

# MARIE BRIZARD WINE & SPIRITS GROUP



# INTRODUCTION

## WHO WE ARE

Marie Brizard Wine & Spirits is a global wine and spirits company, dating back from **1755**, with the creation of “**Maison Marie Brizard**”

Marie Brizard Wine & Spirits is the **3<sup>rd</sup> Wines & spirits group** in France

## OUR KEY ASSETS

- **Expertise & long tradition** in spirits,
- Wide portfolio of **mainstream brands**
- Resolutely turned towards **innovation**.

# OUR MISSION

**We deliver value**  
**by providing our customers and consumers**  
**With TRUSTWORTHY,**  
**BOLD & FLAVORFUL brands**

# OUR GROUP

**Krupnik**

**SOBIESKI**  
VODKA

**WILLIAM  
PEEL**

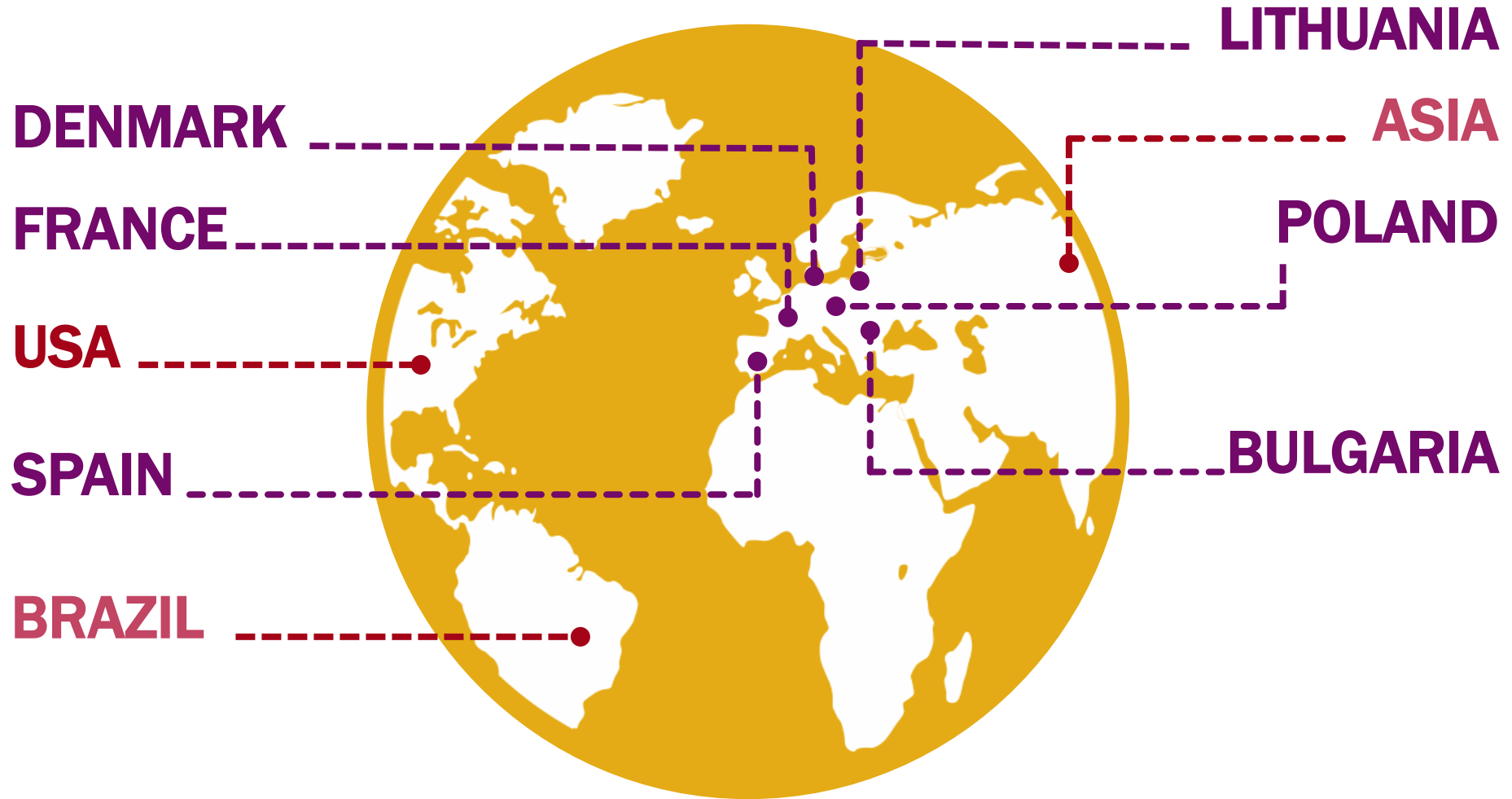
Fruits  
and  
Wine®  
by MONCIGALE

**4 BRANDS**  
**>1 M 9 LC**



**2400**  
**EMPLOYEES**  
**WORLDWIDE**

# KEYS MARKETS



# POSITION

VODKA	{		{	#6 fastest growing premium vodka
				#1 imported vodka in France
SCOTCH WHISKY	{		{	#5 best selling vodka brand globally
				#2 vodka brand in Poland
LIQUEURS	{		{	#6 whisky brand globally
				#1 whisky brand in France for 20 years
FLAVORED WINES	{		{	Founded in 1755 in Bordeaux by the first French women master liquorist
				260 years of expertise & know-how
	{		{	#1 flavored wine in France
				Over 1M 9L cases sold on French market



# STRONG POSITIONS IN 2016



Recognized as **the World's Best Cognac**



**#6**

Whisky brand **Worldwide**



**#1**

Flavored Wine **by volume and value** in France



**#2**

**By volume** on the French vodka market



**#5**

Best selling vodka brand **Worldwide**

# OUR VALUES



## ENTREPRENEURSHIP

Develop a culture of result and entrepreneurship



## EXCELLENCE

Implement the best practices to strengthen customer satisfaction



## TEAM SPIRIT

Foster constructive behaviors



## INNOVATION

Innovate and anticipate to be in the outposts of the competition



# VODKA BRANDS





**100% GRAIN**



**1 M CASES IN LESS THAN  
3 YEARS IN THE US**

