



CAMUS
5.150

Wouldn't it be perfect if sometimes we could just stop the course of time to look back at our past history, and retrace some of our footsteps? This is precisely how the House of **CAMUS** has chosen to celebrate its 150 years of existence.

This new Cuvée, at the heart of the renowned Masterpiece Collection, captures the moment in a blend

of very distinguished and rare *eaux-de-vie*. The Cuvée 5.150 - released in a limited edition of 1492 numbered decanters - is an exceptional creation, crafted like a precious jewel according to time-honoured tradition to pay homage to the shared passion of the five generations that have built the **CAMUS** legend, by harnessing the aromas of five legendary Cognac *crus*.



*"A particularly exceptional Cuvée, inheriting the richness
of the land and the passion of men"*

Cyril Camus

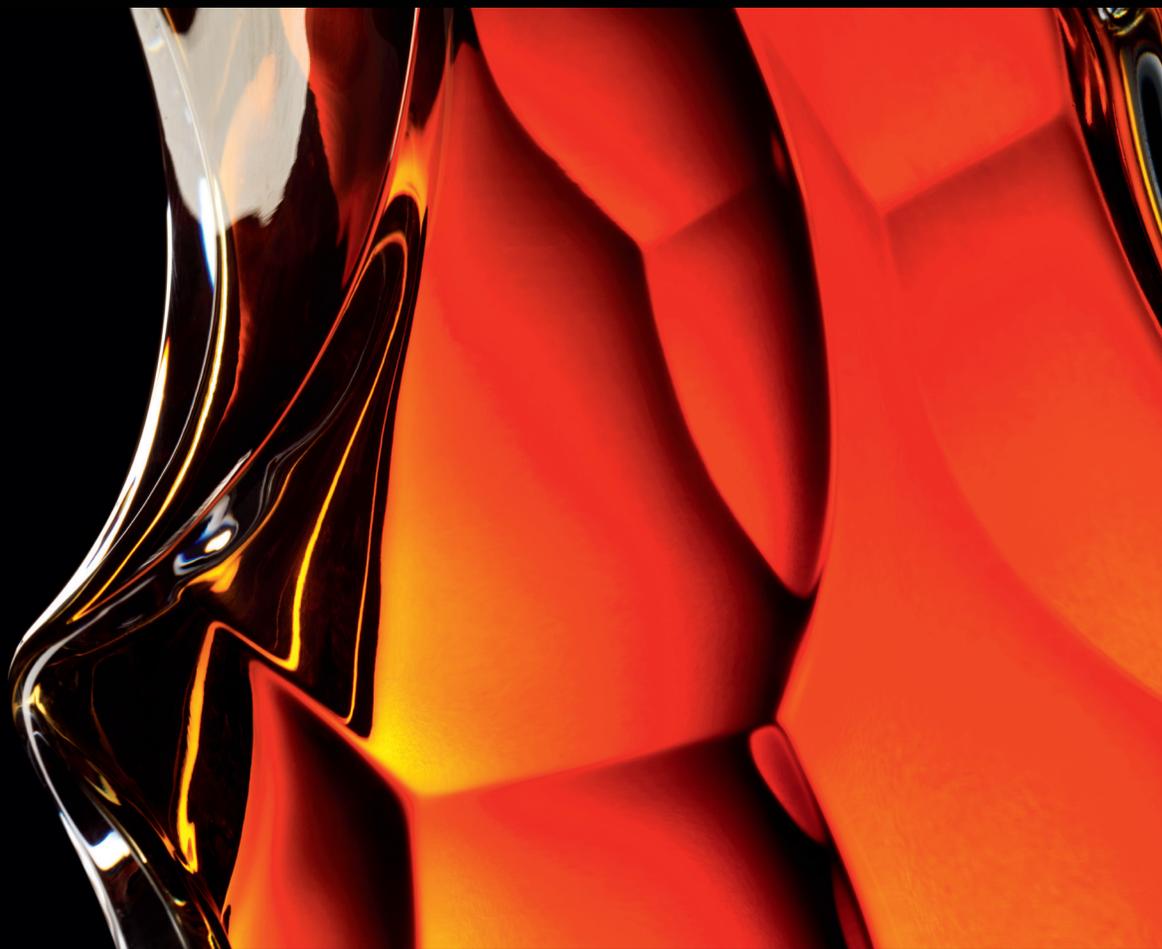
THE STORY, THE LEGEND AND ITS SYMBOLS

This is the story of one passion, shared by one Family, which has been patiently, thoroughly and distinctly defined over 150 years by the first five protagonists into a characteristic philosophy...

