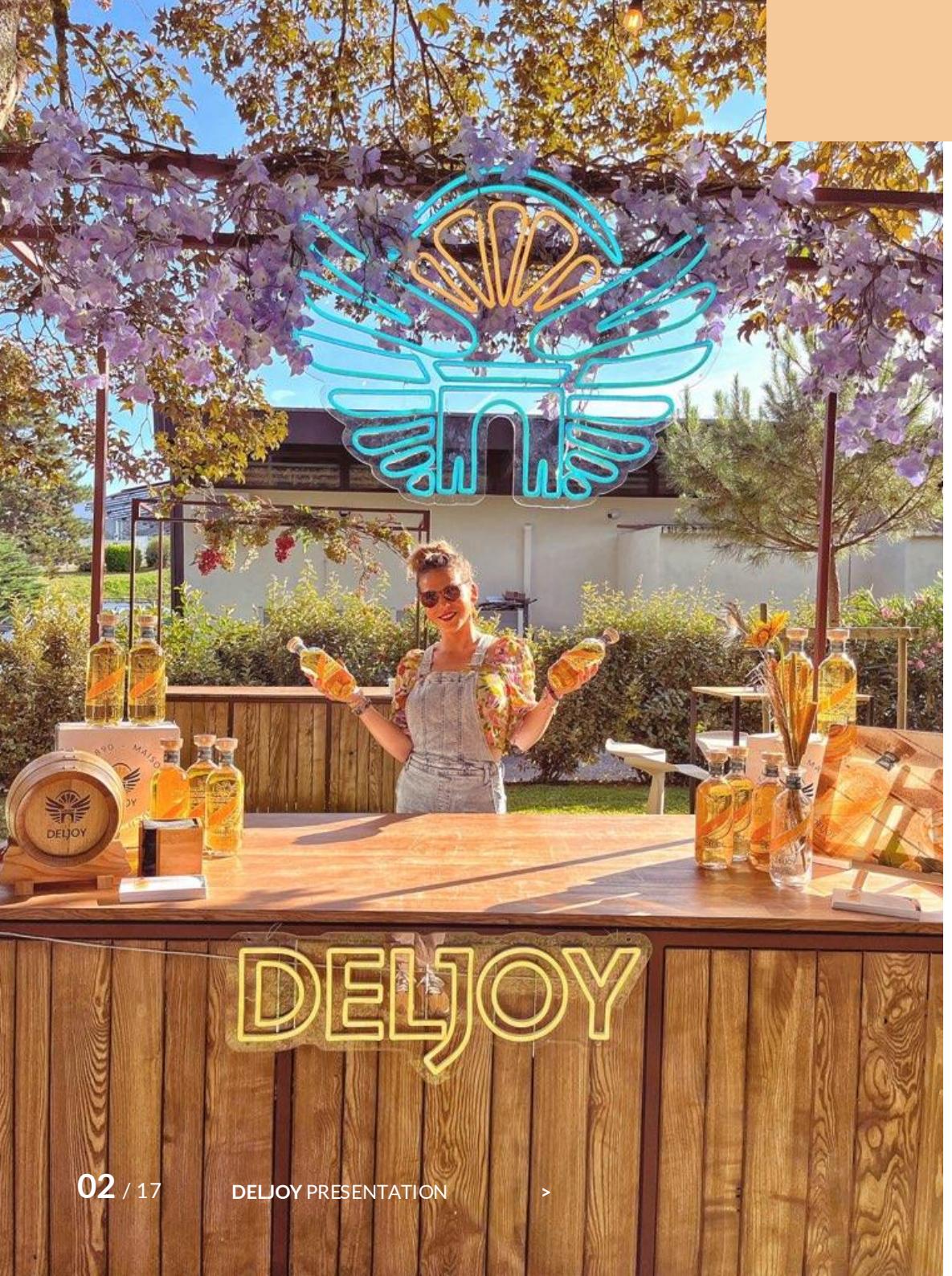


THE FIRST 100% NATURAL
CITRUS & COGNAC LIQUEUR



Introduction

What's behind DELJOY ?

