

FOOD AND BEVERAGE

## Northrop & Johnson forges collaboration with Louis XIII

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*Owned by Rmy Martin, Louis XIII has been in business since 1874. Image credit: Louis XIII*

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By LUXURY DAILY NEWS SERVICE

Yacht brokerage **Northrop & Johnson** has unveiled a new partnership with Cognac brand **Louis XIII** as another way to extend exclusive experiences.

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The collaboration involves the pairing of luxury yachting and sales of the Cognac, which is produced by Rmy Martin. Together, the brands intend to launch a series of cross-selling initiatives that cater to their respective clients.

"We look forward to working with Louis XIII to create elevated experiences and unique initiatives that deliver the greatest value for our shared ultra-affluent clientele," said Daniel Wade, managing director and chief content officer at Northrop & Johnson, in a statement. "Northrop & Johnson and Louis XIII have already enjoyed a synergistic relationship and we're excited to curate future activations and events together as partners."

### Luxury partners

Northrop & Johnson is unique as a yacht company as it specializes in the sales, charter, management and insurance businesses.

Despite challenges resulting from the pandemic, 2020 has been a relatively strong year for Northrop & Johnson as yacht sales were up.



*Yacht sales are up during the pandemic. Image credit: Northrop & Johnson*

Each decanter of Louis XIII Cognac, meanwhile, is produced individually. Since the brand got its start in 1874, its cellar masters have selected the oldest eaux-de-vie or fruit brandy for its creation.

The Cognac, which features hints of myrrh, honey, plum and honeysuckle, is an exquisite blend of up to 1,200 eaux-de-vie sourced from Grande Champagne, the first cru of the Cognac region. The decanters containing the Cognac are made from hand-blown crystal.

Northrop & Johnson also has relationships with Fred Leighton, Corcoran and Northern Trust, among others. These types of partnerships have also been a major focus for the yacht company in recent years.

Last fall, Northrop & Johnson and private aviation firm NetJets joined forces to provide perks and expanded travel booking opportunities to each other's clients.

Through the alliance, consumers are able to charter a private jet or a yacht through the partners. Travel companies have been aligning with providers in other categories, aiming to offer an extended array of options ([see story](#)).

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