This is the story of a shared passion, the first five chapters of which are brought together today to complement each other in an offering to the palate...

On the occasion of its 150th anniversary, **CAMUS** has imagined an exceptional Cuvée in an assembly of five ancestral cognacs, each chosen for its character to symbolize the distinguishing mark left by the successive generations of the Family at the head of the House.

The name of this Cuvée needs no artifice. A few simple numbers tell the whole story: 5.150.



THE MASTERPIECE COLLECTION BY CYRIL CAMUS

With the Masterpiece Collection, **Cyril CAMUS** can allow himself the luxury of imagining the most exceptional of cognacs and the most unconventional of blends, to achieve creations that don't have to obey any rules. Each Cuvée, the result of the perfect union between a small number of unique *eaux-de-vie*, is naturally restricted to a limited quantity, due to the rarity of the *eaux-de-vie* available in the **CAMUS** House's cellars to produce it.

Making a veritable statement, the Masterpiece Collection is a celebration of the generosity of Nature - transformed according to tradition by a Master in the art of cognac, and especially vintage cognac – of a precious craftsmanship, passed down from each generation to the next. This Collection is an ode to both heritage and to innovation, in a righteous, sincerely controlled balance between beauty and trade.



BEHIND THE EXCELLENCE, THE RIGOROUS ALCHEMY OF CRAFTSMANSHIP

A cognac is born from the convergence of many crafts and skills, practised with precise dexterity, from the first grapes on the vine to blending the selected *eaux-de-vie*. To arrive at such an extraordinary equilibrium, all the elements of Nature have joined forces: the mysterious mother earth which gives the vine its palette of aromas; water, which is vital to allow the vine to flourish; the refreshing breezes that help to control humidity; and last of all the fires of distillation that reveal all the *eaux-de-vie*'s best-kept secrets before they are entrusted to the safety of

their wooden haven in which they will slowly develop into cognac.

To create the fifth edition of this prestigious Collection, **CAMUS** has chosen five very rare *eaux-de-vie* from five different growths - *Grande* and *Petite Champagne*, *Borderies*, *Fins Bois* and *Bons Bois* - to unveil their personalities by means of a complex and majestic blend, to which are conferred strength and finesse.



Jean-Baptiste Camus



Edmond & Gaston Camus



Michel Camus



Jean-Paul Camus



Cyril Camus

...Living tradition...

FIVE MEN, FIVE COMPLEMENTARY CHARACTERS

Before becoming a marvellous story of Men, the **CAMUS** legend is rooted in the unbreakable ties of the Family which has been forging its destiny since 1863. It is right in the heart of this Family, and in the diverse temperaments that characterize each of its five charismatic leaders, that the origins of the Cuvée 5.150 can be traced.

It all began with a strong character – that of **Jean-Baptiste CAMUS** (1835-1901), the Builder – without whom the Legend would have just been a rumour instead of ringing out, loud and clear, in the four corners of the world. As a winegrower; who harvests, distils and trades with other cognac wholesalers, he opts for independence by founding his own House, where he can set his own standards of quality, according to his personal perception of taste. This outstanding temperament

is represented today by an *eau-de-vie* from the *Bons Bois* growth chosen for its noble structure - potent and sturdy - as if seasoned by the ruggedness of the ocean breeze.

When **Gaston CAMUS** (1865-1945) takes over from his father to manage the company alongside his brother Edmond, a definite air of adventure and discovery starts to surround the House cellars. From then on, **CAMUS** cognac is sold in glass bottles to preserve its quality: a timely decision as **CAMUS** is soon to become the official supplier to the Imperial Court of Russia.

Homage to this era is paid by the *Fins Bois* within the Cuvée 5.150, since it explores the intensity and generosity of the area, and in particular its smooth and keen character.



The House of **CAMUS** is led into its third generation by **Michel CAMUS** (1911-1985) and the time has come for expansion. Thanks to his forefathers, the **CAMUS** name is carried by its ardent ambassadors beyond all boundaries, presented in exceptional cases to endorse their rareness. The pleasant length of the *Petite Champagne eaux-de-vie* pays tribute to **Michel CAMUS**, presenting an elegant suppleness with which this dignified and foresighted man would have readily identified.

Under the guidance of **Jean-Paul CAMUS** (1945-), the House proves its expertise in the art of exceptional cognac-making, deciding to acquire new vineyards within the *Borderies* growth – the birthplace of the **CAMUS** Family.

With deeply rooted passion, he brings to the House's creations a just and sober sense of harmony. The typical body and persistence of *eaux-de-vie* from the *Borderies* area are a gentle reminder of this time.

