



Père
MAGLOIRE

200 YEARS
AND AS MODERN AS EVER

PRESS KIT | 2021 | UNITED KINGDOM



INTRODUCTION

Welcome to Calvados, a verdant haven of rolling countryside in the heart of Normandy. This historic area is the birthplace of Père Magloire, one of the most celebrated calvados producers, which has devoted 200 years to enhancing the emblematic fruit that lies behind the region's wealth and renown: the apple. And if, as legend has it, the apple is the fruit of the gods, then the lands of Normandy are most definitely blessed.

Père
MAGLOIRE

PÈRE MAGLOIRE, 200 YEARS OF HISTORY



“The story of Père Magloire began in 1821”

1821, The genesis of an icon

1821

The story of Père Magloire began in 1821, when another Norman icon was born: Gustave Flaubert. Its name was inspired by Dominique Magloire, an innkeeper from Cagny, between Caen and Paris, who was known for offering a remarkable calvados, which he even served to his Vallée d'Auge chickens to help their digestion. He is said to have identified so closely with the calvados bearing his name that he served it exclusively to passing travellers. He promoted Père Magloire in his ever-packed inn until his death, contributing to making it the leading brand of calvados in France.



1920 – 1930, Père Magloire, a pioneer in advertising

1920

In the 1920s the Bizouard brothers, owners of Père Magloire, invested in advertising, which was rapidly developing in France at the time, thereby leaving their mark as trailblazers in communication. With great vision, in 1925 Père Magloire was one of the very first trademarks to be registered with the Office national de la propriété industrielle, later to become the INPI (Institut National de la Propriété Industrielle). The Bizouard brothers took advantage of this to give their brand a face. They chose a familiar figure, with both national and regional appeal: Père Magloire the innkeeper, and a tribute to Georges Clémenceau known as "Père la Victoire".

Following the tradition of posters by Toulouse-Lautrec or Alfons Mucha, the Bizouard brothers asked Adrien Valette and Jean-Adrien Mercier, famous publicists of the day who had already worked for Jean Renoir and Sacha Guitry, to showcase Père Magloire.

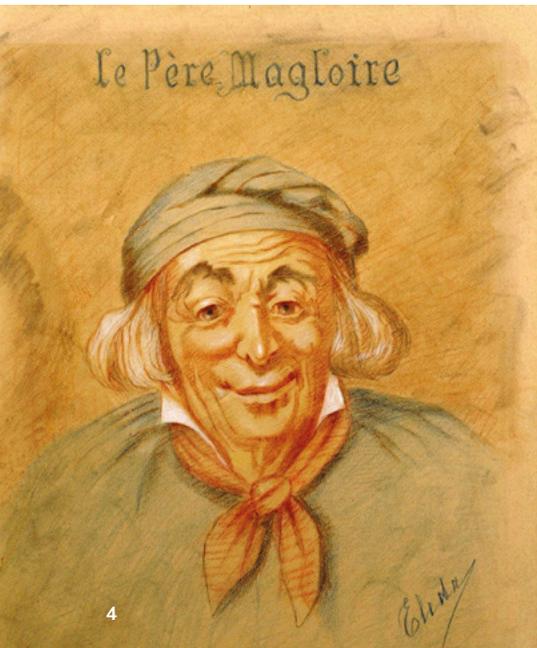
That very year, 1925, posters were a central theme of the International Exhibition of Decorative Arts; the Bizouard brothers could not have chosen a better time to develop the image of Père Magloire.

The following year, driven as always by this flair for advertising, they installed a giant automaton in the form of Père Magloire at the Foire de Paris. Visitors could find their bearings thanks to this 1.35-metres-tall figure, which drank glasses of calvados non-stop. Over the years, the automaton became synonymous with a meeting place, gradually anchoring Père Magloire's face in people's minds. His mischievous eyes, red cheeks and striped hat were a draw for the curious. Taking advantage of this high profile, the brand quickly offered tie-in products: posters, ashtrays and even statuettes for bars. Père Magloire became a feature of French homes.

In 1927, Mistinguett, a music-hall star during the first half of the 20th century, was invited to the Père Magloire stand and autographed a delightful photograph for the Bizouard brothers:

“To my old friend, Père Magloire”, words that revealed the already strong appeal of the Norman character. Over the years, the presence of Père Magloire grew proportionately to its fame: in 1933, Père Magloire received visitors in a pavilion in the brand's colours, decked out in a style typical of Normandy.

