

**Bollinger Diffusion partners with
Bacardi-Martini France**

For wine merchants and delicatessens



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Bollinger Diffusion, the distribution subsidiary of the **Bollinger Group**, is expanding its spirits division to include the main premium brands of the **Bacardi-Martini Group** in France for **wine merchants and delicatessens**.

Alongside its Champagne (**Bollinger** and **Ayala**), wine (**Domaine Chanson** in Burgundy; **Langlois** and **Hubert Brochard** in Loire), and spirits (**Delamain cognac**, **Anaë organic gin**) brands, **Bollinger Diffusion** will be the exclusive distributor in France of:

Liqueur



St-Germain is a liqueur made from wild elderflowers. Its signature cocktail, the St-Germain Spritz, has become a popular apéritif.

Single Malts



Aberfeldy single malt is considered a fine Highland classic. **Stephanie Macloed**, Aberfeldy's multi-award-winning master blender, perfectly blends past, present and future in each bottle.



The Craigellachie distillery, founded in 1891, is located in Scotland's Speyside region. True to its traditions, the distillery still uses "worm tub" condensers to cool its spirits.



Royal Brackla, founded in 1812, was the first distillery in the United Kingdom to receive a Royal Warrant. This royal warrant continues to this day, a testament to the quality of Royal Brackla single malt.

Whisky



Founded in 1846 by John Dewar, Dewar's has grown from a small wine and spirits shop in Perth, Scotland, to a world-renowned blended scotch whisky.

Bourbon



Angel's Envy is a craft distillery in Louisville, Kentucky, born of a partnership between a father, Lincoln Henderson, inaugural member of the Bourbon Hall of Fame, and his son Wes. Its bourbon relies on both the expertise inherited from its founders and an innovative spirit.

Vermouth



Noilly Prat vermouth is made using a traditional process that combines outdoor ageing with a unique maceration method called *dodinage*.

Tequila



Patrón tequila is handcrafted in the mountains of Jalisco, Mexico, using only the finest Weber blue agave.

These brands will strengthen the portfolio of spirits currently distributed by BLD France: **Savanna** and **Bielle** rums, **Guillotine** vodka, **Benjamin Kuentz** and **Tullibardine** whiskies, **La Escondida** mezcal, **Komos** tequila and **IWA** sake.

Through this partnership, **Bollinger Diffusion** confirms its position as a major player in the distribution of fine wines and prestige spirits in traditional French networks.

Aymeric de Maistre, Managing Director of Bollinger Diffusion: "I'm delighted to announce our partnership with the family-owned Bacardi-Martini Group in the French market. With the addition of these brands, Bollinger Diffusion will be able to offer all its customers a portfolio of prestigious brands that complement our Champagnes and wines for our wine merchant customers. This is a new stage in the growth of our brands in the domestic market and we are thrilled to join forces with the Bacardi-Martini Group brands."

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