With **Cyril CAMUS** (1971-) as President, the **CAMUS** House is now setting standards thanks to his instinctive spirit, driven by a desire to keep the **CAMUS** Legend of his ancestors alive, and take it further and higher. In honour of this fifth chapter in the **CAMUS** story, the ultimate finesse of the *Grande Champagne* area was the obvious choice to bring an upward, clear and distinct movement to the Cuvée 5.150 blend.



“When you taste an exceptional cognac, you are left with a lasting memory in your heart, as if sculpted by emotion. This is precisely what we were thinking of when we blended the Cuvée 5.150: the strength of the memory that it will leave behind...”

Cyril Camus

TASTE, TRAVEL BACK IN TIME... AND ENJOY

The Cuvée 5.150 is revealed like an initiation, inviting the connoisseur to go on a journey through the heart of the Cognac AOC and the memories of the men who have built up the **CAMUS** Legend. To select the cognacs that best represent each of the five generations of the **CAMUS** Family, the Cellar Master has created a blend in the same way as an organoleptic biography. Each one chosen for its individual character; blended together these *eaux-de-vie* form a completely new cognac, which **CAMUS** unveils proudly to connoisseurs in a unique tasting experience. Unique, for the patient thought and care that the Cellar Master applied to finding the cognacs that would tell the **CAMUS** Family story truly. Unique, also, for the elegant harmony offered by the combination of these five growth areas, bringing supple aromas and flavours, with creamy, spicy toffee notes.

At first, the nose generously announces the tone and the roundness through which exudes a subtle aroma of vanilla, enhanced by green wood and spice. In the manner of a heady perfume of sun-dappled forest trapped within a few drops of golden liquid, the nose evolves towards more exotic notes, before the appearance of hints of candied lemon and rancio.

To the palate, the Cuvée 5.150 asserts its firmness and liveliness, gaining a gourmet momentum that starts with vanilla notes that become gradually creamier and milkier; ripe fruit, especially apricot and pear are next revealed and alternate with exotic fruit (mango, passion fruit) and a light touch of sweet almond.

At the finish, which is long and soft, the palate is left with a memory of dried fruits whereby the rancio develops into a fruity, delicately oaked and persistent taste by retro-olfaction. The Cuvée 5.150 is an honest invitation to pleasure, simple to appreciate both in terms of its composition as of its age.



THE FINEST PRESENTATION CASE FOR THE FINEST JEWEL...

When the **CAMUS** House celebrated its one hundredth anniversary, the Jubilee decanter was created by the French sculptor, Serge Mansau, to celebrate the event.

Ever since then, each of the decanters in the Masterpiece Collection has been inspired by the same outline as this beautiful work of art. An asymmetrical crystal decanter that sparkles like a jewel is crowned by a dramatic stopper, sculpted from a block of black lacquered crystal.

Faithful to the tradition, the House of **CAMUS** has decided to call for noble materials and rare expertise, readily crossing the fine line between art and craftsmanship. The decanter designed by Baccarat is reminiscent of a precious stone with clear-cut lines and yet rounded and delicate edges.

The vibrant transparency of crystal unveils the golden glints of the cognac, suggesting strength and an exceptional character.

The decanter lies inside a bright black-lacquered wooden case inset with a brushed steel metal plaque. In the centre, sculpted into the lid of the case like a stamp, the emblematic clover leaf of the **CAMUS** brand allows a little of the amber-coloured cognac inside the case, to be seen. The opening ceremony in five steps is a promise of the exceptional tasting which will follow, gradually revealing - by a light golden-coloured mirror effect - the exceptional multi-faceted decanter inside.

MASTERPIECE COLLECTION
By CYRIL CAMUS
CELEBRATING 150 YEARS
1863 - 2013



FIRST 150 EXCLUSIVE RELEASE

Among the 1492 numbered decanters that **CAMUS** will release for this Cuvée 5.150, the first 150 decanters will be individually numbered 001/150/1492 for the first 150 aesthetes and collectors. With each of the first 150 decanters of Cuvée 5.150, an individually numbered 100ml ultimate sample, which may be engraved with the name of the owner if desired, contains the last sample taken by the cellar master just before the decanters were filled in the presence of a bailiff. Such samples are usually a treasured addition to the **CAMUS** Family cognac library.

CAMUS CUVÉE 5.150
MASTERPIECE COLLECTION
70cl and 750ML

Available from **March 2013**
in selected high-end liquor stores,
bars, hotels and restaurants.

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CAMUS
MAISON FAMILIALE DEPUIS 1863

