriebrillouet.com

Domaine Castels-Sablons

Saint-Maigrin

A family history for 4 generations - The Roux family have been winegrowers and distillers for more than a century, producing Cognac, Pineau des Charentes and « verjus » (natural grape juice without alcohol used in cooking since the Romans) on their 6-hectares estate.

castel-sablons.com

Le Bourg - 17520 Saint-Maigrin
+33 5 46 70 05 20

Domaine du Chêne

St-Palais-de-Phiolin

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.

ledomaineduchene.fr

20, rue des Chênes - 17800 St-Palais-de-Phiolin
+33 5 46 70 90 53

Domaine des Claires

Arvert

Nestled in the heart of the Arvert peninsula — an area of exceptional natural beauty — Domaine des Claires is a family run vineyard producing organic wines, Pineau des Charentes and Cognacs with aromatic intensity and unique finesse. As the only “bouilleur de cru” in the area, the estate welcomes visitors for tours of its distillery and ageing cellars, guided vineyard walks, and tastings that showcase its fruit driven Pineaux, expressive wines, and refined eaux de vie. Reflecting six generations of passion and terroir driven craft, the domaine offers an authentic Charentais experience from vine to glass.

domainedesclaires.fr

2, rue des Tonnelles - 17530 Arvert

Domaine Imbert

Mortagne sur Gironde

Nestled along the picturesque estuary of the Gironde, Domaine Imbert is a family run estate that combines traditional winegrowing and distillation to produce expressive Cognacs, Pineau des Charentes, and wines reflecting its unique riverside terroir. Visitors can explore the vineyards and cellars, enjoy guided tastings, and discover the passion, authenticity, and craftsmanship behind each bottle, all shaped by generations of know how and the distinctive natural environment.

domaine-imberty.fr

1 Domaine Imbert, Rte de Font de Pâques
17120 Mortagne-sur-Gironde

Domaine Landreau

Criteuil la Magdeleine

The Landreau family grows vines on their land in Grande Champagne since 1850. Each generation, from father to son, has left its mark on the Landreau Cognacs. Today, Thomas welcomes visitors in the heart of the family cellars and distillery and offers a sensory experience.

domaine-landreau.com

10, rue de la Métairie - 16300 Criteuil la Magdeleine
+33 6 62 48 59 76

Ernest & Louis

Saint-Martial-de-Vitaterne

Nestled near Jonzac in the Petite Champagne region, Ernest & Louis is a family run cognac and Pineau des Charentes producer that celebrates genuine tradition and terroir. With small batch spirits crafted on the estate, the House blends heritage with modern, experiential discovery — from guided walks and bike tours through the vineyards to intimate tastings that reveal the character of their eaux de vie and fortified wines. Visitors can immerse themselves in the rhythms of vineyard life, explore the distillery and cellars, and savour local flavours in authentic Charentais surroundings.

6, La Barberie - 17500 Saint-Martial-de-Vitaterne

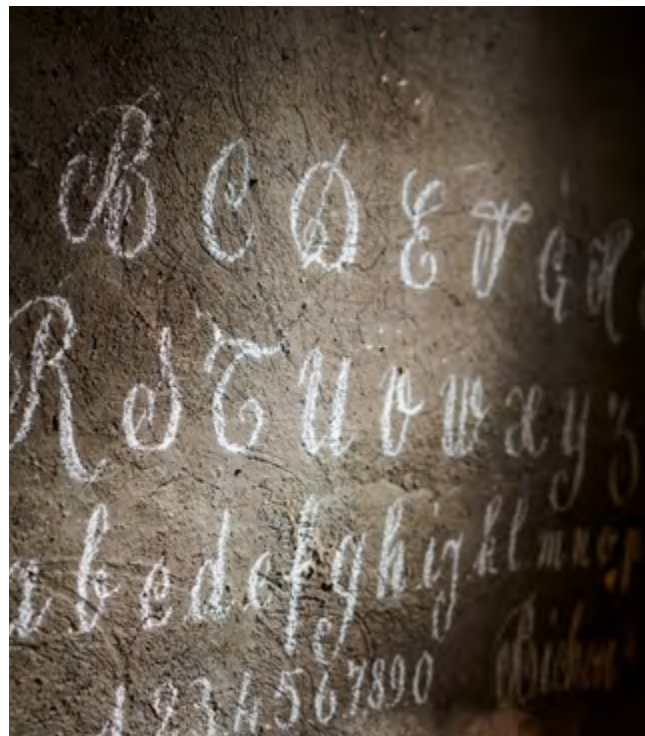
Fanny Fougerat Cognac

Burie

At the heart of the Borderies and Fins Bois crus, Fanny Fougerat stands out as a passionate fourth generation winemaker and distiller who has transformed her family's historic estate into a signature cognac and Pineau house. Since launching her own range in 2013, Fanny crafts 'author' cognacs and vibrant Pineau des Charentes that express the true character of their terroir — unblended, refined, and without artifice. Her dedication to freshness, finesse and precision from vineyard to bottle gives each expression a distinctive personality, while her Pineau offerings bring elegant, fruit driven charm to every tasting.

cognac-fannyfougerat.fr

21 Bd Goulbenèze - 17770 Burie
fanny@cognac-fannyfougerat.fr



Frapin

Segonzac

The Frapin family has been wine-growers 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.

cognac-frapin.com

1, rue Pierre Frapin - 16130 Segonzac



Grosperin

Saintes

Cognacs Grosperin offer 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. The visitors will discover the secrets of ageing, the selection of « eaux-de-vie » for the « assemblage », and all the technical aspects, often unknown, of cognac production. The visit will end with a tasting of old cognacs and very old Pineau in the private laboratory of the cellar master. The visitors will then be welcome to visit our wine cellar, and the Cognatheque.

cognac-grosperin.com

1, rue de Courbiac Port Rousselle - 17100 Saintes
+33 5 46 90 48 16

Guillon Painturaud

Segonzac

The Maison Guillon-Painturaud Cognac & Pineau, a family Domaine, has existed for 3 generations. Today, the two sisters, Winegrowers & Independents, who create very old Pineau des Charentes and Cognac. On site, they offer winegrowers visits, an Escape Game and a blending workshop.

cognac-guillon-painturaud.fr

« Biard », 1 rue de l'ancien puits - 16130 Segonzac
+33 5 45 83 41 95

Les Hauts de Talmont

Talmont sur Gironde

Perched on the dramatic chalk cliffs of Talmont sur Gironde overlooking the Gironde estuary, Les Hauts de Talmont is a biodynamically farmed estate that champions natural viticulture and authentic expression of terroir. Certified organic and biodynamic, the domaine produces a range of wines and biodynamic Cognacs that reflect its unique seaside climate and limestone soils, all crafted with care by a passionate team dedicated to artisanal quality. Beyond tasting their expressive cuvées, visitors can enjoy guided vineyard and cellar tours that reveal the estate's sustainable practices and the character of its spirits in an exceptional setting.

leshautsdetalmont.com

8, Gb rue du Port - 17120 Talmont-sur-Gironde
contact@leshautsdetalmont.com

Frères Moine

Chassors

The family adventure started in 1980 when two brothers – the « Frères Moine » settled in Chassors, outside Cognac, to make their own Cognac and Pineau des Charentes. In 2009, Yan and Gabriel took over from their father to continue to family legacy. Since, they have developed their offer and several tours to immerse the visitor in all the steps of Cognac making, from the barrel to the tasting.

moinefreres.fr

1, rue de la Boucle Villeneuve - 16200 Chassors
+33 5 45 80 98 91

Cognac Gacon

Les Touches de Perigny

Nestled near Jonzac in the Petite Champagne region, Ernest & Louis is a family run cognac and Pineau des Charentes producer that celebrates genuine tradition and terroir. The House blends heritage with modern, experiential discovery — from guided walks and bike tours through the vineyards to intimate tastings that reveal the character of their eaux de vie and fortified wines. Visitors can enjoy vineyard life, visit the distillery and cellars, and taste local flavours in an authentic Charentais setting.

cognac-gacon.com

11 T, rue de La Cour - 17160 Les-Touches-de-Perigny
info@cognac-gacon.com

House of Hine

Jarnac

Founded in 1763, the House of Hine in Jarnac combines historic charm with modern design by British designer Russell Sage. Visitors can explore its historic cellars and enjoy new, food-focused experiences.

The “100% Cru” workshop pairs Hine’s Grande Champagne cognacs with gourmet bites, while “Do you cheese Frenghish?” offers a playful tasting of cognacs with French and English cheeses, revealing unique and surprising flavor combinations.

hinecognac.com

16, quai de l’Orangerie - 16200 Jarnac
+33 5 45 80 98 91 \ rremmery@hine.com



Normandin Mercier

Dompierre sur Mer

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

normandin-mercier.fr/en

1, impasse de la Péraudière - 17139 Dompierre sur Mer
+33 5 46 68 00 65 \ info@cognacnm.fr



Maine Giraud

Champagne-Vigny

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

mainegiraud.com

Le Maine Giraud - 16250 Champagne-Vigny
+33 5 45 64 04 49

Raison Personnelle

Angeac-Champagne

Cognac producers since 1994, Sabine & Bertrand have been devoted to their work, learning every aspect and patiently elaborating their Grande Champagne cognac, lovingly wood-fire distilled and meticulously blended with their finest eaux-de-vie.

