



BEEHIVE

SINCE 1852

B E E Y O N D E X P E C T A T I O N

BORN IN 1852 FROM THE BOLD DREAM OF TWO FRENCH PIONEERS,
BEEHIVE IS THE FRUIT OF A CENTURY-OLD LEGACY
ENDORSED TODAY BY ITS MASTER BLENDER.



A BRANDY CREATED BY PIONEERS

Beehive's beginnings lie rooted in the bold hopes and dreams of two pioneering French men - Edouard Adet and Gustave Curcier - who left Bordeaux in the early 1850s and set sail with brandy on board for the promise of prosperity in Australia. Beehive brandy was born. Becoming widely successful, Beehive's reputation spread and distribution extended, while Edouard Adet was appointed Acting French Consul and made Knight of the Legion of Honour for his business skills.

A UNIQUE IDENTITY INSPIRED BY ITS NAME

Initially, the brand was named LA RUCHE, the French word for beehive. As Beehive's reputation spread and inspired by the vivid illustration on the label, people just called it BEEHIVE. Pleasant and easy to say, the nickname was embraced as the official name.

Proud of its unique identity, Beehive adopted a beautifully sculpted bottle taking inspiration from the shape of a natural beehive, and giving hint to the premium product within.



AN EXQUISITE SMOOTHNESS

Today, with French tradition at its heart, Beehive magnifies the wine's eaux-de-vie, creating an exquisite smoothness for unique propositions.



HONEY

AN EXQUISITE COMBINATION OF BEEHIVE SWEETEN WITH THE DECADENT TASTE OF HONEY.

VSOP

A SMOOTH BLEND MARRYING THE FINEST BRANDIES WITH A HINT OF ARMAGNAC AND DECADENT CANDID FRUIT NOTES.

XO

A SOPHISTICATED LONG MATURED BRANDY REVEALING ROBUST NOTES OF FIG, RAISINS AND REFINED NOTES OF ARMAGNAC XO.



ENJOY RESPONSIBLY

VISIT US AT TFWA CANNES **STAND G54 - YELLOW VILLAGE**