



FIRST Black woman-owned cognac company signs deal with Savannah Distributing Co. Inc.

Noir King VSOP Cognac, the first African-American woman-led cognac brand in the US has signed up with Georgia's most famous distributor.

ATLANTA, GA, USA, August 28, 2018 /EINPresswire.com/ -- [Noir King](#) VSOP Cognac, the flagship brand of Firebird Beverage, has recently signed a prestigious deal with Savannah Distributing Co. Inc. The partnership dawns in a historical chapter in the Atlanta cognac scene as this is for the FIRST time an African-American woman-owned cognac company has tied up with Georgia's most prominent distributor of American spirits. "We are extremely excited to partner with Savannah Distributing as the exclusive Georgia distributor for the launch of Noir King Cognac VSOP. They are one of the biggest distributors in Georgia and have been around since 1938. We chose them because they have a proven track record of success within the spirits industry and we look forward to a long and successful partnership", stated Michelle DiAugustino, the founder of Noir King VSOP cognac and the first Black women to create and launch a new independent premium cognac brand in the U.S.

In addition to being launched by an African-American woman, what's also special about Noir King Cognac is its imperial legacy. The FIRST of its kind, the cognac exclusively celebrates the royal lineage of the African American male and is aimed to empower consumers to live their lives at their best. The brand represents community, style, generational knowledge and the rich tradition of enjoying Cognac. "Our cognac is the 'Cognac of Kings'. It is exclusively handcrafted from the finest Eau De Vie in Cognac, France, by 3rd generation Master Blender Mr. Philippe Braastad-Tiffon who has sourced the grapes from the top 4 regions including Grande Champagne, Petite Champagne, Fins Bois and the Borderies. Layered with tasting notes of orange, vanilla and spice, Noir King Cognac mesmerizes with its smooth richness and classy flavor which altogether make it one of the most coveted collections for the best cellars." Interestingly, the concept of Noir King Cognac is inspired by the great Harlem Renaissance of the 1920s- the historical "New Negro Movement" famous for major innovations and landmark developments in art and culture. "Our brand echoes the great ethos of the historical Harlem Renaissance and Noir King Cognac is poised to inspire a New Renaissance with every bottle. It's all about living your right to be 'treated like a king and to drink like a one'. We are all set to dawn in a Royal Renaissance with our exclusive cognac brand."

Noir King Cognac VSOP is in a very exciting phase right now. The brand is soon to launch in Atlanta, Georgia, then expand into other parts of the State. Once it secures its footing in Georgia, Noir King has plans to expand into the direct distribution markets of California, New York, New Jersey and Florida. Nigeria and Lagos markets are also in next year's strategic expansion plan.

For more information, please visit www.noirking.com or contact Adora Collins, Director of Marketing via ACollins@NoirKing.com.

Adora Collins
Noir King Cognac
5713096880
email us here

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.