The 2 hour tour takes the visitor through the vines, winemaking techniques, the distillation and the secrets of aging. During the tasting session, Sabine will immerse the visitor in the great aromatic richness of 4 Raison Personnelle cognacs, associated with a selection of chocolates.

raisonpersonnelle.com

137, rue des Porches - 16130 Angeac-Champagne

Tiffon-Braastad

Jarnac

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 during each stage of the tour.

braastad.com

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

Vignobles Arrivé

Talmont sur Gironde

Nestled on the scenic cliffs of Talmont sur Gironde, Le Talmondais and the historic Vignobles Arrivé combine centuries of family tradition with hands-on, organic viticulture. Together, they produce award-winning Cognacs, Pineau des Charentes, and wines that reflect the region's unique terroir. Visitors can explore the vineyards, enjoy guided tastings, and take part in the interactive vineyard game at Le Talmondais, a playful and educational way to discover grape varieties, terroir, and the art of distillation.

vignoblesarrive.com

1, rue de la Porte de la Ville - 17120 Talmont-sur-Gironde
contact@vignoblesarrive.com

Vignoble Begey

Villars les Bois

In the heart of the Fins Bois in Villars-les-Bois, the Begey family has been growing vines since the 19th century. Now in its sixth generation, they produce Cognac, Pineau des Charentes, wines and cocktails that reflect local tradition.

They manage over 100 hectares of vineyards and combine traditional skills with a modern touch. While most of their production goes to major houses, they keep a small part for their own brand, offering authentic and expressive products.

They also offer walks through the vineyards, which are perfect for families and a great way to discover their work.

begey.com

37, rue de la Mairie - 17770 Villars-les-Bois
contact@begey.com



© Aurélien Ferrade / BNIC

Vignoble Février

Macqueville

Vignoble Février, led by Laurence and Emmanuel Février, is a family run estate in Macqueville where vineyards have been tended for over 20 years with a focus on quality and respect for the land through environmental and reasoned farming practices. The domaine produces a wide range of Cognacs (from VSOP to Napoléon and old reserves), Pineau des Charentes (including award winning rosé and rouge), wines, liqueurs and grape juices that reflect the character of the Fins Bois terroir. Visitors can explore the traditional 18th century farm setting, discover the full process from vine to bottle, and enjoy tastings that celebrate authentic Charentais craftsmanship and family passion.

vignoble-fevrier.com

10, rue des Vallées - 17490 Macqueville
vignoble.fevrier@wanadoo.fr

Cognac Voyer Vaudon

Echallat

Since 1811, the Voyer & Vaudon family estate has crafted acclaimed Cognacs from Grande Champagne 1st Cru and Fins Bois, led today by Pierre and Anne Marie Vaudon. Visitors can explore the estate, discover its artisanal processes, and enjoy tastings paired with gourmet dishes by reservation.

Cognacs are celebrated internationally and served in nearly 40 countries. Guests can also experience them in classic cocktails, learning the art of shaking and stirring from a skilled mixologist.

cognac-voyer-vaudon.fr

23 rue du Marronnier, Villars - 16170 Echallat
contact@cognac-voyer.fr



© Aurélien Terrade / BNIC

\ HERITAGE & CULTURE

Explore Cognac is rooted in a region with a rich history and unique heritage. From Romanesque art to the cities' architecture, winegrowing estates, wineries and the meticulous work of Cognac producers, Explore Cognac invites the travellers to discover and appreciate various aspects of local heritage.

The essence of Courvoisier

Jarnac

Follow the footsteps of Félix Courvoisier in Jarnac, founder of the Maison in 1828.

First, the visitors will discover the subtle art of distillation, ageing and blending, that defines the Maison Courvoisier. They will enter the emblematic cellar, chai Renard, a unique experience deep inside Maison Courvoisier's history and craftsmanship. They will experience the Maison Courvoisier signature style, Cognac in blossom, through the tasting of Courvoisier VS in cocktail, Courvoisier VSOP and XO.

Then, they will have the chance of tasting L'Essence de Courvoisier, an exceptional Cognac that embodies the spirit of Maison Courvoisier: tradition, passion and innovation. A unique experience that will take them to the Paradis cellar where their most prestigious eaux-de-vie are stored.

courvoisier.com

VIP Frapin Tour

Segonzac

Frapin Cognac welcomes the visitors to an immersion in the arcane halls of one of the most prestigious family estates of the Cognac area.

Established in the Charente since 1270, the Frapin family is one of France's most venerable winemaking families. 21 generations of vintners and distillers have lived and worked here, perpetuating the traditions of this most renowned spirit.

Owners of 240 hectares of exceptional vineyards in the heart of Grande Champagne, a Cognac Premier Cru appellation, Maison Frapin is deeply rooted in history and long-standing expertise.

Visitors can plunge into the story of the Frapin family and discover our unique craftsmanship in this "VIP tour".

cognac-frapin.com



© Aurélien Terrade / BNIC



Hennessy Initiation

Cognac

The Hennessy Initiation visit offers an immersion into the world of Hennessy Cognac.

The tour starts aboard a river shuttle to cross the Charente river and discover the town of Cognac, its history, and the importance of the river in the development of Cognac, right where Richard Hennessy founded the company more than 250 years ago.

The visit continues down the Pavilion Cellar with a multi-sensory, technological, and visual journey through the history of the estate.

The visitors will discover the expertise needed to make Cognac and learn how to taste this amber spirit.

hennessy.com

The secrets of Cognac with Groperrin

Saintes

In the heart of the city of Saintes, the visitors can discover the secrets and techniques of how Cognac is made and aged through a guided tour of the cellars.

This intimate tour concludes with a tasting of some exceptional old Cognacs in the Groperrin family laboratory.

cognac-groperrin.com



© Aurélien Terrade / BNIC

The art of capturing time with Mathieu Martines

Cognac

With Mathieu, specialised in spirits photography, the «artist to be» dive into an immersive adventure where photography and cooperage meet for a unique experience in Cognac. He/she will be introduced to basic photography techniques while discovering the know-how of barrel makers.

mathieumartines.com

Spirits Escape Game at Guillon Painturaud

Segonzac

Mathilde & Elise are two sisters at the head of the Maison Guillon-Painturaud. Independent winegrowers in Grande Champagne, they wish to share their passion through the direct sale of their Pineau des Charentes and Cognac and through wine tourism activities!

The visitors will dive straight into the 1900s with Spirits, a unique Escape Game. They are in 1937 and Joseph, the Master Cellar, has lost the formula for his blend. They need to help the grape pickers find it!

The participants have one hour to solve the mystery answering clues and opening locks... and all the while, learn about how Cognac is made!

A fun activity for small groups of family or friends in the charming setting of the Guillon-Painturaud estate.

cognac-guillon-painturaud.fr

Poetry in motion at Maine Giraud

Champagne-Vigny

Here, one has the opportunity to enter the tower in which the French poet Alfred de Vigny worked and wrote his poems.

Climb the short staircase and appreciate a glass of 25-year-old Cognac, accompanied by a reading of one of his poems.

The estate was owned by the romantic poet Alfred de Vigny from 1827 to 1863.

It was in this "Ivory Tower" that he wrote his most beautiful poetry.

mainegiraud.com

The art of a thousand aromas with Raison Personnelle

Angeac-Champagne

Sabine and Bertrand have been producing Cognac since 1994 and now know every inch of their land in Grande Champagne.

Here, they tend their vines and pick their grapes sustainably, master the complex art of wood-fire distillation and carefully blend their different brandies... all to music!

They share their passion for Cognac, and showcase a combination of ancient arts and contemporary techniques.

This is the opportunity for a real and authentic experience close to Cognac.

raisonpersonnelle.com



© Aurélien Terrade / BNIC



© Aurélien Terrade / BNIC

Explore 300 years of Remy Martin's history

Cognac

Born in 1724, the Maison Rémy Martin, a Living Heritage Company, has since been rooted in the land of Cognac.

From its winegrowing and family origins, the Maison knows the values of time, patience and rarity.

This fascinating tour of the historical house – renovated in 2024 for the 300th anniversary of the brand – and the ageing cellars will take the visitor through 3 centuries of know-how and passion.

remymartin.com

Distillerie Les 1309

Sigogne

An immersive journey to the heart of the 1309 Distillery, where heritage meets innovation. The tour begins in the authenticity of the distillery and the aging cellars for Pineau des Charentes and Cognac, true witnesses of time and the know-how passed down over three generations. The visitors will then head to the Renclos, a modern architectural complex rarely open to the public, which embodies the future of winegrowing. Between high-tech equipment, demanding environmental standards, and family passion, this unique immersion reveals the behind-the-scenes of wine production today... and tomorrow.

distillerie-les1309.com

Cognac Pasquet

Bellevigne

The Pasquet family manages an organic vineyard and production. They will open their doors during this tour to explain with passion and authenticity how they manage every step of the work to be done, from the soil to the bottle.

cognac-pasquet.com



© Cognac Pasquet



© Aurélien Terrade / BNIC

\ GASTRONOMY

Flavors and local gastronomic products – from the land and the sea – are serious business in the Charentes region. Showcasing these products are the restaurants listed hereafter. And of course, the Cognac – a popular dinner drink, which offers many delicious pairing experiences.

Unique Cognac & food experiences



Gourmet cruise along the Charente River on the Bethanie

Jarnac

This beautiful gourmet journey will take you along the river Charente from Jarnac to Bourgnon-Charente and back.

Over a lunch or a dinner of local food and wines, the slow pace of the cruise and the lush countryside will immerse the gourmet in the peaceful environment of the Charente region.

bethanie-peniche.fr

Panoramic food pairing experience at Maison Boinaud

Angeac-Champagne

Maison Boinaud offers the chance to visit its production site in the heart of Grande Champagne, during the day or evening.

