



LE PORTIER  
COGNAC

PRODUCT PRESENTATION

# INTRODUCTION

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## BEHIND "LE PORTIER"

Craft Irish Distilling Co. is leading the charge in premium spirits, creating a very desirable luxury brand. As we continue to innovate in an age old industry.

Showcasing a brand growth and portfolio notoriety that has already earned us the current collaborations with global luxury giants such as Faberge or Michelin, the Craft Irish Whiskey Co. has just set, in November 2020, the world record for the most expensive inaugural whiskey bottle ever sold, reaching a categoric 60 thousand usd for the very first bottle of its debut whiskey, the ultra rare and history defining, The Devil's Keep.

We have extensively researched the spirits markets and developed a new and exciting alliance, battle born spirits llc. This represents a dynamic and formidable approach to the spirits market, where we are now proud to launch our first brand, Le Portier - Cognac.





# INTRODUCTION

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## CIDC & SHANNON SHARPE

Cognac was born in France but made a legend in America. Lending richness and sophistication to every occasion, it became the bottle of choice for connoisseurs like Shannon.

A meeting of minds between whiskey maverick and Founder of The Craft Irish Whiskey Co., Jay Bradley, and Hall of Famer, Shannon Sharpe, has brought the world the next generation of cognac. Conceived from tradition, but born to disrupt, Le Portier is a legend, reborn.

Shannon Sharpe knows what it takes to achieve greatness on, and off, the field. His passion and wit infuse every aspect of his life, from inventing metaphors on Undisputed to picking out the sharpest suits and staying ahead of sneaker trends.

Just as Shannon shares his success with those around him, a cognac from Le Portier is one to share with friends and family, honoring those who make us who we are.





# INTRODUCTION

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## NAMING CONCEPT

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The name "Le Portier" represents an immersive and powerful story which is iconic and crucial to a brand that wants to achieve greatness. It reflects the symbiosis of values of Shannon's own heritage and the heritage of the cognac spirit. Echoing class and honour, "Le Portier" pays a true homage to Shannon's Grandmother, Mary Porter. The word "Porter" has been transformed into its French translation, "Portier", to both increment the values of its French meaning whilst maintaining it as commercially readable.

"Le Portier" represents ancient symbolism, but is also the particular name of the estate in Monaco linked to the Grimaldi family. This estate is recognized as one of the most luxurious in the world, perfectly epitomizing the prosperity and richness that we seek to incite through this brand.

Finally, "Le Portier" directly translates to "the gatekeeper". This mythical translation represents the empowering nature of defending one's land, home, heritage and the richness attached to it. We consider these values as primordial in the definition of this brand – a strong and powerful statement with a familiar heritage, in a product made to conquer the world without forgetting nor neglecting its roots and values.

**LE PORTIER - SHAY**

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# LE PORTIER - SHAY

## DARK. PASSIONATE. IMPERIOUS.

Le Portier is a dynamic range of upscale cognacs, crafted in collaboration with Pro Football Hall of Famer, Shannon Sharpe.

The inaugural release, Shay VSOP, heralds a new and exciting addition to the cognac market. A vibrant interplay of butterscotch and s'mores with a hint of spice that presents as older and more complex than others in its field.

Each limited release is stoppered with a black obsidian closure, monogrammed in silver with a different letter. The connoisseur can collect all nine to spell out LE PORTIER.

Stoppered with pure obsidian, gold leaf tastefully accents the glass and case — an understated indication of the quality within.

### CATEGORY:

Cognac  
VSOP

### ORIGIN:

France

### CASK STRENGTH:

40% ABV

### RELEASE DATE:

November 2021  
Inaugural 25,000 Bottles

### VOLUME:

75cl / 750ml

### PRICE:

\$84.99





# LE PORTIER - SHAY

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## SHAY VSOP

Le Portier's cognacs draw on centuries of crafting heritage. Distilled and aged in Cognac, France, these are distinctive expressions of an ancient craft.

Traditionally distilled on a Charentais copper pot still and matured in French Oak barrels, they bring together an impeccable balance of Grand Champagne, Petite Champagne and Fins Bois.

Complex layers of flavour and aroma belie the simplicity of the craft, the exquisite profile a bold and modern exploration of a craft steeped in tradition.





# LE PORTIER - SHAY

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## SHAY VSOP

Meaning 'Gatekeeper' in French, Le Portier embodies the strength and resilience that took Shannon Sharpe to the top. That same strength of character and obsessive perfectionism was poured into the creation of our mesmerizingly crafted cognac.

But Le Portier is also the French rendering of Porter. In crafting cognac of such expression, we honor the woman who was the foundation of Shannon's success. We honour Mary Porter.





# LE PORTIER - SHAY

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## SHAY VSOP

Designed by an award-winning team, Shay's vessel has been crafted with the same thought and intent that Shannon pours into every element of his career.





# LE PORTIER - SHAY

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## SHAY VSOP

A skillfully crafted dark wooden box opens to reveal the prize within. The sleek, sensual bottle rests inside, its curves hugged by the soft grey interior.





# LE PORTIER - SHAY

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## SHAY VSOP

Minimalist in its design, the bottle highlights and displays the liquid in all its golden glory. Silver detailing dances in the light, tantalising, tempting. The black obsidian of the stopper hints at the power and strength of the flavours within.





# LE PORTIER - SHAY

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## COLLECTIBLE CLOSURES

Conceived to become a part of cognac history, each black obsidian closure is monogrammed in silver with an individual letter.

The first release brings an L, the next, an E. Each limited edition release offers another letter to collect, with the complete set spelling out LE PORTIER. For the connoisseur and collector, Le Portier is a refined celebration of artistry, showmanship and skill.





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