- A velvet rich taste with a clean & smooth finish
- Available in 90+ countries
- More than 2 million cases sold worldwide

## RECENT ACCOLADES:





**#5 WORLDWIDE**

5th best selling vodka  
brand in the world



**4,4m 9 L CASES SOLD**

4,4 million 9 L  
cases sold in 2016

- #2 vodka brand in Poland – 4th biggest vodka market
- 5th fastest growing spirits brand in the world
- Produced in one of the oldest distilleries in Europe



**No.2**  
**Vodka Brand**  
**in**  
**Lithuania**



**Produced from our own  
distillate**

- Made from Alpha-grade spirit, produced our own Obeliai distillery
- Unique vodka recipe, that is recognised by international competitions

**RECENT  
ACCOLADES:**





**100% GRAIN**

**No.2**  
**Vodka Brand**  
**in**  
**Lithuania**

- Made from ethyl alcohol, produced at our own Obeliai distillery, founded by nobleman back in 1907
- Combines best values of BARSKA brand: nobleman origin, modern distillation process and selected 100% grain.

**RECENT  
ACCOLADES:**







## UNIQUE RECIPE

Cloudy liquid with the  
taste of natural  
coconut



## COCOIN TWINS

Same remarkable taste,  
different look

- Too bold and adventurous to name it aloud
- Hint of lemongrass, pine apple and buttery toast
- Sold over 500 000 L in 2016





**100% GRAIN**



**AFFORDABLE**

- Smooth and crispy taste vodka
- Excellent choice for cocktails

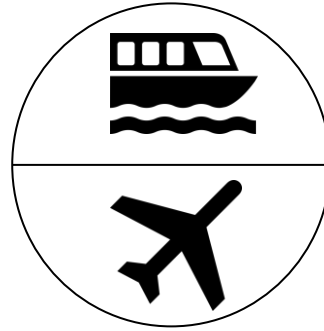




# LUMBER JACK



**REALLY STRONG!**  
ABV 79%



**EXCELLENT CHOICE  
FOR DUTY FREE**

- High quality ethyl alcohol produced at one of the oldest distilleries in the Baltic region



# **SPIRIT DRINKS**





## INNOVATIVE RECIPE

Premium quality &  
unique taste



## WITH HEMP OIL



## TASTE THE WILD

Rebellious concept &  
communication

- Ground-breaking and innovative hemp flavored spirit drink
- Targeting nightlife as a shot drink as well as a cocktail ingredient
- Made with natural hemp oil





