



*“Pierre Ferrand is one of the cognac brands to watch in 2014”*

## The Cognac and brandy brands to watch in 2014

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### Cognac Ferrand



With just 20% of its sales in Asia, Ferrand never really experienced the explosive growth of China, or the subsequent slowdown. Having just expanded its vineyard holdings by a fifth to 120 hectares, and with reasonable stocks of aged Cognac in its cellars, Ferrand should be well placed to grow its leading brands – Pierre Ferrand Ambre and 1840.