

4 MILLIONAIRE BRANDS FOR THE LA MARTINIQUE-AISSE-BARDINET GROUP

The LA MARTINIQUE-AISSE-BARDINET Group has reached a significant milestone in its development with NEGRITA Rum, the fourth brand in its portfolio to exceed one million 9-litre cases. NEGRITA thus becomes a "Millionaire" brand (*sources Drinks International, Impact and Spirits Business 2014*).

"We are extremely proud of the success of the NEGRITA brand which has allowed us to confirm our global expertise and our ambition with rum, a category central to our history and associated with a significant presence in the lands of rum (French Caribbean and Reunion Island)", states Sylvia Bernard, the Group's International Marketing Director. *"This result has made us one of the 4 global groups to have millionaire brands in the three major categories of Scotch Whisky, Vodka and Rum, a key asset to our development."*

ABOUT LA MARTINIQUE-AISSE-BARDINET

Founded in 1934 by Jean Cayard, the French LA MARTINIQUE-AISSE-BARDINET Group is the second-largest spirits group in France and features in the world top 10. Independent and particularly dynamic, through external and organic growth this family-run group has doubled its turnover in ten years. Today, it has a turnover of 920 million euros, including 35% from international business in 110 countries.

The LA MARTINIQUE-AISSE-BARDINET Group's vision is to create quality mainstream brands with an international reputation and strong emotional value. A strategy of regular investments in its 27 subsidiaries and 26 production sites worldwide (in particular in France, Scotland, Spain, Portugal and Italy) guarantees the product expertise and supply chain control that are needed to carry out this mission. This fuels the growth ambitions of the group which is already a leader in several categories: World No. 5 for Scotch Whisky with LABEL 5 and SIR EDWARD'S*, world leader in Port with PORTO CRUZ**, key player in Rum with NEGRITA (in the world's TOP 10 rum brands*) and SAINT JAMES (world no.1 in Agricole Rum), leading producer of French Brandy and French no.1 in Vodka with POLIAKOV**.

Sources :

*Impact 2014 - Top 100 PREMIUM SPIRITS BRANDS WORLDWIDE

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For more information

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