

Client: Champagne House, Pol Roger
Location: UK Offices, Hereford, England
Brief: Development of a unique luxury display and presentation package – The Coronation Obelisks

Pol Roger, a notable champagne house recognised for its association with Winston Churchill, has an exemplary pedigree. Besides champagne the company markets many other brands from its UK offices in Hereford, two in particular are Hine (Cognac) and Glenfarclas (Whisky).

In 2012, James Simpson, Sales & Marketing Director of Pol Roger, approached N.E.J. Stevenson Ltd and asked if we could help out with some 'nice boxes' for a project he had in mind for the Queen's Diamond Jubilee celebrations. James planned to market 125 pairs of a 1953 Hine cognac and a 1953 Glenfarclas whisky to commemorate Her Majesty The Queen's Coronation.

Our Managing Director, Neil Stevenson began to research the project aims and together with James they looked at ways of developing the unique luxury packaging which would add further value to an already exciting project in the luxury drinks market.

Unusually, the bottle's packaging would not need to be emblazoned with corporate branding and therefore presented Neil with a 'blank canvas'. This meant the company could develop what was in effect a small piece of bespoke cabinetry and therefore perfect for displaying these special vintages, in even the grandest of locations. Neil and James set out to design a 'box' which would have a value in its own right and add to the desirability of the complete package.

The choice of an obelisk was driven by two elements, firstly the requirement to move away from a basic box construction but still to be able to completely encase a bottle, and secondly, the need to have an imposing and elegant shape. Obelisks have historically

been used to demonstrate power and importance both in pairs and singularly and their imposing grandeur was felt to be a fitting adjunct to these two unique brands. Our obelisks are made in two sections from English oak and secured using earth magnets. The upper tall tapering shaft hides the bottle neck, whilst the lower square pedestal hides the bottle base. When both sections are separated they reveal either of the two numbered bottles of rare 1953 Hine or 1953 Glenfarclas vintage malt. Each obelisk features a secret drawer faced with either oak from the 1953 Hine or 1953 Glenfarclas casks.

HINE

For 250 years Thomas Hine & Co has specialised in selecting, ageing and selling the finest Grande Champagne cognacs from single vintages. Normally, Hine Vintage Cognacs reach maturity after several decades but rather unusually, this single family cask of 1953 has spent 60 years maturing in the same French oak barrel and has been bottled unfiltered at natural cask strength to celebrate the 60th anniversary of the Coronation of HM Queen Elizabeth II.

GLENFARCLAS

Sometime in the late eighteenth century an unknown farmer began distilling in Strathspey's Glen of the Green Grass and in 1865 it was purchased by John Grant. Since then, through six generations of the Grant family, the distillery has remained single-mindedly independent in ownership and outlook.

This unique 1953 Glenfarclas is the oldest barrel of whisky owned by the distillery, the contents of a single Spanish oak sherry cask.



Project timetable

Enquiry May 2012
Early designs August 2012
Completed June 2013

Specification

Timber – English Oak

Contact information

If you feel we could help you with the design and production of your bespoke furniture requirements please contact me, Neil Stevenson, Managing Director, NEJ Stevenson on 02476 544662 or email me at neil@nejstevenson.co.uk