DELJOY is a 100% natural French Premium Liqueur: a subtle blend of carefully selected citrus fruits and cognac from our family-owned distillery.

A boldly fresh and modern low-sugar liqueur to enjoy on the rocks, in cocktails or paired with food.

Our multiawarded liqueur is crafted by Maison Delpeuch-Joyeux, a family-owned House founded in 1890 and located in the heart of Grande Champagne, the « premier cru » of Cognac region.

With its unique secret recipe that successfully blends citrus and cognac, DELJOY goes off the beaten track by bringing a real breath of freshness to the liqueur category.

« On the rocks, in cocktails or paired with food, celebrate French savoir-faire and art-de-vivre with every sip. » *FR*

Our product

DELJOY LIQUEUR

Launched in 2022, DELJOY aims to become a benchmark liqueur for bartenders, sommeliers, chefs and aficionados of fine spirits and cocktails looking for quality, flavour and authenticity:

An unusual, modern and authentic liqueur

The freshness of citrus fruits (yuzu, grapefruit, mandarin, bitter & sweet orange, citron, lemon...)

A terroir, cognac

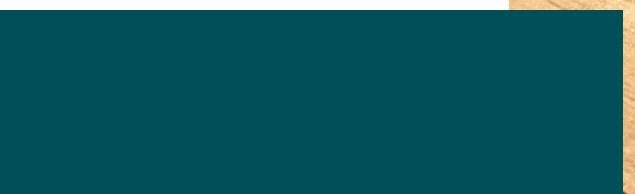
A 100% natural recipe

A sugar-reduced content (160g/L)

An adjusted alcohol percentage (24% vol.)

A French, traditional & family production

Different ways of tasting: on the rocks, in cocktails, in foodpairing





Tasting notes



Robe: golden yellow with orange reflections, limpid, slight suavity.



Nose: intense aromatic bouquet of citrus fruits with notes of grapefruit, yuzu, mandarin, fresh ginger and citron.



Palate: fresh and fruity citrus notes with hints of spicy notes and a very well-balanced intensity/freshness/sweetness combo. Cognac delicately combines with citrus to bring roundness, complexity and length in the mouth.

Sublimated cocktails



Spritz



Mule



Paloma



Sidecar



Sour

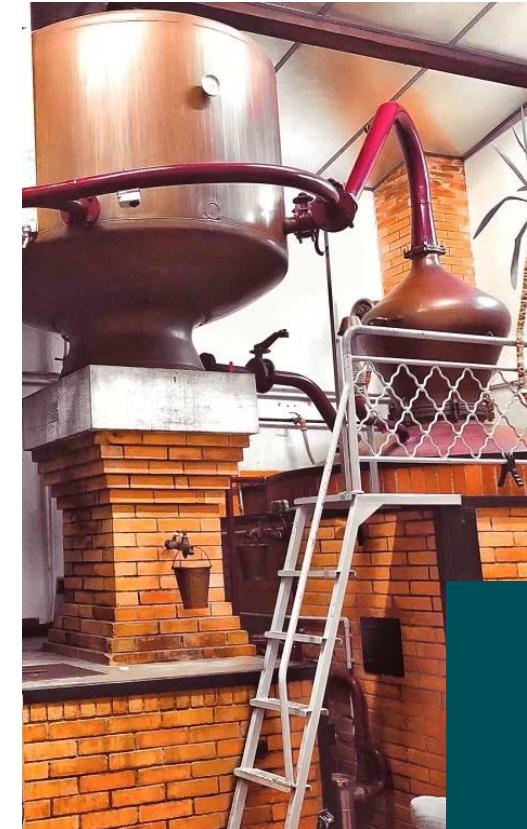
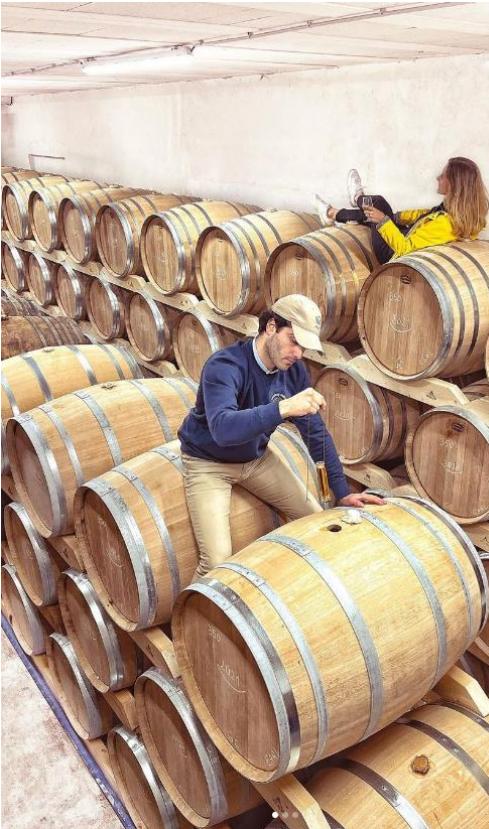