The visitors will dive into the history of De Luze Cognac with a behind-the-scenes tour and discover one of the largest family distilleries in the region and the art of ageing in an authentic working cellar.

Then, they will enjoy a breathtaking view of our vineyards from the top of the old mill while tasting De Luze VSOP, XO and EXTRA Cognacs, served with gourmet snacks. A unique experience allowing the visitor to experience the finesse of Cognac and its aromas, far from the beaten track.

cognacdeluze.com

Exotism & Cognac at Domaine de Pladuc

Lachaise

Meet Bernard and Shandra who like to share their story and change of life, from the island of La Réunion in the Indian Ocean to the Petite Champagne, near Cognac. Here the visitor will learn how to make samosas from scratch, that will then be paired with a Cognac especially chosen to match the exotic flavours

domainedepladuc.fr

Royal Flavours at Château de Cognac

Cognac

The experience begins in Cognac, with an introduction to the history of the Château and the know-how involved in making Baron Otard Cognacs.

The Chef invites guests to combine gastronomy and a selection of Cognacs in the heart of the King's sumptuous private apartments.

Gourmet bites, specially created to sublimate the aromatic palette of Baron Otard Cognacs and made from local, seasonal produce. A magical harmony of bite-sized treats and Cognacs guaranteed!

chateaucognac.com

«Apéro boat» cruise with Charentes in Flow

Sireuil

Along the River Charente, your clients can indulge in a peaceful cruise between Angoulême and Cognac. On board they will meet with a winegrower, who will take them through a tasting session of his Cognac, paired with local delicacies.

charentesinflow.com

Cellar Dinner at Delamain

Jarnac

For nearly two centuries, the House of Delamain has crafted world-renowned connoisseur Cognacs with art and patience.

Delamain Cognac house, in Jarnac, offers a private dinner in one of their cellars.

The guests - up to 8 people - will start by a tour of the cellars and will then enjoy a gastronomic dinner, a sensory journey allowing them to taste Delamain Cognacs with specially paired dishes, prepared by a Chef with local products.

delamain-cognac.com

100% cru with Hine

Jarnac

Once upon a time in 1763...let's dive into Hine, armed with 260 years of attention to detail from the vineyard to the art of blending the finest eaux-de-vie.

The participants will explore the story and heritage of Hine and participate in a cooking class where they will learn to prepare and pair with Grande Champagne Cognac a selection of delicious raw appetizers.

An elegant and authentic experience which will also allow them to bring back tips to impress their guests!

hine.com

An experience of land and sea with Oriane Chambon

Oleron island

An experience around the art of food and wine pairing: a unique moment with an initiation to cognac «food pairing» with a chef and a sommelier close to Oleron island.

This is the perfect opportunity to dive into the unique and unforgettable world of food and spirits. The briny air and seafood are the perfect partners for the fruity and spicy aromas of 2 Charentes Cognac.

The visitor will tour the oyster farm and have lunch in a typical Charente Maritime oyster-farmer's cabin. If the weather is mild, the visitor can take a typical flat-bottomed oyster boat between the farm and the cabin. A beautiful moment, to cherish and remember.

orianechambon.com

Tradition and heritage at N°3 The Chateau

Salles-d'Angles

Located in a beautiful 19th century property in the heart of Grande Champagne, N°3 The Château welcomes small groups of 8 to 12 people for a unique bread making class, an experience of tradition and elegance.

The bread is then baked in an old wood oven. During that time, the participants will be able to taste several Cognacs (grape juice for children!) in the distillery.

no3thechateau.com

Sweets & desserts at Normandin Mercier

Dompierre

At the end of a chestnut-tree-lined avenue, in the middle of a small wood of century-old oaks, Jules Normandin, who founded the Cognac house in 1872, built his ageing cellars on the property of a former 17th century hunting lodge, a stone's throw from La Rochelle.

"Gourmandises" (Sweets and Desserts) is a rich sensory experience for the eyes, nose, taste buds and fingertips to enjoy the crunchy and melting textures of chocolate alongside the enveloping qualities of Cognac.

The Cognac and chocolate duo also appeals to women and offers a fresh approach and relaxed way to discover Cognac.

A varied selection of chocolates is served thanks to the House's close collaboration with a very talented chocolatier who creates seasonal products that perfectly match their Cognacs. The chocolates are certified organic and manufactured locally in the city of La Rochelle.

normandin-mercier.fr



© Gabriel Chatenet / BNIC

Exceptional regional drinks



Cognac

Cognac is a subtle blend of eaux-de-vie of different ages and profiles that produce an amber-colored elixir of floral, fruity and oaky aromas. It can be enjoyed on its own, but 80% of Cognac is consumed in cocktails. Cognac was granted AOC status in 1936 and must be produced according to precise practices and specifications – double distilled in copper pot stills and aged for at least two years in special oak barrels – guaranteeing its origin and authenticity. Cognacs are classified as VS («Very Special»), VSOP («Very Superior Old Pale»), Napoléon, XO («Extra Old»), XXO («Extra Extra Old») and Hors d'âge, denoting blends from eaux-de-vie aged for different lengths of time, from the minimum two years to 14 years or older.

cognac.fr

Pineau des Charentes

Pineau des Charentes is an aromatic fortified wine (white, red and rosé) made from blending grape must (juice) and Cognac. It is drunk as an apéritif and used in recipes. The grape must and Cognac always come from the same vineyard on the same estate and are made by the same people. After harvested grapes are pressed, Cognac from the previous year is added and the mixture stored in oak barrels for a long time to gain a distinctive taste. The Pineau des Charentes was awarded AOC status in 1945.

pineau.fr

Charentais wines

Given the region's mild and sunny climate, the same vines used for the production of Cognac and Pineau are also used for wines. Dry, light whites account for more than 80% of production, with a growing number of fresh and fruity reds and rosés. Charentais wines are usually drunk young but reveal a fuller complexity after a period of aging. In 2009, Charentais wines were certified as IGP (formerly "vins de table").

vinscharentais.fr

Local culinary specialties



Salt

Ile de Ré is world famous for its fleur de sel, a delicate, flaky and mild salt that forms as a thin crystalized layer on the surface of shallow seawater pools. It is harvested from saltworks in a traditional, labor-intensive process of raking the purest and whitest layer off the top.

Cheese

The region has several notable local cheeses: Chabichou du Poitou (AOP; a goat cheese with a wrinkled rind and creamy interior), Mothais sur feuille (a goat cheese wrapped in a leaf), Manslois (smooth texture and creamy flavor), Jonchée (wrapped in natural rush and most often flavored with almond) and Taupinette (a goat cheese with subtle hazelnut and forest floor notes).

Potatoes

The potatoes of Ile de Ré (AOP) have a soft, slightly sweet flesh and delicate skin that rubs off easily. It is only grown by 35 farmers who work 60 hectares/150 acres from a total of 360/900 in rotation. To preserve their special characteristics, Ile de Ré potatoes are harvested before July 31st.

Melons

The pale orange flesh of Charentais melons has a sweet flavor with a soft, floral aftertaste. Also known as French cantaloupes, Charentais melons are eaten fresh and usually locally since they don't travel well.

Oysters

Marennes-Oléron oysters (IGP) are celebrated for their taste. Matured or raised in the claires (shallow salt-water ponds, often former salt pans) of Europe's largest oyster-farming center, they are the only oyster in France with a «Label Rouge» certification (a food quality assurance label).

Butter

Charentes-Poitou butter is the oldest butter with PDO status. Using milk only from cows raised in the region and fabricated according to traditional methods and precise specifications, it is beloved for its smooth, creamy texture and hazelnut taste. The region is also known for its beurre salé (salted butter).

Truffles

Many Périgord black truffle patches have been developed in Charente. Open to all, the Jarnac truffle market showcases expert-certified, quality truffles every Tuesday from December to February. The market opens officially to the sound of horns – a unique (and fragrant) experience.

Chicken

The Barbezieux chicken is the biggest and the strongest of all French chicken breeds and said to be one of the best-tasting meat chickens in the world, particularly ideal for roasting.