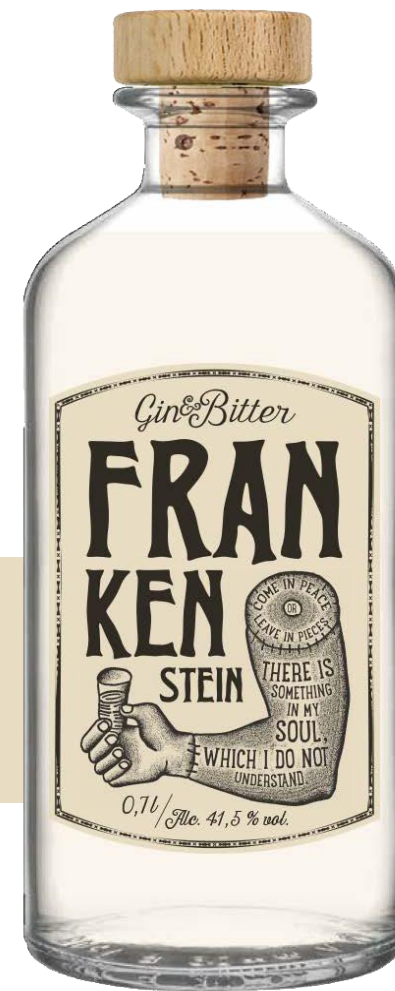
## INNOVATIVE RECIPE

Gin + Bitter



## EXTRA RESTED

- Combination of Gin and bitter twist creates curiosity effect
- 41,5% ABV strong spirit with light after-taste and minimal sweetness
- Extra rested for 4 weeks for smoothness



# BARSKA



**QUINCE**



**PLUM**



**LEMON**

- Vodka with juice concept in 3 different flavours, available in 32% ABV
- Perfectly composed ingredients, appreciated by consumers
- Excellent to drink in shots as well as for cocktails





# COGNAC





**OLDEST SOLD**  
Oldest cognac ever  
sold in auction



**AWARDED WORLD'S  
BEST COGNAC**

- One of the oldest Cognac houses (since 17th century)
- Unique location of the cellars over the waters of Osme river in Aigre
- Two years in a row awarded World's best cognac

**RECENT  
ACCOLADES:**





# WHISKY





## #6 WORLDWIDE

Over 3 million 9L  
cases sold in 2016



## #1 FASTEST GROWING

Among top 10 fastest  
growing spirits worldwide

- #1 in France, world's largest Scotch market
- Sold in 26 countries



## RECENT ACCOLADES:



# | BRANDY







## WELL EXPERIENCED

More than 100 years of  
know-how



## OAK BARRELS

Aged in French Oak  
barrels

- Exclusive French Brandy, elaborated following traditional methods since 1912
- Awarded at prestigious international contests: San Francisco World Spirits Competition and IWSC

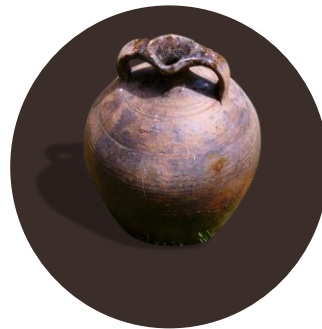


# RENAISSANCE



## FRENCH BRANDY

The origin of raw  
material is France



## THE GREAT BLEND OF EAUX-DE-VIE

- Renaissance brandy distillate originates from France, Tessendier & Fills Cognac house
- No.3 in Lithuania



# | TEQUILA





**100%**

Pot still produced in  
Jalisco, Mexico

**#1**

Tequila in France!



- #1 in France in value
- #1 in France in brand awareness



# GIN





## 4 NATURAL INGREDIENTS



## SMALL BATCH

- 4 natural ingredients distilled manually
- Classical juniper flavour with the combination of dill and orange zest
- 40% ABV





**OLD RECIPE**



**NO SUGAR**

- No sugar added during production
- More than 40 years old recipe
- Available in 37,5% and 45% ABV



# RUM







**DISTILLATE FROM  
TRINIDAD AND  
TOBAGO**



**NO ADDITIONAL  
SUGAR**

- Well balanced taste
- Clear liquid, from light brown to dark brown
- Enjoyed neat, on the rocks or perfect in cocktails



# LIQUEURS & SYRUPS





## #1 LIQUEURS

Imported  
liqueurs in UK &  
Australia



## 260 YEARS EXPERTISE

The oldest French  
liqueur since 1755

- #2 French liqueurs brand in the world
- Created in Bordeaux in 1755 by Marie Brizard, first women liquorist
- Among the most awarded liqueurs brands



## RECENT ACCOLADES:





# FLAVOURED WINE





**#1 IN FRANCE**



**STRONG PERFORMANCE  
IN EXPORT**

- Over 1 million 9L cases sold in France annually
- Delightful mix of wine & natural fruit juices or infusions
- Over 15 flavors available including floral range



# SUMMARY

## A key player at the heart of the

- Leading brands in key categories
- Strong track record in success and innovations
- Powerful commercial structure constantly adapting for better effectiveness & excellence

# THANK YOU !