Margarita



Recipe details : deljoy.fr/pages/cocktails

Our values



Conviviality
Creativity

Passion
Family Savoir-faire

Our Story

« a 5-generation family story »



1890

Creation of Maison Delpeuch-Joyeux, producer and trader of cognac



It all begins with the arrival of **Auguste Delpeuch** (1862-1924) in Charente in 1887.

Coming from Auvergne, this son of merchants meet Sarah Joyeux, daughter of a vineyard owner, with whom he get married the following year in 1888 at Les Métairies.

Adventurer and entrepreneur, he creates shortly after in 1890 the A. Delpeuch & Fils distillery, specialized in the production and trading of cognac brandy, and the Delpeuch-Joyeux Trade Mark in order to build on his winemaking and distilling hardwork until the bottle.



1925

Development of Delpeuch-Joyeux cognac range and partnership with « Vieille Cure » liqueur brand



1957

Focus on cognac production and partnership with « Grand Marnier » liqueur brand



Jean-Pierre Delpeuch (1930-), Daniel's youngest son, takes over from his father in 1955. He chooses to focus his business on cognac production: winegrowing, distilling and bulk trading to major cognac brands.

He successively replaces the 5hl copper pot still with larger ones: 15hl in 1957 and 25hl in 1971.

The bottle business is set aside over years and the Delpeuch-Joyeux trade mark stops definitively in 1965.

As a fine gourmet, he uses to make cognac-based liqueurs for his personal consumption, family and close friends.

He also forged the first partnership with Grand Marnier liqueur in 1970.



1985

Vineyard expansion and development of storage capacities



Alain Delpeuch (1963-), Jean-Pierre's youngest son, takes over in 1985 and is still in activity.

On his father's footsteps, he expands the vineyard and the storage capacities, producing high quality cognac brandies, several times awarded by its clients.

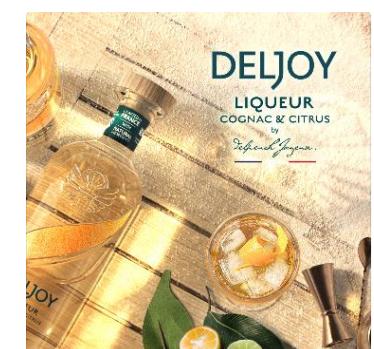
He also continues to supply cognac brandies for Grand Marnier liqueur.

He's been now joined for a decade by his eldest son Louis who also cares about of the winegrowing, distillation and ageing process with him.



