



**DELJOY**

LIQUEUR

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 Delpauch-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 pourcentage (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](https://deljoy.fr/pages/cocktails)





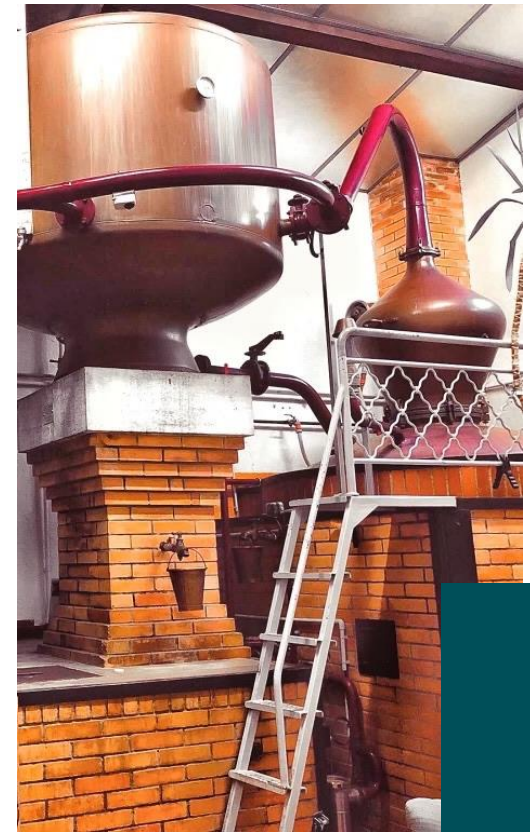
# Our values

Conviviality

Passion

Creativity

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



**Daniel Delpeuch** (1890-1965), Auguste's eldest son takes over the family business. Right after he gets married with Madeleine Salonne, he moves to his stepfather's property, and set the headquarters of Maison Delpeuch-Joyeux in Mainxe.

Back from the Great War, he expands the vineyard, builds a distillery with a 5 hL copper pot still and developed the Delpeuch-Joyeux cognac range as well as cognac-based liqueurs.

He also collaborates with his younger brother Paul, who remained in Les Métairies to pursue the A. Delpeuch & Fils distillery business, which supplies cognac brandies for the famous liqueur brand "La Vieille Cure".



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

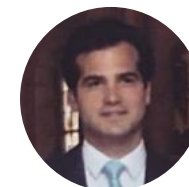


**Alain Delpeuch** (1963-), Jean-Pierre's youngest son, takes over in 1985 and is still in activity.

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.

