



Delamain

COGNAC

**LEVERAGING THE POTENTIAL OF
PALE & DRY 42%
THROUGH THE POWER OF FOOD-PAIRINGS**

SPRING 2021



DISCOVERING DIFFERENT WAYS TO ENJOY PALE & DRY TO CREATE A UNIQUE TASTING EXPERIENCE



Against the backdrop of the ongoing covid pandemic, and its devastating impact on travel as well as on-trade consumption, home spirits consumption has dramatically increased. Consumers have sought to create unique home drinking experiences and have been looking for ways to engage with their favourite brands and to connect with on-line communities.

Market research suggests that this increased interest and ability to create unique home-drinking experiences is likely to remain significant after the pandemic is over.

Consumers turned «mixologists/foodies» who have over the previous year become fully immersed in the tasting experience, will continue to look for opportunities to experiment and to hone their skills, to benefit from the heady mix of food and drink, particularly once entertaining is possible again and experiences, knowledge and abilities can be shared.

Spirits retailers are equally interested in discussing new serving suggestions and other ways to serve and enjoy cognac and will need to follow and build on home-drinking trends. This conversation will naturally extend to the restaurant sector as we emerge from the pandemic. Engagement between these groups will continue to drive innovation and immersive experiences in win/win virtuous circles.

Food-pairing allows a far greater field of creativity (consciously or unconsciously) allowing people to become fully engaged with the food and drink, by taking ingredients to a higher level in a food and drink blend or « mouthtail ». In this sense food pairings are a powerful and logical extension of cocktails and an exciting move into ground historically held by wine.

WINE WITH FOOD IS A UNIVERSALLY ACCEPTED PAIRING. HAVE YOU EVER TRIED A GLASS OF PALE & DRY WITH YOUR FOOD ?



PALE & DRY AS PART OF THE DINING EXPERIENCE



PALE & DRY'S EVOLUTION AND GREATER INTENSITY WERE THE INSPIRATION FOR THESE FOOD PAIRING SUGGESTIONS.

At its higher strength of 42%, Pale & Dry's natural intensity and famously rich and fruity character are more pronounced, making it more than ever the purest expression of its Grande Champagne terroir and its sensory and gustatory characteristics an even more compelling addition to the dining experience. In choosing the following dishes we really wanted to give Pale & Dry's aromas and flavours a chance to shine in their own right and to lift (and be lifted) by their food partners.

The menu aims to inspire and encourage you to explore the food-pairing potential of Pale & Dry. These suggestions are just the beginning of what we hope will be a continuing journey of taste exploration. We can't wait to hear about your favourite Pale & Dry food pairings and combinations!

Share your creations with us [#DELAMAINPAIRING!](#)



USING CURRENT TRENDS AND OPPORTUNITIES TO LEVERAGE THE POTENTIAL OF PALE & DRY 42%

NEW AND EVOLVING METHODS OF SPIRITS CONSUMPTION

Home-entertainment has taken on entirely new dimensions as the pandemic has dramatically altered and often eliminated pre-pandemic social contexts. It has been particularly true as to the consumption of spirits where drinkers have looked to innovate and experiment to add back into the drinking experience to offset the social pleasures taken away by the pandemic. This more thinking approach provides great opportunities to introduce spirits and make powerful first impressions.

A DESIRE TO CREATE UNIQUE DRINKING EXPERIENCES

Food Pairings are a way of reaching both new drinkers as well as those looking for a new experience and to lengthen and deepen those experiences.

A NATURALLY PERFECT PAIRING

Cognac, like wine, is a natural partner for food, which should be no surprise given that it too is derived from grapes! X.O cognacs, with their complexity, depth and length have extraordinary potential to pair with food, a potential which has long been recognised by the Chinese.



THE GOALS OF FOOD PAIRING



HIGHLIGHT HOW P&D IS A NATURAL FIT WITH FOOD

P&D 42% is a spirit with the sensory complexity of a fine wine, and equal ability to complement a meal. P&D when paired with food creates an elevated dining experience, a «mouthtail», a taste combination often far greater than the sum of its individual parts.



OFFERS A SENSORIAL AND GUSTATORY VALUE-ADD

Food extends cognac's remarkable and evolving aromatic stage into the gustatory stage, the cognac drinking experience is both lifted and lengthened. Food pairing offers drinkers an opportunity to fully explore and appreciate the unique sensorial and gustatory potential of a fine cognac and cognac returns the favour, bringing an enormous range of flavours to the mouth and enveloping it in cognac's magical aromatic mist.



OFFERS AN EXPERIENTIAL, SOCIAL VALUE-ADD

Cognac food pairings offer a unique new social context. Cognac's long, complex aromatic phase and the deliciously slow, sipping way that it is consumed are perfect for driving thought and conversation. Combine these immersive social qualities with the sensory merging of what is on the plate and in the glass; and one gets a shared social experience which is ideally suited to home entertainment.

STARTER

POACHED LANGOUSTINE, SILKY SABAYON SAUCE WITH ASPARAGUS AND WHITE PEPPER



Emphasize the fruity fragrant character of Pale & Dry XO with this silky-smooth spring starter.

A warm starter of gently-poached langoustines, accompanied by white and green asparagus, served with a rich, creamy sauce with the slightest touch of tanginess and seasoned with white pepper.

Serve Pale & Dry 42% at a temperature of 10°C, so that it effortlessly melds into the flavours of this starter. P&D 42% accentuates and lifts the tangy peppery notes of the sabayon, leaving a hint of refreshing mint on the palate. The precise and distinctive fruity notes of P&D 42% underscore the delicate elegance of the gently-poached langoustine. The subtle but recognisable flavour of the asparagus complements the zesty citrus notes so characteristic of P&D 42%.

MAIN COURSE

SURF AND TURF : MONKFISH WITH PEANUT OIL AND ROASTED BACON CRUMBS, ACCOMPANIED BY BABY SPRING VEGETABLES AND A RICH JUS



High-lighting the natural intensity of Pale & Dry

The meaty texture of roasted monkfish is Pale & Dry's perfect opposite number, exquisitely balancing the intensity of the cognac. The roasted flavour of the bacon crumbs complement the delicate almond notes of P&D 42%. The rich jus accentuates the astonishing fruitiness of this X.O and the slight touch of aniseed on the finish. Textures and tastes in exquisite harmony.

DESSERT

STRAWBERRY TART WITH RHUBARB, VANILLA CREAM AND STAR ANIS.



Contrasting the fruitiness of Pale & Dry

The buttery crunchiness of the pastry provides a texture and creamy richness which is perfectly offset by Pale & Dry 42%. Fresh grapes and strawberries bring just the slightest acidity, enhanced by a rhubarb compote, complementing and underscoring the citrus and apricot notes of P&D 42%. A vanilla cream, delicately infused with star anis, draws everything together in exquisite harmony with the cognac.