



BERCLOUX - *single malt*

Technical specifications

<u>Category:</u>	<i>Single malt.</i>
<u>Proof:</u>	40%.
<u>Origin:</u>	France. All the ingredients of this product are entirely French.
<u>Positioning:</u>	The whisky of the land. Born in France in the Charente village of the same name, BERCLOUX is a single malt firmly rooted in its land.
<u>Product promise:</u>	BERCLOUX offers the best value for money in the single malt segment.
<u>What sets it apart:</u>	- The first bottle on the market in the label-free spirits market. - Final maturation in Pineau des Charentes bottles. - Excellent value for money: this single malt always comes out on top in blind tastings (in black glasses) in competition with its direct competitors.
<u>Malt profile:</u>	Non peaty.
<u>Distillation:</u>	Charentais alembic dating from 1974, toasting base on open fire.
<u>Ageing:</u>	<i>Primary:</i> three years in French oak barrels. <i>Secondary:</i> post-blending refinement in Pineau des Charentes barrels for the final months of maturation.
<u>Tasting notes:</u>	<i>Nose:</i> complex with notes of sweet spices, raisins and macadamia nuts. <i>Palate:</i> flavoursome attack. The balance is sophisticated, creamy and powerful. Its wine-like body gives it a beautiful texture and great length with coated tannins. <i>Finish:</i> long with toasted and grilled notes.
<u>Use:</u>	Tasting.

About the company LES BIENHEUREUX

Since 2015, LES BIENHEUREUX has been creating a stir in the spirits market through **innovation in the name of excellence.**

In concrete terms, our research and development team works with **black glasses** and does not finalise a product until it goes out blind in front of the segment leaders. This exacting method is what enabled us to create **BELLEVOYE** whisky which has become the leading French whisky in terms of turnover, as well as the premium rum **EL PASADOR DE ORO**, the sector's top prize-winning brand. Spurred on by these initial successes, the company is now investing 10% of its turnover in research and development to keep up the momentum.

Founded on ethical and aesthetic values, fully taxed in France and not benefiting from any subsidies, the young company prides itself on hiring only on permanent contracts with a minimum salary of two thousand euros net, while treating its suppliers like its customers. Its average annual growth rate of +86% over the last five years has allowed it to purchase its own brewery and distillery in Charente.

Press department: Agence 3icom

Email: douha@agence3icom.fr / Tel: +33 6 60 05 44 99

Orders: LES BIENHEUREUX S.A.S.

Email: contact@lesbienheureux.com / Tel: +33 5 56 88 32 92