

After her career as a professional ballerina, Allison Parc discovered a passion for food and drink that immersed her in



cultures all over the world. Making an effort to visit local markets, wineries, and distilleries in her travels, she developed an appreciation of great taste experiences, especially within her favorite category: whisky. After failing to find many of the “non- traditional” whiskies she discovered abroad in the US, Allison took it into own her hands and started setting up an import/ export company for this sole purpose.

While exploring the world whisky scene for something that was focused on “terroir” (being ‘of the earth’), Allison encountered a third generation Cognac producer who had started distilling a unique Single Malt at his farm distillery in the heart of Cognac, France. At that time, a majority of the oldest whisky was around three to four years old in new French Limousin oak barrels. Upon tasting it, Allison immediately knew it was something special. She and the distiller collaborated over a span of almost four years to refine the aging spirit and continue laying down more barrels as each year’s crop of barley was ready to be harvested. A breakthrough occurred when Allison decided to incorporate his previously used Cognac casks in the whisky aging process. This stimulated the whisky in a beautiful way; ultimately creating a new profile within the Single Malt category that became Brenne Whisky.

Brenne Whisky is crafted from seed to spirit in the heart of Cognac, France in very limited batches. Allison’s first expression, Estate Cask, has no age statement as every barrel is bottled in single barrel releases and the aging time on each cask may vary slightly.

After intense work, Allison is honored to share Brenne with the world, introducing an incredibly smooth, approachable, and fruit-forward French whisky that reinvigorates the category. Our first expression, Brenne Estate Cask, officially launched on October 1, 2012 in New York City and our second expression, Brenne Ten was released in the USA exactly 3 years later on October 1, 2015. We are excited to share our dream of beautifully crafted and terroir-driven whiskies with enthusiasts far and wide. Santé!