In the 1930s, Père Magloire's popularity grew steadily, to the extent that radio programmes advertised the brand, and a few years later, a piece of music was even composed in its praise: the Valse du Père Magloire, recorded with a large orchestra and then broadcast on all the radio stations. Sales took off, and the golden age of Père Magloire was in full swing !



1942 – 1944,

**Père Magloire,
a Norman who never surrenders**

1942

At the time of the Second World War, Père Magloire's appeal extended beyond borders.

Between 1942 and 1945, on the Eastern Front, the French Normandie-Niemen squadron, part of the Free French Air Force, fought alongside Russian soldiers. The portrait of Père Magloire could be distinguished in the sky, on the fighter aircraft of Norman ace pilot Marcel Lefèvre. He had decorated it with a picture of Père Magloire, wearing the national colours. Marcel Lefèvre, who died in 1944, was posthumously made Hero of the Soviet Union and Companion of the Liberation.



It was during the Second World War that AOC Calvados and Calvados Pays d'Auge were born. In order to save the stocks of Calvados from the Pays d'Auge from being requisitioned and turned into alcohol for explosives, an application for an Appellation d'Origine Contrôlée was swiftly drawn up and adopted by decree on 23 February 1942. This was a victory and a relief for the whole region, which had already been deeply affected by the second global conflict.



Marcel Lefèvre

**“We fly over the Dnieper and, leaving Smolensk, which seems to me to be very badly damaged, behind us, we continue on to Dubrovka. The air is light, sparkling with sunlight. In front of me, Père Magloire is as dazzling as a model housewife's pots and pans. And now Lefèvre is speaking to me:
- Hello, watch out de Geoffre, we're entering the combat zone. Don't forget your armament and guns sight switches. Turn on your compressor...”**

François de Geoffre, Normandie Niemen, Souvenirs d'un pilote (A pilot's memories), 1953



1950 – 2021,

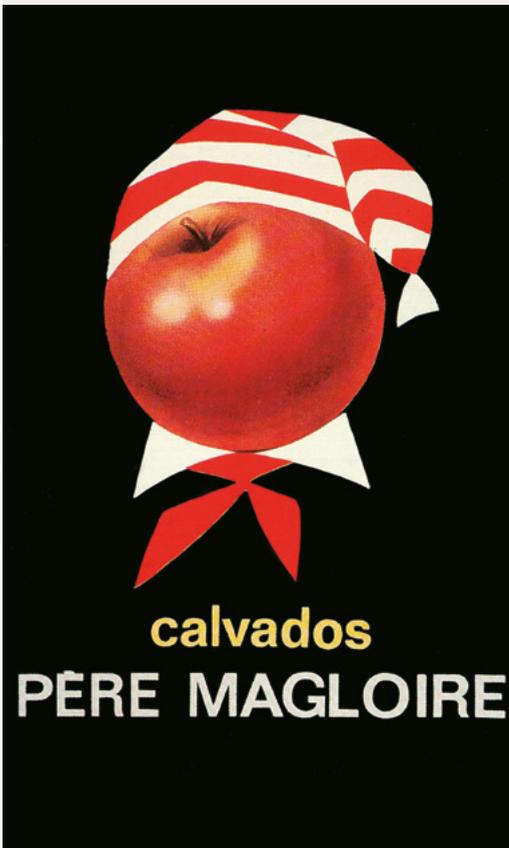
**Père Magloire,
a legacy of modernity**

1950

After having occupied the airwaves, like a true star Père Magloire then turned to the cinema. First in 1952, in Le Trou Normand, alongside Bourvil and Brigitte Bardot, then a few years later in La Zizanie with Louis de Funès and Annie Girardot.

In 2012, Père Magloire returned to the world of cinema with the voice of actor Jean-Pierre Marielle for a major radio advertising campaign.

In 2021, Père Magloire reconnected with its roots through the brand's historical advertising medium: posters, with Toqué Frères, proving that you can be 200 years old and still be as modern as ever...



XO 200, AN EXCEPTIONAL EXPRESSION OF NORMANDY AND TRIBUTE TO THE LAND



To celebrate this exceptional anniversary, Père Magloire was duty-bound to design a bottle to match the occasion: XO 200, the culmination of lengthy research and blending work by Jean-Luc Fossey, Père Magloire's Cellar Master.

