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## NEW HARDY TRADITION COLLECTION

### INNOVATIVE, DARING AND COLOURFUL

Maison Hardy is offering a fresh take on its Tradition collection with five new packaging designs. Our VS, VSOP, VSOP Organic, XO and XO Rare reveal five different facets of the Hardy style, always with the emphasis on mild flavour and elegance.

The Tradition collection is the heart of the Hardy range. Far from being reserved for the "happy few", it brings the unique Hardy style within reach of all Cognac-lovers.

The designs are elegant and daring in a way that would certainly have won the approval of Anthony Hardy. "We have always asserted our own, very particular spirit", says Bénédicte, Ambassador of the firm and a direct descendant of the founder. "Our Cognac style is the exact opposite of robust and we wanted the colours of the collection to embody the mild character, finesse and daring style that are our hallmark."





## TASTING NOTES

HARDY VS

Hardy VS boasts an elegant, pale colour with golden tints. This harmonious alliance of the four finest Cognac crus exhales floral scents and offers subtle balance between fresh and smooth.



HARDY VSOP

Hardy VSOP charms the eye with its bronze colour and deep, attractive tints, and the nose with its fresh pear scents, leading into warmer walnut notes and spicy cinnamon hints. The flavours on the palate are simply perfectly balanced.



## HARDY VSOP ORGANIC

Hardy Organic remains true to the history and rare quality so dear to our company. Small batches of the highest quality were selected to make this VSOP.

Hardy Organic espouses the haute couture style of the firm in all its fine, mild elegance. This VSOP stands out by its added hint of freshness and aromatic purity.



## HARDY XO

Hardy XO holds all its promises with its amber-tinted, vermillion colour and delicate bouquet of rose petals, ripe dates and cigar box. Its silky texture and long-lasting aromas are characteristic of the maturity of a great XO.



## HARDY XO RARE

Hardy XO Rare plunges you into an experience like no other: draped in its amber-tinted vermillion robe, its magical fresh rose petal, ripe date and cigar box scents are an enchantment. The silky texture that comes with the maturity of a great XO is equalled only by its incredibly long-lasting flavours.

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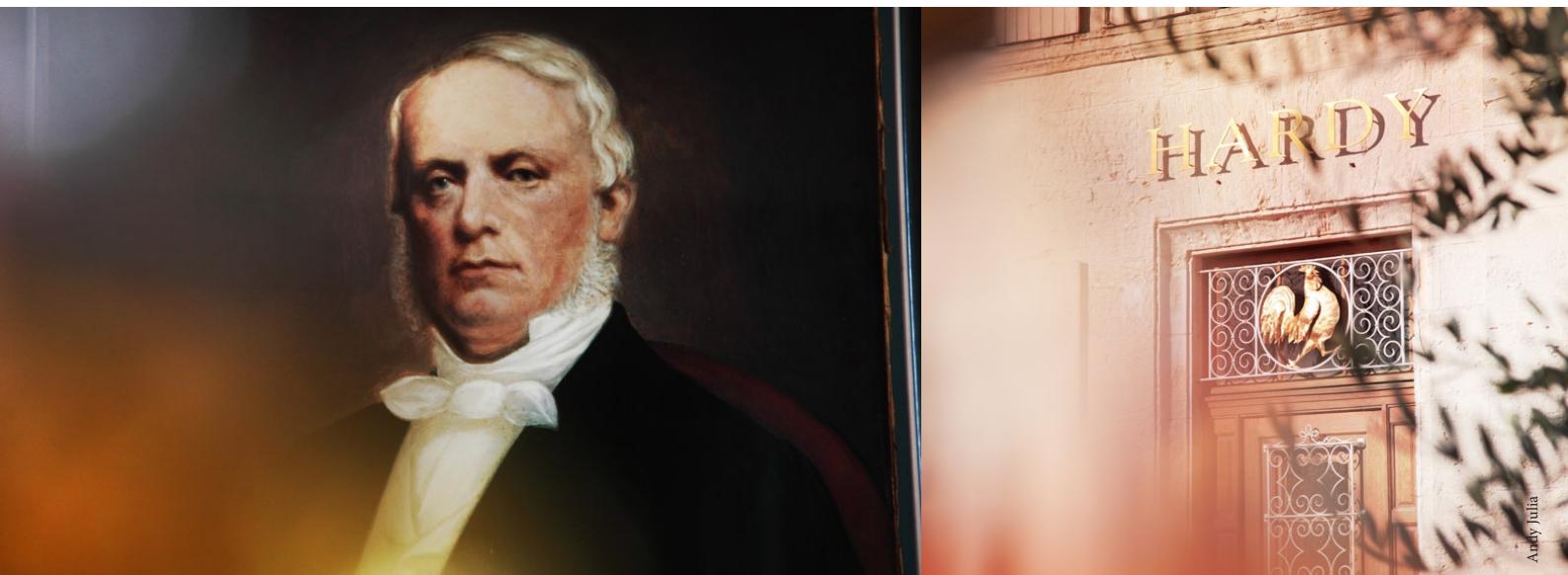
## HISTORY

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### THE HAUTE COUTURE SPIRIT FOR 150 YEARS

Maison Hardy was founded in 1863 by Victorian English gentleman Anthony Hardy. A lover of France and the French, he even had his first name changed to Antoine and chose the French cockerel as the symbol of his Cognac house.

Hardy is proud of its "Haute Couture for Cognac" signature. Like the great couturiers, Maison Hardy crafts rare and precious items. Its latest creations have been guided by an unfailing quest for elegance.



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