2022

Creation of DELJOY, an innovative refine citrus & cognac liqueur

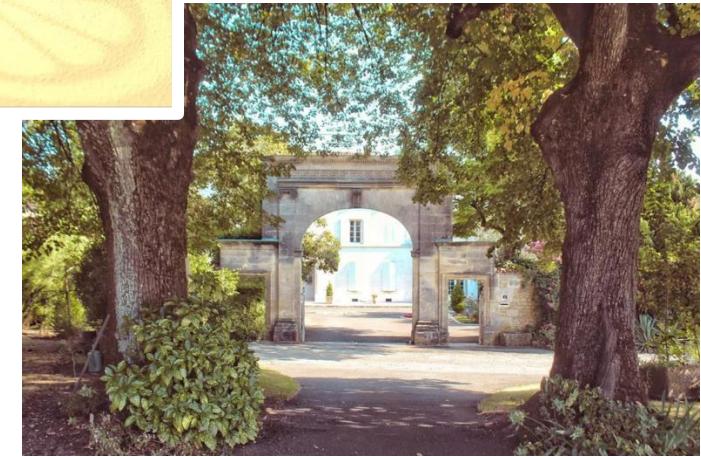


The family business is now in the hands of the 5th generation.

Fascinated by cognac and the world of liqueurs, **Frédéric Delpeuch**, Alain's youngest son, creates DELJOY, an innovative refine citrus & cognac liqueur.

In doing so, he pays tribute to his ancestors and especially his grandfather who introduced him to this « Délices des Anges »

The House owns a 30-hectare vineyard with its own distillery, blending and ageing cellars.



Our Identity

DELJOY

A contraction of the historic name of the family business founded in 1890 by our ancestors DELpeuch - JOYeux, a history from which we draw our values, know-how and passion.

The joyful and convivial touch brought by the "joy" clearly reflects the values of the brand and the moment of consumption of the liqueur: conviviality around a cocktail with friends.



LOGO

Combination of :

- 1) **History and family know-how** → Family arch dating back from the end of the 19th century, the headquarters of the brand
- 2) **Cognac, the DNA of our House** → Angel wings, the natural evaporation of cognac when ageing is called « Part des Anges »
- 3) **Freshness and citrus** → Citrus-shaped sunset.

Our Positionning



Our Targets

Men and Women

25 – 55 y.o.

CSP+

Urban

Cocktail drinkers

Looking for new flavors/cocktails/experiences

Drinking occasions: Cocktail bars, aperitifs, afterworks, holidays

Where do they go? Le Faust, Chalet des Îles, big mamma, le Perchoir, Drinks&Co, Flora Danica, Plage Parisienne, Gigi, Coco, Lafayette Gourmet, Printemps, Bon Marché, Café Lapérouse, île de Ré, Cap-Ferret, Pyla, Saint-Palais, Biarritz, Saint-Tropez...





Our Awards



Prestigious customer references

(exhaustive list: deljoy.fr/pages/points-de-ventes)

Cocktail bars / gourmet restaurants



flora danica



MAISON
M
MOMAGROUP
PARIS

SAINt JAMES
PARIS

AYA
WASC
A—
CO
CKTAIL
CLUB



Yeled

LA MAISON DU BASSIN
CAP-FERRET

LE BOURBON
BORDEAUX

JACK
— THE —
COCKEREL
BRASSERIE ÉLECTRIQUE

LA CRIQUE
SUZAC BEACH HOUSE

Hôtel - bar - restaurant

LES BAINNEUSES
- de Biarritz -

Gastronomic restaurants



CHRISTOPHER COUTANCEAU



MAISON
NOUVELLE
11 Rue Rode



LE CHAPON FIN
TABLE DU BIEN-MANGER
Depuis 1785

SOURCES
de fontbelle



mm
la ribaudière
cherry & julien verrat

L'AQuarelle
HOTEL RESTAURANT
Xavier Taffart

l'Hysope

Liquor stores / Delicatessens



MAISON DU WHISKY
©LMDW

Galeries
Lafayette
LE GOURMET

Le Repaire de Bacchus
VOTRE CAVISTE DEPUIS 1983

PRINTEMPS DU GOÛT
44 BOULEVARD HAUSMANN
75009 PARIS

MAISON PLISSON
ALIMENTATION GÉNÉRALE



V&B
and
VINS ET BIÈRES
BIÈRES PRÉCIEUSES



BADIE
Maison fondée en 1880
Vins, champagnes et Spiritueux
La Compagnie
du Mieux Boire