© Aurélien Terrade / BNIC

Gourmet restaurants

Christopher Coutanceau



La Rochelle

Chef: Christopher Coutanceau

Traditional and innovative cuisine served in a refined atmosphere in this regional gastronomic powerhouse (a 'Relais & Châteaux' and 'Grandes Tables du Monde').

coutanceaularochelle.com

Aumî



Puymoyen

Chef: Mickael Cloutour

Chef Mickael Cloutour draws his inspiration from his experiences and travels. He uses local, responsible produce and carefully selects the products and producers with whom he wishes to work.

www.aumirestaurant.com

L'Hysope



La Jarrie

Chefs: Nicolas Durif

Close to La Rochelle, in a warm and contemporary atmosphere, one can discover the surprising and innovative cuisine of the Chef, a devotee of «savoir manger» and quality products.

lhysope.fr

Les Foudres



Cognac

Chefs: Mathis Debize et Alexandre Mornet

Situated in a stunning "chai" (storehouse), this gastronomic restaurant of Hotel Chais Monnet promises local, creative and refined cuisine.

chaismonnethotel.com

Restaurant La Ribaudière



Bourg-Charente

Chefs: Thierry and Julien Verrat

For 30-plus years, La Ribaudière has passionately championed the natural food products of the region.

laribaudiere.com

Les Sources de Fontbelle



Angoulême

Chef: Guillaume Veysièrre

The innovative cuisine of this bright and modern restaurant overlooking a forest places a special emphasis on seasonal and local products.

sourcesdefontbelle.com

Notes



Cognac

Chef: Anthony Carballo

The Chef has created two surprise menus comprising several courses, inspired in part by the estate's vegetable garden. Tomato, basil and burrata; pollack, courgette and fish stock: a wonderful gourmet interlude!

almae-collection.com/lanauve

L'écume

Oléron Island

Chef: Romaric Villeneuve

Fresh local produce is the refined material for this modern, imaginative cuisine, deftly overseen by a young chef quickly making a name for himself. Don't miss the desserts.

restaurant-lecume-oleron.fr

Le Gaya par Pierre Gagnaire

Châtelaillon-Plage

Chef: Loris Cornacchia

Located in the 4-star MGallery Hotel, Le Gaya promises a memorable, ocean-front dining experience anchored in local, seasonal fare from both land and sea.

la-grande-terrasse.com

L'ÏODE

Saintes

Chef: Benjamin Girard

A butcher's son born on the Oléron Island, chef Benjamin Girard has chosen to focus on fish and seafood. In this narrow modern dining space done out in white and blue hues, the delicious dishes with creative touches keep on coming.

restaurantliode.fr

Poulpette

Cognac

Chef: Antoine Vernouillet

Both food and service star here, where market-based cooking shapes the short but sophisticated menu. The excellent ingredients translate easily into culinary success.

poulpette.squarespace.com

Le Restaurant du Château

Jarnac

Chef: Ludovic Merle

With its elegant Charentaise façade and distinctive red awnings, Le Restaurant du Château stands as one of the town's most iconic and welcoming addresses. Since 2004, Chef Ludovic Merle has been at the helm of this refined restaurant, offering generous, flavourful cuisine that blends gastronomic expertise with a relaxed bistronomic spirit at lunchtime. Guests enjoy a warm, chic yet unpretentious atmosphere — perfect for a business lunch, a romantic dinner or a family celebration.

restaurant-du-chateau.com

Le Sens 7367

Vaux-sur-Mer

Chef: Frédéric Loivel

Nestled on the Boulevard de la Côte de Beauté in Vaux-sur-Mer, Le 7367 Le Sens is a refined restaurant where modern creativity meets seasonal French gastronomy. Led by Chef Frédéric Loivel, it showcases fresh, locally sourced ingredients through bold, elegant dishes with subtle international influences. With a menu that changes with the seasons, artistic presentation and a cosy contemporary setting, Le 7367 Le Sens offers an inviting atmosphere for both relaxed lunches and memorable dinners.

le-7367-le-sens.com



© Arthur Habudzik - Charentes Tourisme

La Yole de Chris

La Rochelle

Chef: Christopher Coutanceau

This dazzling place offers two incomparable pleasures: for the eyes and for the taste buds. A long counter in the shape of a skiff houses the open kitchen, where the cooks can be seen in action. Seafood and fish of the day are stars on the menu here...

christophercoutanceau.com/fr/la-yole-de-chris



© Aurélien Terrade / BNIC

\ KNOW HOW

A living heritage to discover, perpetuated by the people who go out of their way to offer outstanding products. The Houses' expertise around Cognac is a great way to understand the passion and know how needed to craft high standards spirits. From winegrowers to coopers, distillers, skilled craftsmen, restaurateurs and mixologists, they are all driven by a shared set of high standards based on quality, authenticity and attention to detail.



© Aurélien Terrade / BNIC

Sensory immersion at Allary cooperage

Archiac

The Allary cooperage is a family-owned company founded in 1953. Since its creation, it embodies the best of French “Savoir-Faire”, art and the cooperage tradition.

One can discover the process of barrel making at Allary cooperage in Archiac and travel on a sensory journey that will take the visitors from the origin of the tree to the Cognac which ages inside it.

They will dive into a world of art and tradition where the craftsmen will demonstrate this ancestral know-how.

tonnellerie-allary.com

Precious time with Cognac Bertrand

Réaux-sur-Trèfle

In the heart of the Petite Fine Champagne you may find the Bertrand family who welcomes you to their family Domaine. An alliance of tradition and modernity, our product range reflects the knowledge of generations. Visiting the Bertrand domaine you will also be able to discover our aging cellars and our distillery. The experience “Precious time” is a fun activity that will show you the importance of time in the process of making Cognac, while tasting a selection of Bertrand Cognacs.

cognac-bertrand.com

Camus master blender class

Cognac

CAMUS has been an independent family company since 1863 and offers the visitors an unforgettable experience: the opportunity to create their own XO Cognac in the Master Blender’s workshop.

Here Maison CAMUS will open its doors, and share their uncompromising philosophy, one which has kept the family going strong for five generations. Building on these strong foundations, Maison Camus remains at the cutting edge of science to achieve greater and greater feats of aromatic intensity. Through this unique Master Blender experience, the visitors can immerse themselves in the passion and dedication distilled on the estate while spending some quality time with the production team.

camus.fr

Stillman’s breakfast at Chai du Rouissoir

Ozillac

In the heart of Haute Saintonge, the Chai du Rouissoir is a family estate which has been cultivating vines for several generations. In 1973, Guy and his son Didier decided to install a still and make their own Cognac.

This unique experience will allow visitors in small groups to discover the process of distillation while enjoying a delicious breakfast of local products.

As the still operates, all the senses are activated. Visitors will participate in starting the “Bonne Chauffe”, a crucial moment of the distillation process to make Cognac.

vigneronaument.com

Secrets from the cellars at Château de Cognac

Cognac

Visitors can explore the relics of the past, from the Middle Ages to the present day. Discover the Château's unique natural ageing conditions and taste the different Cognacs in the dry and humid low-vaulted cellars. Accompanied by a tour ambassador, they will follow the footsteps of the cellar master and explore the Renaissance rooms and the King's apartments*, which are usually closed to the public. The visit includes a tasting of three Cognac qualities: VSOP, XO and the EXTRA Baron Otard that will be extracted from the barrel before your very eyes!

chateaucognac.com

Create your own jewellery at the Cognac Jewellery School

Segonzac

Participants can handcraft a permanent keepsake from the beautiful Cognac region with this jewellery workshop. On this half day course the visitors will create a vine leaf piece of jewellery inspired by the Cognac vines that grow throughout this region. The promising artist will make his/her own from start to finish using sterling silver sheet and traditional silversmithing methods, such as texturing using a rolling mill, sawing, soldering and polishing.

At the end of the course, the participant can enjoy a delicious Cognac based cocktail and of course leave with their own creation!

cognacjewelleryschool.com



© Benoit Linero / BNIC

A friendly visit to the Compagnie de Bouteville

Bouteville

This immersive experience at the Baume de Bouteville factory will allow the visitor to discover Charente's balsamic condiment, a prized vinegar, used by chefs in France and abroad.

bouteville.com

Hennessy X.O.

Cognac

This guided tour for cognac lovers explores one of the most iconic blends, Hennessy X.O - a subtle, multifaceted blend created by Maurice Hennessy in 1870 for his innermost circle. As a rare treat to the visitors, Hennessy also opens the doors to its prestigious "Paradis" Cellar, where some of the Maison's oldest and most precious eaux-de-vie are stored.

hennessy.com



© Aurélien Terrade / BNIC



From amber to light with Meukow

Cognac

The perfect balance between power and finesse, symbolised by the iconic panther on the Meukow brand, this is the masterwork of Anne Sarteaux, the Meukow Cellarmaster.

The world of Meukow Cognac can be discovered through a guided tour of their cellars located in the heart of the city of Cognac. The experience continues in their restaurant, Le Chai Meukow, a former cellar transformed into a cooking workshop. Here, you can explore food and Cognac pairings and enjoy dishes created by the Chef using seasonal products.

visitemeukow.com

Martell Héritage

Cognac

Discover the art of Cognac blending with Martell Héritage, an immersive experience at the historic House of Martell in Cognac. Guided by an expert, explore the cellars and the Cellar Master's workshop, where the House's savoir-faire has been perpetuated for generations. In the elegant tasting room "La Coquille," guests create their own Cognac blend in the spirit of a Martell Cellar Master. Each participant leaves with a personalised bottle of their creation. The experience concludes with an exclusive tasting of Martell Chanteloup XXO — a refined expression of Martell excellence.

martell.com

Le Nez du Cognac with Voyer Vaudon

Echallat

At Cognac Voyer & Vaudon, discover Le Nez du Cognac, an immersive sensory experience that celebrates the art of Cognac through smell, taste and discovery. Begin with a guided tour of the estate—from the vineyards to the ageing cellars—before participating in an engaging olfactory workshop based on the renowned Le Nez du Vin aroma sets. You'll learn to identify the distinctive scents of Cognacs of different ages and even test yourself in a playful challenge to guess the age of a mystery Cognac. The experience includes the tasting of three selected Cognacs and is offered with great enthusiasm in a convivial setting that appeals to both seasoned enthusiasts and curious newcomers

cognac-voyer-vaudon.fr

The oak tour with the Moine brothers

Chassors

This tour was created in 1990, and in 2020 won the Grand Prix at the Terre de Vins Wine Tourism Awards in the "Innovations and creative initiatives" category.

The Oak Tour is an experience for visitors, allowing them to discover the entire Cognac creation process through the people who make it happen, meeting a host of passionate professionals.

