

**PRESS RELEASE**

**BNIC Cognac Appoints AVIAREPS in the UK**

*AVIAREPS to implement public relations strategy to highlight Cognac in the region*

16 August 2019 – The Bureau National Interprofessionnel du Cognac (BNIC) has chosen AVIAREPS UK Ltd. to support the implementation of its public relations strategy in the United Kingdom. The agency, which specializes in communications, digital marketing, sales representation and public relations for the food and beverage, tourism and aviation industries, will work in collaboration with the BNIC Cognac press team.

The UK market is an important region for cognac. With nearly 10 million bottles sold, the UK is the 4th largest market in volume. The new public relations team will support the growing popularity of cognac cocktails, while encouraging its increasing interest in discovering authentic and quality products. The two main goals of the new campaign will be to highlight the Cognac region as a tourist destination and to keep working with bartenders and influencers to promote cognac cocktails.

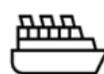
“Cognac is an iconic beverage known the world over, and we are honoured to be able to represent it in one of the largest markets in the world,” said Thomas Drechsler, COO of AVIAREPS. “By supporting BNIC Cognac with our local expertise, we are excited to help this time-honoured beverage create an even bigger impact in the UK.”

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About Bureau National Interprofessionnel du Cognac (BNIC)

BNIC, National Interprofessional Bureau of Cognac, represents, develops and protects Cognac the Appellation d’Origine Contrôlée (AOC) in France and around the world.

In the 150 countries where cognac is present, this AOC gives the consumer the guarantee of an exceptional eau-de-vie. Composed at parity of professionals of the viticulture and trading, the BNIC is the place of consultation and decision-making 4,300 wine growers, 110 professional distillers and 280 merchants of the appellation.



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### About AVIAREPS

Founded in Germany in 1994 with an extensive office network that spans all six inhabited continents with 67 self-owned offices across 48 countries, the *AVIAREPS* Group is the world's leading airline and tourism representation company with over 100 airlines and more than 150 tourism, hospitality, retail and trade promotion clients in its portfolio. In addition to providing well-established passenger General Sales Agent (GSA) services and tourism marketing representation, clients are also offered expertise and services in digital marketing, public relations, advertising, IT solutions, consulting, financial services, airport marketing, and trade & retail promotion.

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