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**FOR IMMEDIATE RELEASE**

**ANCHOR DISTILLING CO. & HINE INTRODUCE HINE 250 TO THE UNITED STATES**

*\* HINE Celebrates 250<sup>th</sup> Anniversary with a Limited- Edition 1953 Vintage Cognac \**



(SAN FRANCISCO, October 28, 2014) – In celebration of its 250<sup>th</sup> anniversary, the House of HINE has created: **HINE 250**, an exceptional Grande Champagne cognac presented in a Baccarat crystal decanter signed by Andrée Putman, in a limited edition of 250 bottles worldwide. This November, through **Anchor Distilling Company**, 10 bottles will be available within The United States at a suggested retail price of \$15,000.

HINE is devoted to ensuring that each of their cognacs is unique and exceptional. It was imperative that these fundamental values were captured in the 250<sup>th</sup> Anniversary cognac which led Eric Forget, HINE’s Cellar Master, to a barrel containing an eau-de-vie selected in 1953 by François and Robert Hine, who were then running the company. They paid much heed to this specific cask as they decided to put it aside in their family reserve. The particularly difficult weather conditions of this great year, have given this cognac qualities which enabled it to acquire an outstanding longevity.

“This Grande Champagne cognac needed 60 years to reach its peak and it is the most exquisite cognac that I have ever tasted since I have been at HINE. The fine harmony of its aromas presents a great richness of fruity flavors which is quite extraordinary for its age. Underlined by opulent spicy notes, its finish is rich in flavor and very long lasting,” says Forget.

In the early 1950s, HINE had the inspired idea of presenting their cognacs in decanters, rather than in traditional bottles, thereby setting it apart from other cognacs. In doing so, HINE was one of the first to lead the way in breaking with convention and has since been emulated by other cognac houses. In 2005, Andrée Putman, a famous French interior and product designer known for previous work with well-known French luxury Houses and several top hotels, came to Jarnac, and accepted Bernard Hine’s proposition to design the HINE 250 decanter. What resulted was a decanter that not only perfectly reflects HINE’s heritage but also the Putman studio’s philosophy: look for elegance and simplicity, become omnipresent in the disappearance, work on the eclipsing rather than the effect. According to François Le Grelle, HINE’s Managing Director and Olivia Putman, Artistic Director for the Putman Studio, “This decanter perfectly illustrates the strict discipline and the rebellious spirit of the House of HINE.”

## HINE 250

42%ABV, 750ml, \$15,000 SRP

HINE 250 has notes of tropical fruit, honey, apricot, dry fig, licorice, spices and cloves on the nose, as well as orange zest on the palate. The cognac contains aromatic hints of pepper and the delicate use of wood creates a clean, rich and complex spirit.

## 250 Years of HINE

- 1763 The cognac company is founded on the banks of the River Charente in Jarnac
- 1790 The second of the two HINE houses on the Charente River is built
- 1817 Thomas Hine renames the company *Thomas HINE & Co.*
- 1822 Thomas Hine begins using the Stag as the HINE emblem
- 1867 The emblematic stag is registered as HINE's trademark
- 1888 Triomphe is created to celebrate the revival of wine-growing in the Cognac region following the devastation wrought by phylloxera
- 1904 HINE begins bottling cognac
- 1920 Antique, the most well-known of HINE's cognacs, is created
- 1933 Prohibition ends and HINE ships 25 cases of HINE Antique to the United States
- 1946 HINE releases its first advertising campaigns
- 1950 Inspired by a crystal decanter wedding gift, Antique gets sold in a decanter, rather than a traditional bottle, to set it apart from other cognacs
- 1962 HINE is granted the Royal Warrant and becomes the first official cognac supplier to Queen Elizabeth II. An honor that HINE continues to hold
- 1991 Mariage is created to celebrate the marriage of, Thomas Hine to Françoise Elisabeth
- 2013 HINE celebrates 250 years

For more information on HINE or where to find the HINE 250, visit [AnchorDistilling.com](http://AnchorDistilling.com) or email [info@anchorsf.com](mailto:info@anchorsf.com).

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The sole official cognac supplier to Her Majesty Queen Elizabeth II of England

## About Anchor Distilling Company

Named the 2015 Icons of Whisky Importer of the Year by Whisky Magazine, Anchor Distilling Company aims to provide the bridge between discerning buyers and world's finest spirits. A privately owned distiller and importer, Anchor boasts an artisanal portfolio with over 400 specialty products from nearly 26 countries. Our products are from multigenerational family-owned companies, and are sought by connoisseurs for their superior handcrafted artisanal qualities. From a distilling perspective, Anchor Distilling is dedicated to creating very small batches of traditionally distilled spirits. [www.AnchorDistilling.com](http://www.AnchorDistilling.com).

