

For Immediate Release

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Bache Gabrielsen, Norway's favorite cognac becomes available for the first time in the United States, launches in Midwest

Omaha, NE— Bache-Gabrielsen, a premier provider of cognac for over 100 years, announced today their launch into the United States distilled spirits market, beginning in Nebraska. The company is also launching in other states, which include Minnesota, North Dakota, Illinois and Wisconsin, over the next few months.

Bache-Gabrielsen's products have been traditional drinks in Norway for more than a century. The Bache-Gabrielsen Cognac House has been successful in selling over 1 million bottles annually in Norway, which has even surpassed the national Norwegian drink of aquavit.

Bache-Gabrielsen will offer six different products that will range in age (average age in oak barrels of 4 to 50 years), price, and other characteristics. The goal is to offer consumers choices in the search to find the right product for their pocketbook, and, most importantly, their palate. For these reasons, Bache-Gabrielsen will encourage consumers to sample their products at tastings, dinners, and other events to learn more and find the all-important match to their individual palate.

"For years, we have been asked by people of Norwegian decent or with an affinity for Scandinavian culture to offer our products in the United States, so that the tradition could continue in North America. Now we can say that this tradition indeed continues and we believe that our passion for our products will spread and grow the tradition not only in the Norwegian and Scandinavian communities, but everywhere there are people who appreciate true craftsmanship and quality products," explains Christian Bache-Gabrielsen, president of the Bache-Gabrielsen Cognac House.

About Bache-Gabrielsen

Norwegian army lieutenant Thomas Bache-Gabrielsen settled in Cognac, France after falling in love with a beautiful French woman and deciding to start a cognac house. Established in 1905, the Bache-Gabrielsen Cognac House produces award winning cognacs favored by the people of Thomas's homeland. The family owned cognac house will soon be run by Thomas' great-grandson.

About Cognac

Cognac is a distilled spirit that must be produced in the Cognac region of France and is strictly regulated for quality and content by the BNIC-Bureau National Interprofessionel du Cognac.

For more information and product availability visit:

<http://www.bache-gabrielsen.com/usa>; or contact Matthew Dillon at 402-415-4485