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MBWS SIGNS A STRATEGIC DISTRIBUTION AGREEMENT WITH EUROCASH, AND STRENGTHENS ITS PRESENCE IN POLAND'S TRADITIONAL TRADE

Marie Brizard Wine and Spirits (Euronext: MBWS) announced today that it is expanding its strategic partnership with the Polish distributor Eurocash in order to strengthen the presence of its flagship brands - including Krupnik vodka and William Peel whisky - in Poland's traditional trade.

This agreement, which will take full effect from January 2017 1st, is part of the reconfiguration of the route-to-market that the Group is gradually pursuing in its key markets. It thus contributes to the achievement of the objectives of the BiG 2018 strategic plan in the traditional trade, which accounts for almost 50% of the Polish market.

Eurocash is the leading distributor of fast moving consumer goods (FMCG) in Poland's traditional trade, nation-wide. It generated revenues of 20.3 billion zlotys in 2015.

About Marie Brizard Wine & Spirits (MBWS)

Marie Brizard Wine & Spirits produces and sells a range of wine and spirits primarily in Europe and the United States. MBWS has distinguished itself for its know-how, the range of its brands, and a long tradition and history of innovation. From the inception of Maison Marie Brizard in Bordeaux, France in the year 1755, to the launch of Fruits and Wine in 2010, Marie Brizard Wine & Spirits has successfully developed and adapted its brands to make them contemporary while respecting their origins. MBWS is committed to providing value by offering its customers bold, trustworthy, flavorful and experiential brands. The company currently has a broad portfolio of leading brands in their respective market segments, most notably William Peel scotch whisky, Sobieski vodka, Fruits & Wine flavored wine and Marie Brizard liqueurs. Marie Brizard Wine & Spirits is listed on the regulated market of Euronext Paris, Compartment B (ISIN code FR0000060873, ticker MBWS) and is included in the EnterNext© PEA-PME 150 index, among others.



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