Creating a special blend to celebrate the house's 200th anniversary was a project he had always secretly held in mind. Its genesis goes back to the late 2010s, when he acquired oak barrels with different grains, each of which had undergone a specific "toasting" process that differed from the ancestral method, known as "naked flame", which consists of burning the inside of the barrel while keeping the outside wet.



"Père Magloire XO 200 is unique in that it is finished in Normandy oak barrels, which is unprecedented in the world of spirits"

He was particularly impressed by a thermo-production method of toasting. For this technique, the cooper uses a burner placed at the bottom of the barrel to supply heat to a micro-perforated pipe placed on the walls, which heats the inside of the barrel. Hence, instead of deteriorating 10 to 15% of the thickness of the wood, up to 70% of the wood is broken down without burning the wall excessively, giving the calvados a unique profile.

He bought a number of casks with different grains, toasted in various ways, and filled them with eaux-de-vie that he hoped would become the anniversary edition more than a decade later.

But it was necessary to take the experiment even further in order to develop an exceptional version: part of the juices that make up XO 200 were placed, at the end of the maturing process, in barrels made of Norman oak from Camembert Forest, for an as-yet unprecedented finish.

Finally, some of the oldest calvados in the cellar, notably a 50-year-old, were used to round off this incredible range.

And so, after ten years of work, Père Magloire XO 200 came into being, reflecting one of the most prominent calvados distilleries' 200 years of know-how.



PERE MAGLOIRE

Calvados



PÈRE MAGLOIRE XO 200

AOC Calvados
44 % vol.alc. – 70 cl

TASTING NOTES

Colour: Bright amber

Nose: Round and fruit-driven with notes of vanilla

Palate: Fresh apple, notes of heater, dried fruit, prunes, raisins, and a hint of lightly roasted hazelnuts

Finish: Exceptional length

Cuvées available on-trade

Price on demand



PÈRE MAGLOIRE, NORMAN KNOW-HOW PAR EXCELLENCE



Père Magloire reflects its time, from the inter-war period when it was part-and-parcel of the Roaring Twenties, to the present day when it has become a sought-after spirit. Highly popular, Père Magloire symbolises Norman know-how and is one of the leading calvados producers.

The Pays d'Auge, a land blessed by the Gods

A Normandy gem, the Pays d'Auge extends over three departments:

Calvados, Eure and Orne. Pampered by nature, this region enjoys a climate tempered by the warm currents of the Gulf Stream and the breezes that blow gently through its orchards.

Orchards throughout the region grow a wide variety of apples, which are divided into four families of flavours: sweet, bitter-sweet, sour and tart. It is the combination of these unique apples,

which can only come from the area that forms the Calvados appellation, that gives Père Magloire Calvados its unique character. Among the millions of apple trees in the appellation, there are traditional standard-tree orchards where the space under the branches allows for herds to graze, as well as dwarf-tree orchards where the fruit-laden branches reach down to the ground. When autumn comes, each apple is full of flavour, waiting for the moment to fall or for the picker to arrive.



Père Magloire, two hundred years of know-how

Père Magloire gets its unique aromatic profile from the many varied flavours of these apples. Each cuvée is composed of three quarters sour and bitter-sweet apples, and one quarter sweet and tart apples.

Placed in large vats, the apples begin their transformation to extract the desired aromatic richness from their juices, as well as from their skins. This process also extracts their natural yeast so that nothing needs to be added to the harvested juice; fermentation thus occurs naturally, and after about six weeks all the sugar has disappeared, transformed into alcohol.



This fermentation process was discovered almost 500 years ago by Gilles Picot, squire of Gouberville, for whom making cider was a passion. He was a gentleman farmer, a perfectionist who made it his mission to grow the best apple trees in order to make the best cider. Through experience, he discovered that if the cider was left to ferment for longer, all the sugar turned into alcohol. This was only the beginning of an even more exciting adventure. Gouberville studied alchemy, the ancient science of transformation, and discovered how to change his cider into eau-de-vie: the apple spirit we know today as calvados.

