



**Wine, spirits, business, management, women, pleasure...
Béatrice Cointreau confides on her multifaceted blog**

Béatrice Cointreau, member of the *Académie du Vin de France*, has created a blog, www.beatricecointreau.typepad.fr, where she shares her impressions and experiences as a business woman in the world of wine and spirits. As someone who loves all things pleasing to the senses, she regularly presents the themes of her evenings entitled “The 5 Senses by BC” and relates her encounters with personalities in the world of wine, art and politics.

Great granddaughter of the founder of the House of Cointreau and granddaughter of the founder of Rémy Martin, **Béatrice Cointreau** comes from a long line of winegrowers and distillers.

Having obtained a Master's Degree in Law and a Degree in Marketing, she continued her studies in Management in New York, and then completed her training at the Institute of Oenology of Bordeaux.

Having spent some time in advertising, at 24 years of age she joined the company **Cognac Frapin** where a few years later she became General Director. Taking things in her stride, she took the position of Chief Executive Officer of the **Gosset Champagne House**, “the oldest house of champagne: Aÿ 1584”.

With her teams, Béatrice Cointreau rose to all challenges: she dramatically increased the production of Gosset Champagne (from 350 000 bottles to more than a million per year), and developed international brand status by creating **the prestigious Gosset Celebris cuvees**, which, with their red and gold labels became the jewel of champagnes until she launched the **Blanc de Blanc Extra Brut** in March 2007.

Other creations, this time engendered on Charente soil : the prestigious **Rabelais cuvee**, a feat of aestheticism and technical accomplishment, the **VIP XO** or **Extra Cognacs**, and the Eau de Parfum, **1270**, that reproduces the elegance and aromatic palette of the grand cognacs as well as the floral notes of *Folle Blanche*, the original grape variety of Grande Champagne.

To express this rich imagination, Béatrice thrives on encounters and friendships cultivated over the years with her collaborators and friends - oenologists, sommeliers, and star-rated chefs from around the world.

Full of life like her illustrious ancestor, François Rabelais, and passionate about large celebrations around the table, Béatrice carries many people on her adventures, often through interesting and unusual events : **Le Trophée Gosse Celebris**, which each year awards the best Champagne wine lists; **Les Celebrissimes du Vin et de la Restauration**, a lunch paying homage to French and foreign women who have excelled in the world of wine and gastronomy; and **Les soirées “5C”** marrying Champagne, Cognac, Cigars, Coffee and Chocolate.



A question of style... Béatrice Cointreau could have contented herself with having a business sense, but she has always favoured the other, more exciting senses: sources of pleasure such as the pleasure of tastings (wine, food, cigars...), moments of conviviality, of exchange and of shared happiness.

It is in this spirit, this communicative enthusiasm that she continues today to organise an evening once a month at Fouquet's, baptised "**The 5 Senses by BC**", run by Tout-Paris gourmet.

The mission of these monthly dinners? Sensual adventures, stories of wine and flavours to listen, admire, smell, touch, taste with closed eyes or mouth open.

Always where we least expect her, Béatrice Cointreau also keeps a blog where she confides her impressions and experiences as a businesswoman in the world of wine and spirits. Over the weeks, she relates her encounters with personalities in the world of wine, art and politics.

As a lover of all things pleasant to the senses, she also evokes her wine, food or cigar tastings, and regularly presents the themes in her evenings entitled "The 5 Senses by BC", which within a few months has become the event of epicureans who love sensational dinners.

www.beatricecointreau@typepad.fr

The following « Les 5 Sens by BC » evenings

Thursday 5 February 2009
Wines by Women and Women of Wine

Tuesday 5 May 2009
Summer Rosés

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