



FAMILLES DE VINS RARES



RÉMY COINTREAU

23 May 2016

Partnership between Bollinger Diffusion and Rémy Cointreau in the French market

Bollinger Diffusion, a subsidiary of the family-owned holding company **SJB** (Société Jacques Bollinger), is expanding its spirits division via the integration, as of 1 September 2016, of three of **Rémy Cointreau** Group's major brands.

In this way, **Bollinger Diffusion** will, in addition to the family-owned Group's brands and wines, oversee the exclusive distribution in the French market of the **House of Rémy Martin's** cognacs, **the Rémy Martin and Louis XIII brands**, and **Mount Gay Rum**. These brands will bolster the portfolio of spirits currently distributed by Bollinger Diffusion: **Delamain** cognacs (of which SJB is a shareholder), and the whiskies **Tullibardine** and **Mackinlay**.

With this partnership, **Bollinger Diffusion** strengthens its position as a major player in the distribution of fine wine and prestige spirits brands in traditional French networks, which will benefit the **Houses of Rémy Martin** and **Mount Gay**. This partnership will be based on the values shared by the two family-owned groups, namely the same long-term vision of their operations in relation to their brands, which are anchored in renown terroirs associated with exceptional tradition and expertise.

Created in 1996, Bollinger Diffusion manages the distribution in France of the champagnes and wines of SJB's subsidiaries, namely **Bollinger Champagne**, **Ayala Champagne**, the **Chanson Père & Fils Burgundy wines** and the **Langlois-Chateau Loire Valley wines**. Bollinger Diffusion France also distributes Groupe Fayat's wines.

Etienne Bizot, Chief Executive Officer of SJB, stated: *"I am delighted by the creation of this partnership in the French market with the family-owned group Rémy Cointreau. With the addition of these brands, Bollinger Diffusion will provide a portfolio of prestigious brands that complement our champagne and wine ranges to our entire customer base made up of gourmet restaurants, the finest hotels, independent wine merchants, businesses, wholesalers, nationwide on-trade accounts and retailers, etc. This marks a new phase in the development of our brands in the domestic market and we are pleased that it is starting with brands from Rémy Cointreau Group. This partnership will be implemented by Aymeric de Maistre, who I have recently appointed as Chief Executive Officer of Bollinger Diffusion, in order to develop its full potential and efficiency in the service of all our brands".*

The **Rémy Cointreau** Group, whose origins in the Charente region date back to 1724, is the result of the merger in 1990 of the holding companies of the Hériard Dubreuil and Cointreau families, which controlled E. **Rémy Martin & Cie SA** and **Cointreau & Cie SA** respectively. **Rémy Cointreau** owns a portfolio of high-end international spirits brands.

Valérie Chapoulaud-Floquet, Chief Executive Officer of Rémy Cointreau, stated: *"We are very pleased to be able to join Bollinger Diffusion in France in relation to the Houses of Rémy Martin and Mount Gay Rum; not only do our two family-owned companies share the same values, but we are both cultivating authentic excellence which we want to share with our distributor partners and our customers. We firmly believe in this quality-based vision".*

SJB Press contact

Marie-Catherine Gault Communication - +33 1 41 10 49 49 – mcg@mcg-communication.fr

Rémy Cointreau contact

Laetitia Delaye - +33 1 44 13 45 25 - laetitia.delaye@remy-cointreau.com