

# Cognac bottles spent over 102 years, under the sea! Now released!

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PRESS RELEASE FOR IMMEDIATE RELEASE

AN INCREDIBLE STORY

## Over 100 years, under the sea!

*Cognac De Haartman was intended to The Tsar Nicholas II of Russia and the Russian aristocracy. Unfortunately it never reached its goal.*

*The ship was sunk by German U-boat in 1917 in the Baltic sea and was recovered 102 years later.*

*300 original bottles only out of the 600 shipped were saved from the wreck and have been rebottled with fine cognac from approximately the same period of time, beginning of 1900.*

*The packaging is identical to the original De Haartman Cognac shipped from France by Birkedal Hartmann in 1916.*

### About BIRKEDAL HARTMANN

*Birkedal Hartmann is a rare example of a successful cognac house that today collaborates with producers and master blenders rather than producing its own eaux-de-vie. This allows Birkedal Hartmann to focus on modern marketing and distribution strategies, as the production is entirely outsourced except well kept secrets.. This does not however imply that the tradition of the house, founded in the late 1800s, has been neglected. On the contrary: With its extremely smart marrying of traditional and contemporary culture, the cognac house Birkedal Hartmann managed to be amongst the first to launch a product with US celebrity rapper Ludacris. The cognac called CONJURE has shown to be a huge success in the US market, positioning Birkedal Hartmann as one of the most innovative cognac companies today.*

*Continuing its venture , Birkedal Hartmann launched in 2019, Revanche Cognac, targeting the Afro American market in the US with 400 000 bottles sold in two years on more then 36 states in the US.*

*For over 50 years Birkedal Hartmann has been a major player on the Norwegian market known as a ... XO market. Very strong on the Chinese market until the Covid struck and one of the biggest suppliers to South Africa with the leading brand HONOR.*

## The cognac of the Tsar Nicholas II

*Cognac De Haartman was shipped to The Russian Tsar Nicholas II and the Russian aristocracy. Unfortunately, it never reached Saint-Petersburg. The shipment was sank by a german U-boat on 19<sup>th</sup> of May 1917 in the Baltic sea and was recovered 102 years later. 300 original bottles was saved from the wreck and rebottled with fine cognac from approximately the same period of time. The packaging is identical to the original bottles.*

*Experts and archivists figured out that the precious alcohol cargo was intended to the Tsar Nicholas II and his family. The ship was due to arrive in St. Petersburg in December 1916. The shipment was postponed due to difficult ice conditions, and the ship did not leave for the Nevsky shores until May 1917.*

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*But it never reached the Russian port.*

STEP BY STEP

## **The search and recovery of S/S "Kyros" sunken cargo**

The Swedish company "Ocean X Team" AB and the Icelandic company "iXplorer" this time worked on a specially equipped research vessel "Deepsea Worker" and salvaged the bottles of the cognac "De Haartman & Co" and the famous liquor "Benedictine" (now the brand belongs to Bacardi) with depths of 77 meters in the international waters of the Gulf of Bothnia. The final salvage of the bottles took place on November 2019.

The importance of this discovery and salvage of the artifacts cannot be overestimated, because this is not only the finding of rare cognac and liquor, but also a part of the history of the year 1917, when the whole world collapsed.

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