



## The Three Best Cognac Stands at Vinexpo 2011

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The Vinexpo is all about catching the attention of the passerbys. First comes the curiosity about the brand and its look and then the engagement with the actual product. Some of the booths were almost like art exhibitions or architectural models. The [cognac](#) producers made huge efforts to develop stands that reflect their philosophy and present to the visitors the most exciting experience, while offering space for [tastings](#) and business meetings. You'll only get the same experience at the cognac estates themselves and we received many invitations to come and visit, which we will for sure do when back in the region.

Of course the spectrum of stands ranges quite significantly in size and display, simply because different [cognac houses](#) have different budgets for [marketing](#) and PR. Smaller companies had to be really creative to keep up with some of the ambitious structures their competitors pulled out of their sleeves... And there were some truly great results.

Here come Cognac Expert's Gold, Silver and Bronze Medals for the best stands at Vinexpo 2011.



### BRONZE Tesseron's Stand

We loved the thoughtful and natural look of this presentation right at the entrance to Hall 3. The team built a large mahogany-like shelf running across all sides of the booth. Inside, they placed huge round bottles filled with cognac and old baskets and objects one would normally expect in a romantic countryside getaway.

The stand felt extremely serene and elegantly minimal while at the same time creating an association with their products that was organic and warm. Well done Tesseron!