

Cognac: 23 young woman manages ABK6

At only 23 years old, a young woman runs the family business with her father Francis Abecassis



ABK6 line up: Simple and modern

At only 23 years this really seems incredible. Last tuesday she was honored by the organization "SensationnElles", at a luncheon by women for women working in the field of gastronomy, wines and spirits. Elodie has been honored by Beatrice Cointreau. Since its first acquisitions, since the launch of ABK6 and relaunching Leyrat, Francis Abecassis follows a strategy which is very close to the strategy of "Frapin".



Elodie Abecassis, ABK6 (pic Charente Libre)

A single estate, focusing on quality, elegance, the virtues of [terroir](#), concentrating on [eaux-de-vie](#) production. There are some striking parallels between Frapin and ABK6, between Elodie Abecassis and Beatrice Cointreau. Beatrice was 25 when she took over the business in Segonzac, following her father, Max.

Elodie Abecassis starts to practice at just 23 years, supported by her father.

The headquarters of the family business is in Champagne-Vigny, the heart of ABK6, "Chez Maillard". This is where Elodie lives, "The view on the vineyards is lovely, it feels just right here." The young woman did Ecole Supérieure de HEC for four years, including one semester in an American University in Philadelphia.

"We are growing every year," explains the young woman. Scandinavia and Europe remain the core markets for the new brand. Followed by the United States. Asia? "Difficult."

This week, to attract new consumers, the company will launch its new packaging. "It has all the elements the brand is supposed to communicate", Elodie says. 40 employees and four production sites in Champagne-Vigny, Barret, and Jonzac Châteaubernard: the young woman has plenty of work. "My father is still with me, it helps. And the team is really supportive. At the same time, they know me a long time, that is an advantage."