



Ivry-sur-Seine, 26 June 2017

## **MBWS TO DISTRIBUTE DUVAL-LEROY CHAMPAGNE IN FRANCE, IN MODERN TRADE**

Marie Brizard Wine & Spirits (Euronext Paris: MBWS) and Champagne Duval-Leroy today announced that they have signed a distribution agreement, effective 1st September 2017.

This agreement, under which MBWS France will distribute champagne on behalf of Duval-Leroy in Modern Trade, encompasses the distribution of “permanent” presentations of the Duval-Leroy brand, as well as special vintages to be introduced during specific campaigns and wine fairs.

The distribution of Duval-Leroy champagne enables MBWS to provide its large retail clients in France with a complete wine and spirits offering, and to add a new product category to its portfolio of wine and spirits brands.

Jean-Noël Reynaud, CEO of MBWS, commented, *“I am proud of the trust manifested in our company by the prestigious champagne producer Duval-Leroy. MBWS is the largest contributor to the growth of the spirits category in France, and the agreement with Duval-Leroy once again demonstrates our ability to attract top-of-the-line brands to partner with us. This distribution agreement is particularly important as it enables us to complete our portfolio with a champagne whose attributes are fully in sync with the DNA of our brands: quality, recognition and accessibility. Additionally, the distribution of Duval-Leroy champagne enables our Group to broaden its product offering within the framework of our differentiated business model.”*

Permanent presentations of Champagne Duval-Leroy include:

- Duval-Leroy Cuvée BRUT Réserve
- Duval-Leroy Cuvée BRUT Rosé Tradition
- Duval-Leroy Cuvée BRUT Pur Chardonnay
- Duval-Leroy Cuvée BRUT Agriculture Biologique

### **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, MBWS 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. MBWS currently has a broad portfolio of leading brands in their respective market segments, most notably William Peel scotch whisky, Krupnik vodka, Sobieski vodka, Fruits and Wine flavored wine, Marie Brizard liqueurs, and Cognac Gautier. 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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