The long distillation process then begins under the watchful eye of Cellar Master Jean-Luc Fossey. To obtain the future AOC Calvados, the cider must undergo a single distillation; it is therefore placed in a column still to be heated so that it releases in its vapour the aromas and alcohol that will become the future calvados. This is the process used to produce the ciders that make up the XO 200 anniversary cuvée.



"My job is to ensure the consistency of our products day after day. As the proverb says about the apple tree: twenty-five years to grow, twenty-five years to produce and twenty-five years to die. I am part of a sequence of know-how and tradition."

Jean-Luc Fossey,
Master at Père Magloire



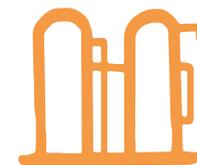
To obtain the Calvados Pays d'Auge appellation, the vapour must be double-distilled in a pot still. After the first distillation, it is cooled down with a condensation process to obtain a liquid known as "brouillis", which is then put back into the still and the operation repeated. This is how the best of the eau-de-vie is obtained: the elegant and delicate heart.

The eaux-de-vie are then transferred to barrels: this is the ageing stage. Père Magloire's Cellar Master, Jean-Luc Fossey, is heir and to this legacy, and is its custodian. This is part of a long-term, quality approach that develops the finesse and aromatic complexity of calvados, guaranteeing the brand's

future. A painstaking labour to ensure balance then commences, revealing the full talent of the Cellar Master: each cuvée is carefully crafted, whether it is aged for two years or twenty, so that the identity, finesse and length of Père Magloire is always preserved, with the apple as a common denominator.



It is during this ageing process that the aromas resulting from the interaction between the wood and the eau-de-vie develop: the smaller the cask, the more the colour and aromas are transformed as the alcohol comes into contact with the wood. Notes of dried fruit, cocoa, tobacco and even fine leather begin to emerge. But the pre-eminent aroma remains that of the apple, with fresh apple aromas developing over time into notes of tarte tatin.



Blending is the final stage in crafting Père Magloire calvados. Like a painter with his palette, the Cellar Master's job is truly creative, precise and intuitive, mixing the light and fruity notes of young eaux-de-vie with the darker and subtler notes of more mature ones. Père Magloire's full expertise is revealed here, producing high quality calvados with consistent flavours, year after year.



THE PÈRE MAGLOIRE RANGE



PÈRE MAGLOIRE FINE VS

AOC Calvados
70 cl – 44 % vol.alc.

Père Magloire FINE V.S., crafted from several different cuvées, is the fruitiest and freshest calvados in the range. FINE V.S. is characterised by continuous distillation in a copper still to produce concentrated apple flavours. They are heightened by blending the most fruit-driven cuvées and ageing in 100-year-old oak barrels.



TASTING NOTES

Colour: Yellow gold

Nose: Fresh apple, apple juice, sweet cider

Palate: Green apple, apple sugar, vanilla

Finish: Freshly pressed apple

Cuvées available on-trade

Price on demand



PÈRE MAGLOIRE XO

AOC Calvados
70 cl – 40 % vol.alc.

Père Magloire X.O. is the house's emblematic calvados. It stands out for its perfect balance between the fruit flavours of the apple and the aromas developed during more than 9 years of ageing in hundred-year-old oak barrels. This calvados is without doubt the most harmonious blend of eaux-de-vie distilled exclusively from Pays d'Auge ciders. Double distillation gives it aromatic complexity and an exceptionally long finish.



TASTING NOTES

Colour: Golden amber with copper glints

Nose: Quince jelly, candied orange, cinnamon, black pepper and light tobacco

Palate: Tarte tatin, warm compote, candied

Finish: Blend of spices and warm compote

PÈRE MAGLOIRE VSOP

AOC Calvados
70 cl – 40 % vol.alc.

Père Magloire V.S.O.P. is made from a selection of ciders from apples harvested exclusively in the Pays d'Auge, a geographically designated area covering only 6% of Normandy. The strong identity that this soil brings to the apples, combined with double distillation in a copper pot still, gives the V.S.O.P. richness and a long finish. Père Magloire V.S.O.P. is crafted from a blend of calvados, the youngest of which has been aged for at least 4 years in 100-year-old oak barrels.



TASTING NOTES

Colour: Golden brown

Nose: Apple blossom, jasmine, white rose, ripe apple, apricot

Palate: Honey, vanilla, butterscotch, light woodiness, hazelnut, almond

Finish: Candied apple, vanilla, cinnamon

THE PÈRE MAGLOIRE RANGE



PÈRE MAGLOIRE MÉMOIRE XO

AOC Calvados
70 cl – 44 % vol.alc.