The visitors will first discover the woodworking industry and see a demonstration of each step of the barrel-making process. Next, they can explore Charente-style double distillation and the production and ageing of Cognac with a professional distiller. The visit concludes with a tasting.

moinefreres.com





© Aurélien Terrade / BNIC

\ MIXOLOGY & COCKTAIL BARS

Local bars and their mixologists expertly blend and play with the Charentes' unique regional drinks - including Cognac - to whet one's whistle. Hereafter are a handful of top-notch cocktail bars that do just that, as well as several experiences to learn how to become a mixologist and handle the shaker and spoon with style.



Discover Cognac in cocktails at Luciole bar

Cognac

Guests can try their hand as a mixologist for an afternoon in the city of Cognac, and learn all there is to know about Cognac cocktails.

bar-luciole.com

Cask experience in La Rochelle at the Mary Lili

La Rochelle

An unique experience of barret-ageing on a cocktail!

When in La Rochelle, stop at Mary Lili, the first cocktail bar in the city. In a distinctly urban and neo-industrial atmosphere, the Mary Lili is the leading mixology destination in this maritime city. Inside, guests will find a creative menu which changes regularly according to the season, filled with innovative cocktails. They can design their own Cognac cocktail with one of the mixologists and take it home, with an oak barrel to age it in. They can also leave it to age at the bar, where it will mature under ideal conditions. They can come and taste their cocktail and see how it ages over time.

lemarylili.fr

Cocktail creation at Voyer Vaudon

Echallat

Not far from Angouleme, his family estate is shared between Grande Champagne 1st Cru of Cognac, and Fins Bois Cru, creating Cognacs that are frequently praised internationally. Learn all about Old Fashioned cocktail recipes with a retired barman who will teach the visitor how to handle the shaker and the spoon and to balance the flavours.

The experience can't be complete without a full tour of the production site to fully understand how Cognac eaux-de-vie develop their aromas, from the wine press to the still and the cellars.

cognac-voyer-vaudon.fr

Between tradition and revival with Abk6

Val des Vignes

The Francis Abécassis Estates invite its visitors to share a unique experience. They can follow a full tour of the family estate, followed by cocktail creations featuring exceptional spirits.

abecassis-cognac.com

An exploration of the cocktail with Château Montifaud

Jarnac-Champagne

At the Château Montifaud, visitors can create their cocktail during a sensory visit of the estate. Here, passion and family commitment have remained strong for 6 generations.

With their own cocktail shaker, they will add a series of different ingredients as they make their way along the tour from the vine to the glass.

Château Montifaud, an independent company belonging to the Vallet family for more than 150 years, is open for an unprecedented and immersive cocktail experience!

chateaumontifaud.com

Cocktail Bars



Bar Louise

Cognac

Classic cocktails and original creations dominate in this laid-back bar committed to local spirits and homemade dishes. Private workshops cover cocktail-making and -tasting techniques.

barlouise.com

Indigo by Martell

Cognac

A vast rooftop terrace on the last floor of the Martell building offers spectacular views, an inventive cocktail menu and the complete collection of Martell cognacs.

martell.com

Origins

Cognac

At Origins, mixology is an art, and its cocktails are how it is expressed using ingredients from the French terroir. The adjoining restaurant boast market-fresh local foods.

origins.bar

Jazz Bar 1838 & Rooftop

Cognac

The 5-star Hotel Chais Monnet & Spa is home to two bars: a live-music jazz bar set in a former cooperage and, in the summer, a rooftop terrace overlooking Cognac.

chaismonnethotel.com

Bar Luciole

Cognac

Opened since 2017, this cocktail bar with a unique setting close to the river Charente is a real “temple” for Cognac lovers. In 2024, its talented barman Guillaume Le Dorner published a book of Cognac based cocktail recipes.

bar-luciole.com

Le Mary Lili

La Rochelle

The full and changing menu of La Rochelle’s first cocktail bar brings mixology experiences to neophytes and amateurs alike.

lemarylili.fr



© Aurélien Terrade / BNIC

\ NATURE & VINEYARD

Here, nature is all around, offering the perfect opportunity to explore the region's vineyards and unique, varied landscapes. The Charente River is another prominent feature, meandering between vineyards, crossing picturesque villages, and flowing into the Atlantic Ocean.



Vignoble H. Begey – Explore the Heart of the Vineyards

Villars-les-Bois

At Vignoble H. Begey, immerse yourself in the living landscape of the Cognac vineyards with unique activities that blend nature, heritage and discovery. Wander through the vine-lined hills either on foot or by bike, following interactive routes that bring you closer to the family’s winemaking traditions and the rhythms of the terroir. Along the way, learn about the history of the estate and the care that goes into growing the grapes and crafting fine Pineau des Charentes and Cognac. Each experience ends with a guided visit of the distillery and cellars, followed by a tasting of selected local products—an authentic and convivial way to enjoy the soul of the Charente vineyards

Floral art workshop at Maison Brillet

Graves-Saint-Amant

Visitors will be enchanted by the inspiring world of Belle de Brillet liqueur, a perfect blend of pear and cognac. In a bucolic and authentic setting, this experience offers the participants a private tour of the historic House, and its fascinating history over 10 generations. After a personalized tasting, time to create: guided by the team, they will design their own glass dome of dried flowers, a poetic echo of the identity of Belle de Brillet. A delicate, sensory and creative moment, that they can take home as a souvenir.

belledebrillet.com

“A story of water” at Cognac Paul Giraud

Bouteville

This immersive tour will take the visitor from the vineyard to a very private cellar, where a spring of fresh water flows all year round. From the village ancient wash house to the distillery, each step of this walk is linked to the water, the land, the know-hows. Your clients will have the chance to taste 2 rare Cognacs directly in this wet and unique cellar, then 2 more in the warmth of the family home.

cognac-paulgiraud.com

“The 5 senses of the estuary revealed by the vineyard” at Les Hauts de Talmont

Talmont-sur-Gironde

At the top of the cliffs of the Gironde estuary, Les Hauts de Talmont domain invites the visitors on a unique sensory exploration, where each step of the journey activates a sense. Thanks to a rare geological site and exceptional setting at the foot of the cliff, the participants will discover the secrets of the terroir, between rocks, vines, and spectacular views of the fishing huts and the Romanesque church of Talmont sur Gironde. The path continues through the biodynamically managed vineyard, before entering the contemporary winery, an architectural masterpiece integrated into the landscape. A blind tasting session, in opaque glasses, concludes this immersive and poetic experience.

leshautsdetalmont.com





© Aurélien Terrade / BNIC

Vineyard and Cognac Gateway with Maison Boinaud

Angeac-Champagne

This tour invites the visitors to escape to the heart of the Grande Champagne region for a walking tour, where they will have the chance to learn more about Maison Boinaud's know-how and environmental practices. Preserving the ecosystem has always been at the heart of Maison Boinaud. They live on the very land they cultivate. They treat it with respect because they know the healthier the land, the more fertile it will be. Maison Boinaud has always been a pioneer in virtuous management of the estate, achieved through sustainable and responsible winegrowing practices. Visitors will discover what makes them authentic and the passion that drives them in the production of high-end spirits.

boinaud.com

Safari in the Bourgoin vineyard

Saint-Saturnin

Sensations & Nature. Visitors will have the opportunity to take a drive with the producer and discover the Bourgoin family vineyard in a 1960 Peugeot D4B.

Frédéric Bourgoin is a winegrower in the AOC COGNAC appellation. He crafts his cask strength Cognacs at his family farm. His brandies are diluted with local spring water, and the spirits are still drawn according to the moon's cycles to take advantage of its effect on fluid dynamics.

bourgoincognac.com

Destination vineyard with Hennessy

Cognac

From May to September, one can discover the Hennessy vineyards on an electrically assisted bike in the company of an experienced guide, and enjoy one of the finest panoramas in the Grande Champagne region. The cyclists will also learn more about Hennessy's commitment to sustainable viticulture and the protection of biodiversity.

hennessy.com

Behind the scenes of sustainable excellence with Remy Martin

Cognac

Experience biodiversity at Rémy Martin. With a past deeply rooted in the vineyards near Cognac, Rémy Martin has always had a strong bond with the land.

In the open-air laboratories that are the vineyards, the Rémy Martin teams are constantly searching for sustainable methods that help protect local biodiversity and preserve the quality of the finished product. The guests will have the opportunity to see some of these for yourself as they walk through the bucolic vineyards of Grande Champagne. The vineyards run through the valleys, snaking past the white stone villages. At Rémy Martin, walkers can experience a unique ecosystem: vines growing on white limestone soil, hedgerows, and wildflowers to attract birds and insects, wild grasses thriving on living soil, and much more. Walking from plot to plot, they will stop for a break to taste the products between the trees and the vineyards. An inspiring visit, where visitors can leave a positive imprint.

remymartin.com



© Aurélien Terrade / BNIC

\ SLOW TOURISM

The Charentes region is a premier destination in France, especially for travelers drawn in by its sensory pleasures and outdoor activities. It is also the first destination in France for wellness



© Aurélien Terrade / BNIC

Cycling

One of the most popular activities in the region is cycling - a family activity for which Charentes is ideally suited with 6,750 km/4,250 miles of bicycle paths, including five European and national cycling tracks. It is also possible to cycle through the vineyard - several houses of Cognac organise tours and tastings - by bike, such as Hennessy, Remy Martin or Ernest & Louis.

