

GRAND MARNIER PUTS ON ITS FUR COAT FOR A COSY CHRISTMAS

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London, September 12, 2008 – Grand Marnier can be enjoyed naked or dressed up this Christmas as the iconic orange and cognac brand launches its 2008 Limited Edition Bottle.

'Cosiness' is the theme as diva-like, the naked shoulders of a Grand Marnier bottle emerge from an opulent red fur collar and nubuck coat adorned with a vibrant metal label. The warm tactile materials cry out to be touched, while the aromas of orange and cognac demand it be tasted.

The smooth and soft red coat is designed to be removed to reveal the elegant rounded bottle, so that Grand Marnier can be appreciated naked or dressed up.

Luscious and orangey with a gorgeous aroma of cognac, Grand Marnier is traditionally associated with Christmas. The audacious special bottle is designed to create a new perception of the classic liqueur which can be drunk as a traditional digestif, on ice, or as a fabulous festive aperitif cocktail.

To celebrate the festive season, Grand Marnier has created a new cocktail, entitled simply 'Cosy'. Like the Cosy bottle it can be dressed up in party clothes.

The recipe for Cosy is:

20ml Grand Marnier
30ml blood orange juice
90ml chilled champagne

Decoration:

2 table spoons granulated sugar
one tablespoon grenadine syrup

Method:

Pour blood orange juice into ice cube trays and freeze
Pour grenadine syrup into a saucer.
Place sugar in another saucer.
Dip the rim of the champagne glass in the grenadine and then in the sugar.
Pour blood orange juice and champagne into the decorated glass and add two blood orange ice cubes to serve

Warmth, conviviality and tender sharing moments are conveyed by the new Limited Edition Bottle, the sixth in the series. Over the years, the bottles have become eagerly sought after by collectors. Only one thousand of the new design will be available in the UK.

Nicki Daw, Grand Marnier Marketing Manager, says: "The sensual silhouette of the bottle takes us by

surprise as it emerges from the red fur wrap. It reminds us of the timeless, luxurious associations of Grand Marnier and the places where we feel good – snug bars, cosy cabins, sinking deeply into an armchair with a glass of Grand Marnier and a special person.”

The Grand Marnier Limited Edition bottle is always much in demand in top end hotel and style bars. The Cosy bottle will also be available from premium retailers priced at about £20 a bottle.

Grand Marnier is distributed in the UK by Cellar Trends. For all sales enquiries contact:
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