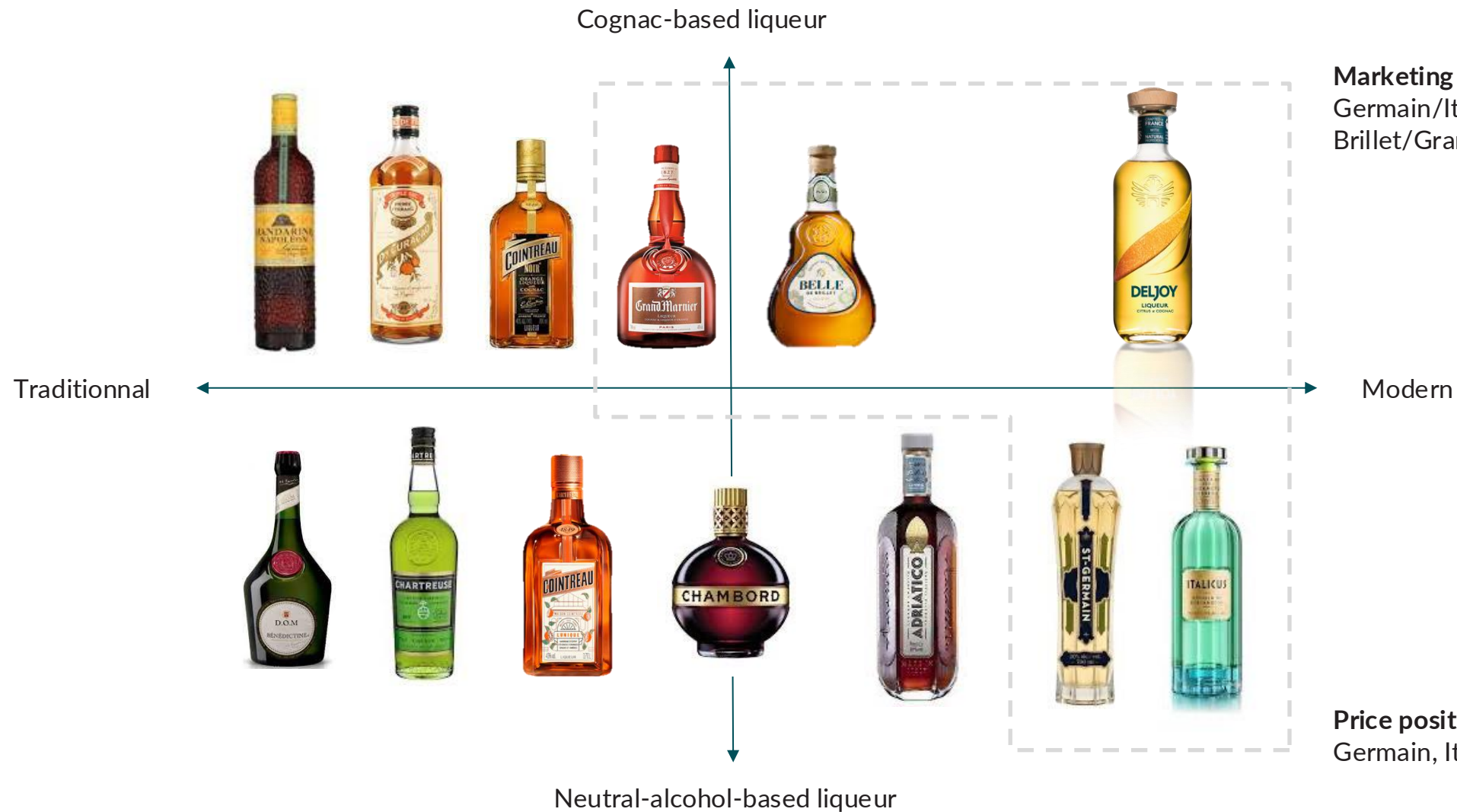
## LOGO

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](http://deljoy.fr/pages/points-de-ventes))

## Cocktail bars / gourmet restaurants



## Gastronomic restaurants



## Liquor stores / Delicatessens





# Attractive key figures



**+700**

French on-trade &  
off-trade customers



**+100**

Activations/events

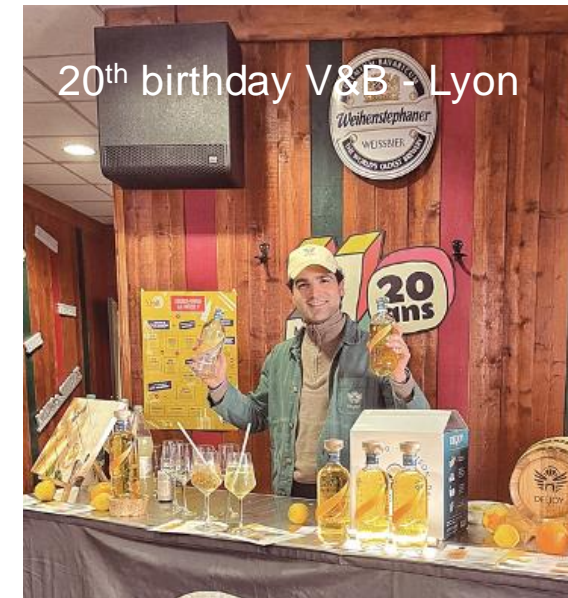
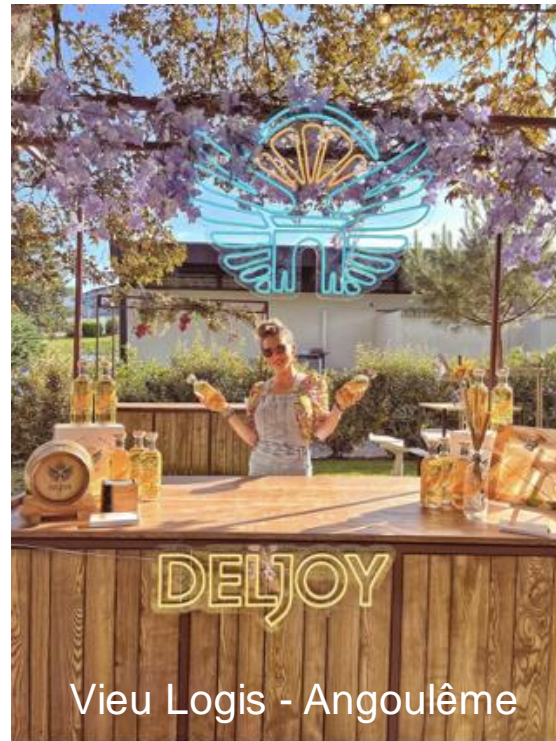


**+90%**

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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