La Flow Vélo®

For independent travelers, this national trail crosses the Charentes from Ile d'Aix to Sarlat in Dordogne (it was extended in 2024). The trail is now 400 km/close to 248 miles of gentle riding that visits Rochefort, Saintes, the archeological site of Angeac-Charente, Cognac, Angoulême to a very scenic section of the Dordogne.

laflowvelo.com

River cruising

The source of the Charente River is in the Haute-Vienne. Its waters then wind through 35 villages, extensive vineyards and several famous towns (Angoulême, Cognac, Saintes and Rochefort) before flowing into the ocean at Rochefort.



© Alain Benoit / BNIC

Riverboat Rental

For travelers ready to manage on their own, accommodating riverboats, 2-12 people can be rented with no license for weeklong (or longer) cruises at a quiet pace.

Les Canalous (Cognac)

canalous-lot.com

Le Boat (Jarnac)

leboat.fr

Intercroisières (Sireuil)

intercroisieres.com

La Demoiselle

The silent 100% solar and electric powered boat La Demoiselle awaits passengers on the quay outside Hennessy house in Cognac for an unforgettable 90-minute sightseeing river cruise, taking in the lovely views from the Charente.

More information : grand-cognac.fr (French only)

Béthanie Péniche

For a bit more pampering, starting on Jarnac, visitors spend three hours on the Charente River, taking in the quayside Cognac houses and gorgeous countryside, all while sipping cocktails and wine, and sampling delicious local produce.

bethanie-peniche.fr



© Le Ciré Jaune / Charentes Tourisme

Hot-air ballooning

CAP Montgolfière

Seen from the sky, the Charentes landscapes are unforgettable – the historical towns, the coastline from the Gironde estuary to the Marais Poitevin, the Charente River valley and the vineyards of Cognac.

cap-montgolfiere.com



Sailing Adventures from Île d'Oléron

Ile ou aile catamaran

Set sail from Boyardville aboard Ile ou Aile, the largest sailing catamaran on Île d'Oléron, for serene, environmentally friendly cruises on the Atlantic.

Whether you choose a scenic voyage around Fort Boyard, a day trip to Île d'Aix, or a tailor made private cruise, the professional crew ensures a comfortable, engaging experience for all ages. Accessible and ideal for groups or special occasions, Ile ou Aile invites you to discover the coast from the water with relaxed elegance and unforgettable views.

ileouailecatamaran.com



\ VINEYARDS & TRADITIONS

The Cognac tradition began in the 15th century, when the Dutch introduced distillation to preserve the quality of Charentes wines during transport. Three centuries later, the stills of Charente were redesigned, marking the arrival of double distillation. Then came the practice of aging the sought-after wine spirits in oak barrels, which helped improve its quality. However, the market for Cognac really developed in the 19th century, when many of the Cognac houses were established. Bottles then replaced oak barrels for shipments.

Officially delimited in 1909, the Cognac region today represents 12.5% of the entire French vineyard 86 182 hectares of vineyards planted on the plains and gently rolling hills of central western France. Bordered by the Atlantic Ocean and crossed by the Charente River, Cognac has a famously conducive climate for grape growing ideal temperature variations, a countryside bathed in a unique, warm sunlight and clay-limestone soils.

The 20th century also saw the formal introduction of Cognac regulations and, in 1936, the creation of the region's "Appellation d'Origine Contrôlée" or AOC (today's protected designation of origin, or PDO), its vineyards are divided between six crus (growing areas), all planted primarily with three white grape varieties renowned for their aromatic complexity: Ugni Blanc (more than 98% of the plants), Colombard and Folle Blanche.

Today, Cognac is home to a living heritage that both shapes and is shaped by the land. From winegrowers to cellar masters, and distillers to coopers and boilermakers, Cognac expertise has been passed from one generation to the next, each aiming to preserve it and develop it in the quest for even greater quality.

\ KEY FIGURES

**Total
vineyard area:
86 182 hectares**

12,5% of France's total

**Rank in size
of France's white
wine vineyards: #1**

98% Ugni Blanc grapes

**97% of Cognac
production drunk
outside of France**

**Livelihoods
directly
and indirectly
associated with
the Cognac industry:
70,000***

* In France & locally

Source: BNIC

cognac.fr/en/discover



© Aurélien Terrade / BNIC

\ HOTELS

The Charentes region boasts large numbers of quality accommodation in all forms and styles, from campgrounds and holiday rentals to luxury hotels and resorts. Of the 334 hotels in the region, here is a selection of 22 exemplary establishments.



© Chais Monnet Hotel & Spa



City center

La Nauve Hotel & Jardin ★★★★★

Cognac

12 rooms • From €385

This 5 star property, located in Cognac, just a few minutes from the city centre opened in 2023. It offers 11 luxurious rooms. Composed of three 19th century buildings elegantly renovated in the heart of a lush garden with an outside pool, the guests can enjoy 2 restaurants – a brasserie and a gastronomic table – along with a bar. The property is part of Relais & Châteaux and invites its guests to experience the true “à la française” lifestyle.

almae-collection.com/lanauve



Hotel Chais Monnet & Spa ★★★★★

Cognac

21 suites, 71 rooms and 12 apartments • From €200

On its 5-acre property at the heart of an ancestral winery, this Leading Hotels of the World property promises elegant rooms, a gastronomic restaurant (see Les Foudres in the Restaurant section), the brasserie La Distillerie, Café Angélique, a bar, a pool and a contemporary spa. The elegance of the site is ideal for business trips or breaks, and the hotel makes a refined base for visits to the region’s Cognac houses.

chaismonnethotel.com

Maison des Ambassadeurs ★★★★★

La Rochelle

58 rooms and suites • From €100

The Maison des Ambassadeurs, La Rochelle’s historic hotel and only 5 stars hotel, celebrates the travels of French Ambassador Albert Bodard, La Rochelle’s famous figure, through its personal style, elegant décor, refined cuisine and eclectic bar selection. It offers 58 rooms and suites, a bar, a restaurant, a spa and an outside pool.

maisondesambassadeurs.com

La Villa Grand Voile

La Rochelle

14 suites and rooms • From €170

The Villa Grand Voile - Christopher Coutanceau is a Relais & Châteaux property by the Michelin- starred chef-fisherman, nestled in a former shipowner’s residence dating back to 1715. The historic building, now with a terrace and outdoor heated pool, is a few minutes’ walk from the vibrant port, the Michelin 2-star restaurant Christopher Coutanceau (see the Restaurants section) and the bistro La Yole de Chris.

villagrandvoile.com



Le Champlain ★★★★★

La Rochelle

39 rooms • From €100

Located in the heart of La Rochelle, in a beautiful 17th century convent, this charming hotel of 39 rooms is close to the city’s major attractions. It is an ideal place to relax and discover the city.

hotelchamplain.com



Hôtel Le Saint Gelais ★★★★★

Angoulême

5 suites, 11 rooms • From €130

The Saint Gelais is a high-end boutique hotel located in the old priory of the St-Gelais square, right at the doors of Angoulême town center. The stunning interior design combines modernity and comfort with natural colors, while the bistronomic restaurant, L'Algorithme, has a beautiful treelined terrace with a swimming pool. There is also a 40-person seminar room, fully equipped.

hotel-saint-gelais-angouleme.com

Hôtel Saint Nicolas ★★★★★

La Rochelle

86 rooms • From €94

In an old, renovated building at the center of La Rochelle, Hôtel Saint-Nicolas delivers gracious elegance and a touch of the good life. Comfortably appointed rooms, local food products (showcased at the breakfast buffet) and drinks, a convivial and airy glass-roofed bar, bright co-working space, four meeting rooms and bicycles for hire round out the sense of well-being on offer.

hotel-saint-nicolas.com

Hostellerie Le Coq d'Or ★★★

Jonzac

5 rooms • From €134

The Hostellerie du Coq d'Or occupies an old residence opposite the Château de Jonzac, right in the center of town. Its five rooms are creatively decorated to balance old and new, while the lively restaurant emphasizes regional ingredients and recipes served on the terrace or in the cozy dining room. There's also a bar with an air of the early 1900s.

lecoqdor.eu

Hôtel La Fabrique ★★★

La Rochelle

58 rooms • From €100

Even expertly renovated to a high level of contemporary industrial chic, Hôtel La Fabrique retains the luster of its prestigious past. Located right at the entrance of the old port and historic city of La Rochelle, five minutes on foot from the train station, it promises individually styled rooms, the Etabli lounge and cocktail bar and two fully equipped meeting rooms.

hotellafabrique.com

Hotel François Premier ★★★★★

Cognac

4 suites and 26 rooms • From €120

This former private mansion in the heart of Cognac has been fully renovated to balance the elegance of the 19th century with the audacity of contemporary design inspired by the local colors of Cognac. Guests make the most of the pool, fitness room and cocktail bar. Close by, the hotel partners with 2 delicious restaurants, La Belle Epoque & La Maison.

hotelfrancoispremier.fr

Mercure Angouleme Hôtel de France ★★★★★

Angoulême

89 rooms and suites • From €110

The 4 star hotel is ideally located in the center of Angoulême. Entirely renovated in 2024, it offers 89 rooms and suites, a bar and the Bistro Brady, which serves a creative and local cuisine, for gourmet lunches or refined dinners.

accor.com - *Mercure Angoulême*

Hôtel La Monnaie ★★★★★

La Rochelle

2 suites and 34 rooms • From €120

This avant-garde hotel mixes the comfort of modern tech conveniences (video projector, wifi, screen, sound system) with the authenticity of a 17th-century residence at the entrance to the Old Port. La Monnaie has art-filled rooms, a lovely courtyard and two meeting rooms, all set in a privileged and luxurious environment right at the heart of the historic center.

