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Maison Gautier refreshes its cognac bottles

The French house is redesigning its VS and VSOP packaging to look more modern while preserving its heritage.

Friday, May 8, 2026



Maison Gautier, one of the oldest cognac houses in France, is introducing a new look for its VS and VSOP bottles as part of a broader effort to modernize the brand while keeping its long history visible. The company, based in Aigre in the Charente region along the Osme River, said the redesign is meant to give the range a cleaner and more contemporary appearance while preserving the identity that has defined the house for generations.

The update comes as Gautier continues to lean on its heritage. The house says its official founding dates to 1755, when King Louis XV signed its charter, but its story began earlier, in 1644, when Charles Gautier married Jacquette Brochet, the daughter of a winemaker. That union linked winegrowing and oak trading, two elements that would shape the house's future in cognac production. In 1890, the family moved into an old water mill in Aigre, where the house remains today.

Gautier is now part of MBWS, or Marie Brizard Wine & Spirits. The company said the new packaging for its entry-level and midrange cognacs is part of a premiumization strategy aimed at strengthening the brand in retail and export markets. The redesigned bottles are intended to signal elegance and continuity rather than a break with the past.

The VS expression, labeled "Fruity, Elegant," is made from eaux-de-vie aged at least two years in oak barrels and drawn from the Fins Bois and Bons Bois crus. Gautier describes it as a balanced cognac with notes of white peach, vanilla and mineral tones. In France, the suggested retail price is 32 euros including tax.

The VSOP, labeled "Generous, Harmonious," is made from eaux-de-vie aged at least five years from Petite Champagne, Fins Bois and Bons Bois. Gautier says it offers aromas of honey, fig and vanilla. Its suggested retail price in France is 42 euros including tax. Both expressions are being sold through wine merchants, duty-free channels and on the company's website.

The house is also highlighting how the cognacs can be served. Gautier says both the VS and VSOP can be enjoyed over ice or used in cocktails. Among the drinks it is promoting are a French Mule made with VS Cognac, lime juice and ginger beer, and a French Daisy built around VSOP Cognac with elderflower liqueur, lime juice and blackcurrant liqueur.

Alongside the packaging update, Gautier is drawing attention to a limited release from its Chai Paradis cellar. The bottling, called Brut de Fût 270 Ans: Timeless, was created for the house's 270th anniversary and is reserved for selected customers worldwide. It comes from a rare Petite Champagne eau-de-vie chosen from Chai Paradis and aged for more than 30 years. The cognac is bottled at cask strength and is described by the

house as showing deep amber color, rancio notes and subtle wood tones. It is being sold exclusively through Maison Gautier’s boutique and official website for 190 euros.

The Chai Paradis remains central to the house’s identity. Eaux-de-vie must be at least 25 years old to be stored there, according to Gautier. Some remain in barrel for years longer; others are kept in glass demijohns depending on the desired result. The cellar sits above the Osme River, whose humid microclimate affects aging and evaporation inside the warehouses.

Since 2022, cellar master Guillaume Archereau has overseen that work. A native of Charente, he has been tasked with preserving what Gautier calls the soul of the house while maintaining relationships with distillers, coopers and growers across the region. The company says those ties help ensure consistency in its eaux-de-vie after 2 years, 10 years or even 50 years of aging.

Gautier also continues to promote tourism at its historic site. The house offers 90-minute visits that include a walk through its cellars and Chai Paradis before ending with a tasting. Information about visits is available on its website.