Attractive key figures



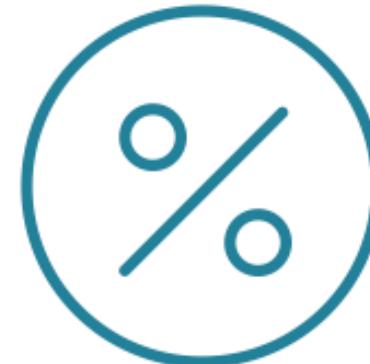
+700

French on-trade &
off-trade customers



+100

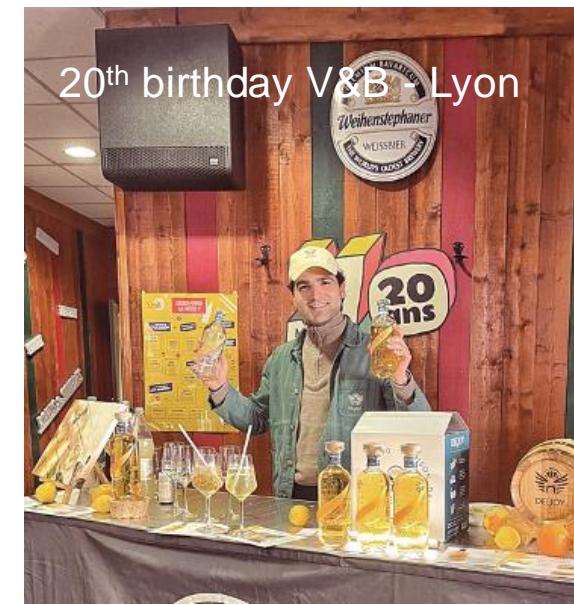
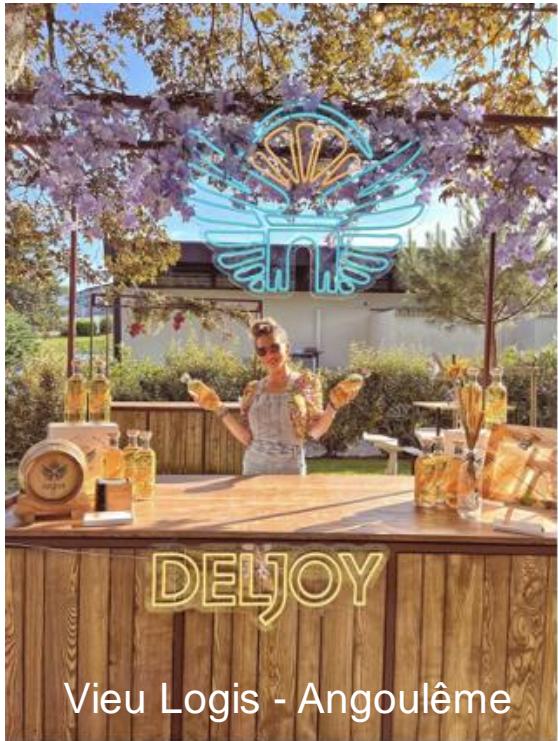
Activations/events



+90%

Customer satisfaction rate

Successful activations



+ LMDW (Paris),
Hédonique
(Bordeaux),
Maison du Bassin
(Cap-Ferret),
Galeries Lafayette
(Paris), Bastion
(île de Ré), Eden
Rock Café
(Biarritz),....

Strong partners



Contact



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www.deljoy.fr