hotelmonnaie.com

L'Heritage ★★★

Cognac

29 rooms • From €77

Situated in the pure heart of Cognac, preserving the charm of the old stone and the standing of its architecture, the hotel is decorated in a “chic country” spirit while offering the modern comforts of the 21st century. It offers a restaurant serving delicious dishes made with local produce, La Belle Epoque, ideal for lunch and dinner.

hotelheritage.fr

Hôtel du Palais ★★★

Angoulême

3 suites and 40 rooms • From €64

Housed in an elegant 18th-century convent building, the Hôtel du Palais faces the Angoulême Palais de Justice (law courts) from which it derives its name. The hotel's palette of bright colors welcomes the guests upon arrival and carries through to the unique rooms, notable for their elegant simplicity and comfortable style. As many customers say: this is a “building that has a soul.”

hotel-angouleme.fr

Hôtel Quai des Pontis ★★★

Cognac

28 rooms • From €79

Hôtel Quai des Pontis still retains traces of its industrial past as a factory building. Set in the center of Cognac, on the banks of the Charente River, it now offers unique lodging in cozy wooden caravans, cabins on stilts, lodge rooms and even contemporary suites, along with an outdoor pool and welcoming bar. For a change, why not arrange to arrive at the hotel by boat?

quaidespontis.com



Vineyard
& Countryside

Domaine des Etangs ★★★★★

Massignac

17 rooms, including suites and luxury farmhouses • From €400

The largest five-star resort in mainland France, Domaine des Etangs extends over 2,500 acres of protected forests, grassland and ponds. It includes a fully renovated 13th-century château, landscaped gardens, 7 rooms and suites, a longère (long, narrow dwelling), vegetable garden, Gallo-Roman baths, two swimming pools, a floating tennis court and a gastronomic restaurant.

domainedesetangs.com

Domaine du Chatelard ★★★★★

Dirac

11 rooms • From €144

In the midst of 80 hectares of woods and meadows, the Domaine du Chatelard is a beautiful and charming mansion from the 18th century, overlooking a private lake. The 11 rooms have been decorated in the full tradition of the house's history. The restaurant is held by the Danish chef Ivan who sublimates local products with wild plants that he handpicks.

domaineduchatelard.com

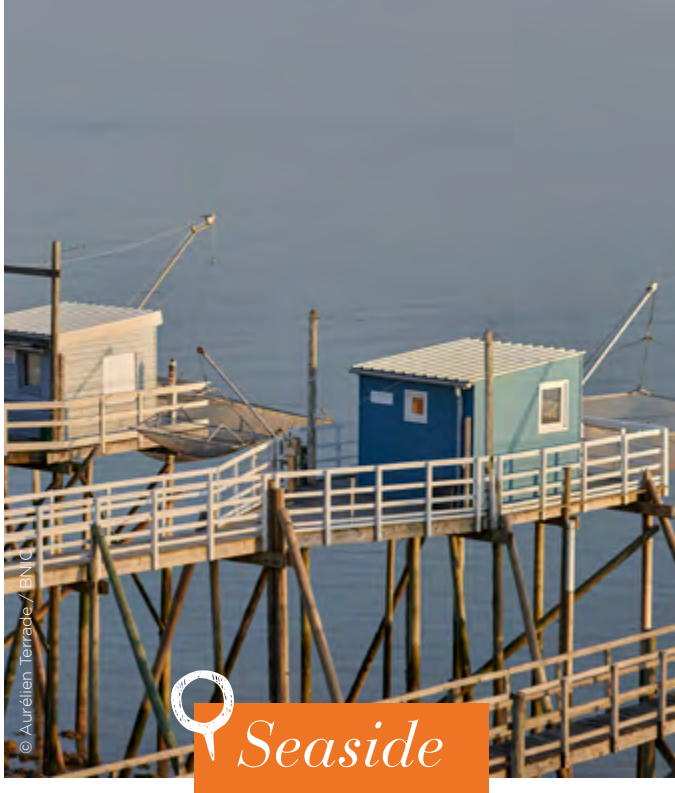
Moulin de la Seugne ★★★★★

Mosnac

14 rooms • From €132

Le Moulin du Val de Seugne is a four-star hotel in a 16th-century watermill. It stands on the bank of the Seugne river surrounded by meadows and vineyards in the heart of Charente-Maritime. Breakfast is served in room to the sound of birds singing. At the gastronomic restaurant, guests can explore the Chef's French cuisine.

new.valdeseugne.com



Hôtel Restaurant & Spa Le Grand Large ★★★★★

Ile d'Oléron

31 suites and rooms • From €182

Ensnconced in the forested dunes of one of Oléron Island's most beautiful beaches, Le Grand Large has a breathtaking ocean view. Built in modern «Le Corbusier» style to blend into its natural surroundings, the recently-renovated hotel promises excellent services, including a gastronomic restaurant (chef David Boyer was awarded “Meilleur Ouvrier de France” [Best Craftsman of France] in 2023), spa, swimming pool and meeting room.

le-grand-large.fr

La Grande Terrasse Hôtels & Spas ★★★★★

Châtelailon-Plage

72 rooms • From €185

Imagine the sandy beach of a small town with belle époque architecture just a short distance from La Rochelle. That's where the MGallery Hotel & Spa offers its guests a true break from routine. It is part of the Grande Terrasse's 7½-acre park, also home to Le Gaya par Pierre Gagnaire (see the Restaurant section), a spa, thalassotherapy center, panoramic terrace, indoor pool and plenty more. The perfect place to unwind & relax!

la-grande-terrasse.com

Hotel Hemen ★★★★★

Saint-Palais-sur-Mer

6 suites and rooms • From €280

Nestled in Saint-Palais-sur-Mer near Royan, Hôtel Hemen offers a boutique luxury escape with ocean views, contemporary Basque-inspired design, and a warm, welcoming atmosphere. Guests enjoy a spa, hammam, stylish dining, and coastal activities like paddleboarding or e-bike rides, making it the perfect destination for relaxation and seaside charm.

hotelhemen.com

Thalazur ★★★★★

Royan

83 rooms • From €150

Perched on Royan's Atlantic coast, Hôtel Thalazur Royan offers 83 ocean-view rooms, direct access to a marine spa, a seawater infinity pool, and refined dining. Steps from beaches and coastal paths, it's the perfect blend of comfort, wellness, and seaside charm.

thalazur.fr

L'Albatros ★★★

Île d'Oléron

3 suites and 18 rooms • From €132

Due to its unique location on the southern tip of the island, facing the ocean, the Hôtel-Restaurant L'Albatros*** invites the visitor to relax and indulge. The 18 charming rooms and 3 beautiful family suites offer a haven where one can unwind. L'Albatros also boasts several terraces, ideal for best enjoying the restaurant and the oyster bar.

albatros-oleron.fr

Hôtel SPA Les Cleunes Oléron ★★★

Saint-Trojan-les-Bains

41 rooms • From €119

Facing the ocean from the island of Oléron, Les Cleunes Oléron hotel and spa reflects the calm into which the guests relax. Between the balneotherapy area (heated spa bath, aerotherapy, sauna, steam bath and treatments), open outdoor swimming pool (heated in high season), bar and relaxing terraces, there's no better way to do nothing at all.

hotel-les-cleunes.fr



© Stéphane Charbeau / Charentes Tourisme

\ CALENDAR OF EVENTS

The events of the Charentes region bring bright life to the destination all year round. Three of its most significant events are the Festival International de la Bande Dessinée, Europe's largest comics festival (200,000 visitors); Les Francofolies, France's third largest music festival (150,000 visitors); and the Grand Pavois, the leading international boat show (80,000 visitors).

January
Every year

Festival International de la Bande Dessinée

Angoulême

With 2,000 authors and two dozen countries represented, this annual international comics festival attracts more than 200,000 visitors in search of new comics from all over the world.

bdangouleme.com

February
Every year

Mimosa Festival

Saint-Trojan-les-Bains

Why light up the streets with music and celebrations right in the middle of winter? Because that's when the mimosas bloom!

lafetedumimosa.com

May
Every year

Festival International de Musique de Chambre en Charente

Since 2008, this festival has been dedicated to the rich repertory of chamber music with concerts throughout Charente.

chalaismusique.com

4 June
Every year

NATIONAL COGNAC DAY

July
Every year

Cognac Blues Passions

Cognac

For 30 years, lovers of R&B have flocked to this amazing Afro-American music festival in a convivial setting.

bluespassions.com

July
Every year

Les Francofolies

La Rochelle

This celebration of French music is one of the most famous annual music festivals in Europe and the third largest in France.

francofolies.fr

July
Every year

La Fête du Cognac

Cognac

Concerts by renowned artists are complemented by celebrations of local delicacies such as Cognac, Charentais melon and snails at the town's riverside marina.

lafeteducognac.fr

August
Every 2 years

Coupe d'Europe de Montgolfières

This world-class competition and show of hot-air balloons takes over the lands and vineyards of the Charentes.

mainfonds.com

September

Every year

Circuit des Remparts

Angoulême

An international race has been staged here since 1939 and attracts drivers of the world's finest classic cars (Aston Martin, MG, Bugatti, Porsche, Lotus etc.) racing around the town's ramparts.

circuitdesremparts.com

September

Every year

Fort Boyard Challenge

Fouras-les-Bains

This is the most important multi-watersport event in France, combining windsurfing/windfoil, stand-up paddling and Polynesian canoeing VA'A.

fortboyardchallenge.fr

September / October

Every year

Le Grand Pavois

La Rochelle

A 6-day international in-water boat show where visitors can examine 300 boats afloat and 450 on land, find out about the latest technology, discover equipment and gear for a myriad of water sports and activities.

grand-pavois.com

October

Every year

Le Ban de la Distillation

Cognac

To kickstart the official start to the season, the Ban de la distillation returns end of October across Cognac. 'Ban' being a term coined as an official declaration of the process, it invites local producers, winemakers and visitors to come together for two days of various events, workshops, concerts and other fun activities.

