SCENT FROM GOD VIA VIETNAM – AGARWOOD SPIRITS DESCENDS ON VINEXPO

Bordeaux, 15 May 2019 – First-time exhibitor at Vinexpo Bordeaux, LPVN (Agarwood Spirits Vietnam National Liquor) has spent five years researching, developing and experimenting its blended spirits drink using the essence of sacred agarwood from Vietnam – the only country in South East Asia which grows the precious wood to the quality required for its use in spiritual worship in this region. In a world first, it is being launched at Vinexpo Bordeaux as a unique spirits drink.

Together with top-brand partners across the wine & spirits industry in China, the USA, France and Scotland, LPVN developed a proprietary technology in extracting Vietnam agarwood essence for use in infusing baijiu, whiskey, cognac and scotch with the essence for a minimum of one year, to create a new and unique blended spirits drink, “Agerwood Spirits”, based on the different flavours and taste experience of each category.

Intriguing aromas of agarwood resemble incense and exotic woods married to the four European spirits and Vietnamese national spirits drink, akin to baijiu. The taste in the mouth feels like a blend of traditional European spirits with an added element which lifts it into a different taste experience.

Agarwood grown in Vietnam, is renowned for its unique fragrance. Originally used exclusively as a sacred element of spiritual worship as an incense, it is traditionally known as the “scent of God” in Buddhist and other South East Asian religions. No other country in SE Asia can grow agarwood with the same unique qualities of scent. Latest German studies from the Julich Research Institute confirm the wood’s unique qualities.

LPVN also uses French-produced wine to infuse with its proprietary agarwood essence – also being launched at this year’s exhibition.

Mr Jason Nguyen, sales manager for LPVN, said: “We are pleased to be at Vinexpo to launch our range of agarwood spirits and wines after five years of research and experimentation with our partners. We want to develop our international contacts and will also be attending Vinexpo Shanghai later this year.”

About Vinexpo
Since its establishment in Bordeaux in 1981, on the initiative of Bordeaux Gironde’s Chamber of Commerce and Industry, Vinexpo has been a leading organizer of events for the wine and spirits industry. In 38 years, Vinexpo has developed a unique understanding of the market and an extensive network of key distributors around the world. The brand currently runs exhibitions in five set locations (Bordeaux, Hong Kong, New York, and soon Shanghai and Paris), and the touring event Vinexpo Explorer. Every year, the Group also publishes the Vinexpo/IWSR Report, which is the most comprehensive industry survey on the global consumption of wine and spirits.

For more information visit VinexpoBordeaux.com

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