A unique fusion of single and double distillation, Mémoire X.O. is composed of a blend of calvados, the youngest of which is 15 years old. After being aged separately, the selected eaux-de-vie continued to mature together in oak barrels for many years. For Père Magloire Mémoire X.O., the Cellar Master's goal was to create a delicate and elegant composition with powerful notes of apple and candied fruit.

TASTING NOTES

Colour: Crimson amber

Nose: Ripe apple, vanilla, tobacco, leather, clove, black pepper

Palate: Candied orange, apricot, nutmeg, cigar, butterscotch

Finish: Elegant, woody, candied fruits and spices



PÈRE MAGLOIRE HÉRITAGE EXTRA

AOC Calvados
70 cl – 40 % vol.alc.

Crafted from eaux-de-vie from the Appellation Calvados Pays d'Auge Contrôlée, aged for 20 years or more and twice distilled in a traditional pot still, this calvados displays maturity and consummate artistry. Héritage Extra continues the tradition of almost two centuries of know-how, and is not only derived from a legacy but is an original work, bearing the mark of its creator.

TASTING NOTES

Colour: Brown Amber

Nose: Wood, tarte tatin, liquorice, candied orange

Palate: Toasted almond, apple sugar

Finish: Generous, caramélise tarte tatin



Cuvées available on-trade
Price on demand



CALVADOS PÈRE MAGLOIRE, L'EXPERIENCE



“One of the finest distillery tours in the world”



Calvados Père Magloire Expérience is a riveting multi-sensory tour that takes you on a journey through the centuries, from the Vikings to the present day. In the heart of Père Magloire's historic cellars in Pont l'Evêque, visitors are invited to discover the secrets of transforming apples into calvados, from the region's orchards to the cellars, via the distillery.

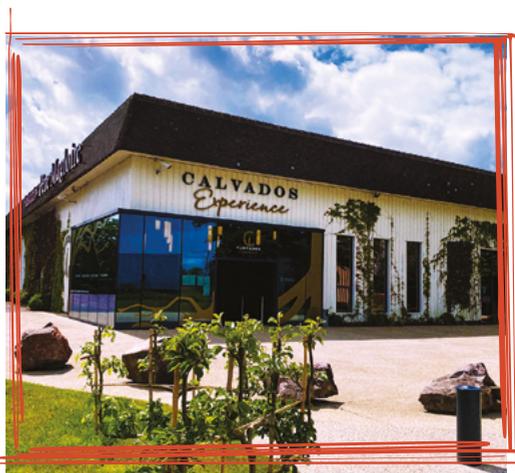
Passing through a series of immersive rooms that awaken all the senses, visitors discover how, through the centuries, calvados was born and went on to become the world-famous spirit, emblematic of Normandy, that we know today. This unique experience, unprecedented in France, ends with a tasting of calvados crafted by Père Magloire and some other calvados houses.



Whether you're in Normandy for a week-end or a longer stay, it offers a fantastic opportunity to learn all about calvados. On the road to the Normandy coast, 10 minutes from Deauville, Calvados Père Magloire l'Expérience is a must for the curious, whatever their prior level of knowledge about calvados.

In 2021, Calvados Père Magloire Expérience was awarded a silver medal in the International Spirits Challenge, thereby becoming the only French attraction dedicated to spirits to receive such an award.

In addition, for the second year running, the distillery received TripAdvisor's Travelers' Choice Award, placing it in the top 10% of attractions worldwide.



PRACTICAL INFORMATION

Estimated length of the tour:
1hour 15 mins

Open 7 days a week
until 15 November 2021
from 10 am to 7 pm.
Then from 16 November 2021
to 14 March 2022 on Wednesday
to Sunday from 10 am to 7 pm.
July – August 2022: 7 days
a week from 10 am to 8 pm.

Admission:
Adult €9
Child €6
Free for children under 6

**For more information
go to our website:**
www.calvados-experience.com





Père
MAGLOIRE

PRESS CONTACTS

Ailsa Cargil · hello@ailsacargill.com · +33(0)7 68 89 96 23

Laura Bounie · laura@sowine.com · +33(0)1 86 90 03 62