Details on destination-cognac.com

November

Every year

Les Gastronomades

Angoulême

Winegrowers, gardeners, breeders, oyster farmers, butchers, bakers and chefs come together to share their wisdom, trade and products.

gastronomades.fr

November - March

Every year

Distillation in action

After grapes are harvested, pressed and their juice fermented, the resulting white wine is double distilled in copper pot stills as part of the precise practice that produces Cognac.

In winter, cognac houses focus on this day and night and welcome the public to see the art of distillation in action.

explore-cognac.com



© Aurélien Terrade / BNIC

\ PLACES TO GO

This journey allows us to take the travelers through Explore Cognac, the destination, from charming villages to vibrant or historical towns – a trip which will take them through the Charentes, through the lush vineyards and rolling hills inland to the waves and peaceful beaches of the Atlantic Ocean.



© Sébastien Laval / Charentes Tourisme

Angoulême

On the slopes of the Charente region, producers share their know-how during epicurean meetings, events, off-beat tours, demonstrations and tastings showcasing the French way of life.

From its promontory, Angoulême overlooks the Charente River in an atmosphere reminiscent of the South of France.

Following a long tradition in the paper industry, Angoulême has become THE capital of French comic books, known as bande dessinée, and now boasts an international festival and over 30 street artworks dotted across the city.

Its Romanesque cathedral and treasury, water sports and bike trails are not to be missed and are easily accessible thanks to the city's excellent rail network!

angouleme-tourisme.com



© Charentes Tourisme

Aubeterre-sur-Dronne

Located in the southernmost part of the Cognac appellation, the Sud Charentes region is renowned for its relaxed lifestyle. This is a unique terroir where travellers will have the opportunity to meet passionate producers.

Renowned for its relaxed lifestyle, Sud Charentes is home to a variety of unique traditions, cultures and landscapes. Its privileged location inland yet close to the ocean makes it the perfect place to unwind or take a stroll. This natural environment and outstanding wine tourism terroir offer a guaranteed change of scenery, just 45 minutes from Bordeaux!

One can visit here over one hundred Romanesque churches dotted across the region, including the fascinating underground church of Aubeterre-sur-Dronne and discover magnificent slopes and valleys by foot or bike and admire the unique light that bathes the horizon.

sudcharentetourisme.fr

Cognac

In the heart of the vineyards, in a land bathed by the Charente River and once home to King Francis I, Destination Explore Cognac awakens the senses to distil emotions.

Come and inhale the Angels' Share in the ageing cellars of a large Cognac house and smell the aromas rising from the distillery of a winegrowing estate nestled between the towns of Cognac, Jarnac and Segonzac.

Savour Cognac paired with local 'terroir' specialities during a tasting, cocktail workshop or meal specially prepared by one of our local chefs.

Listen to the sounds of the Blues Passions Cognac festival, which has hosted legendary artists such as BB King, Ray Charles, Odetta, Joe Cocker, Sting, Joan Baez, Earth Wind and Fire, Lenny Kravitz and many more over the years. During these five days, Cognac Blues Passions brings together as many people as possible to share a memorable experience against a backdrop of blues music in all its myriad forms.

Admire a landscape of châteaux (Bouteville, Cognac, etc.), which used to be medieval fortresses or royal residences dating back to the Renaissance era and now stand as a testimony to the turbulent history of the Cognac region. Journey through a land shaped by Vikings, Richard the Lionheart's troops and the Court of King Francis I, who paid many visits to his beloved hometown.

Touch the golden-coloured limestone in Saint-Même-les-Carières, the village that supplied the raw materials to build the region's estates, churches and abbeys.

Sail the calm waters of the Charente River during a canoe trip or river cruise and capture its reflection from the sun-drenched vineyards during a bike ride. Destination Cognac offers an unforgettable experience, inviting you to live in the moment and go back home feeling refreshed.

destination-cognac.com



© Aurélien Terrade/BNIC



© Stéphanie Nadouce / Charentes Tourisme

Gémozac

& the Saintonge Vineyards

Crossed by the Ocean road, between Saintes and Gémozac, on one of the ancient Roman trade routes linking *Mediolanum* (Saintes) to *Novioregum* (home to Le Fâ, a Gallo-Roman site), and later on the Santiago de Compostela pilgrim trail leading to the Gironde estuary, the Saintonge vineyards & Gémozac are imbued with history, Romanesque art and winegrowing traditions.

Their numerous jewels of Romanesque architecture stand watch over the viticultural landscape. The churches of Rioux, Thaims, Rétaud and Thézac illustrate the subtle nuances of Romanesque art in Saintonge, from the understated to the very ornate.

Much later on, before the phylloxera crisis, Gémozac became the prefecture of the largest winegrowing administrative region of both the Charente and Charente Maritime departments.

The magnificent buildings constructed by Cognac merchants in the 19th century stand as a testimony to this past.

Jonzac

Located in the southeastern part of the Cognac region, Jonzac - Haute-Saintonge is a land of contrasts, where the Gironde River runs alongside acres of woodland and vines grown on slopes dotted with Roman churches.

The ideal destination for families and culture seekers, Jonzac - Haute-Saintonge boasts a wealth of historic monuments and leisure spots including the Les Antilles de Jonzac aquatic centre.

Visit the *Maison de la Vigne et des Saveurs*, listen to winegrowers-distillers talk about their copper stills, take a tour of a cooperage workshop, or go for a stroll in the vineyards to discover all its hidden treasures.

jonzac-haute-saintonge.com



© Sébastien LAVAL / Charentes Tourisme



© Farid MAKHLOUF / Destination Côte Atlantique

La Rochelle

Historically planted with 90% vines until the late Middle Ages, La Rochelle is the birthplace of the Cognac wine region and appellation while its proximity to the ocean offers an invitation to travel.

Inhale the energising sea air of this coastal landscape, which provides a great starting point to discover the Cognac appellation under a different light, by visiting one of the oldest Cognac houses or discovering Cognac paired with seafood, for instance.

Travel, art and history lovers can admire La Rochelle's famous towers while strolling through the city's streets to taste local specialities at market stalls.

holidays-la-rochelle.co.uk



Oleron Island

Cognac, Pineau des Charentes and “Charentais wines” are celebrated on this island where the combination of terroir and time-honoured expertise create products with unique flavours.

This unspoilt natural landscape is classified as a wild, protected site. Why not try “frozen” Cognac with Marennes Oléron oysters or seafood freshly unloaded onto the La Cotinière quays for an original, exquisite pairing?

Discover the island’s rich heritage, including the Château d’Oléron citadel and the Chassiron lighthouse or wander alongside the multicoloured former oyster-farming huts now home to artists’ workshops.

ile-oleron-mareennes.com

Saintes

Vineyards, producers, passion, know-how... Welcome to Saintes and Saintonge!

The city of Saintes offers you to dive in more than 2000 years of History.

Many monuments will transport you from the Gallo-Roman period to the modern day. Enjoy also the Charente River, the emblem of the Valley, by boat, bike or on foot.

Explore the Saintonge countryside and its white stone villages. Nestled in the heart of a generous nature, the region reveals treasures for your taste buds. Pineau, Cognac and so much more.

Discover authentic pleasures and savour every moment.

saintes-tourisme.fr



© CRTNA / Charentes Tourisme



© Thierry Avan / Charentes Tourisme

Royan Atlantique

Royan Atlantique is a territory that combines in the plural with its seaside, wild, oyster and wine ambiances. From the Seudre estuary to the Gironde estuary, 32 municipalities surround Royan, facing the Atlantic Ocean. From the sky, we have the most beautiful views of the territory. We realize the diversity of natural spaces that make it up.

The Royan Atlantique vineyards benefit from varied soils and the mild Charente climate. It helps the grapes develop unique characteristics giving rise to IGP “Charentais” wines, AOC Pineau des Charentes and Cognac with a distinctive character. Whether you are a fan of Charente wines, Pineau des Charentes, Cognac or simply curious to discover the local grape varieties, we will meet those who shape the wine identity of Royan Atlantique. To go further, some winemakers offer the discovery of their wine estates during visits with tasting. The opportunity to perceive all the diversity of their products.

royanatlantique.fr

Vals de Saintonge

Set between the Boutonne and Charente valleys in Charente Maritime, the Vals de Saintonge is a welcoming destination where rich Romanesque heritage and gentle landscapes invite exploration. Its historic towns, abbeys and village sites—including UNESCO World Heritage Romanesque treasures—offer cultural discovery for all ages.

Perfect for families, the region features engaging activities from geocaching trails and escape games to river outings, parks and interactive heritage visits that create lasting memories for parents and children alike.

At the heart of the territory lies a celebrated wine tradition: rolling vineyards around Matha and Saint Hilaire de Villefranche reveal the secrets of Cognac, Pineau des Charentes and local wines, with tastings and vineyard experiences that delight oenophiles and curious travellers.

The Vals de Saintonge blends history, family friendly adventure, and wine culture into a charming destination for shared discovery.

destinationvalsdesaintonge.com



© La Flow-Velo / Aurélie Stapp

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