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MARIE BRIZARD WINE & SPIRITS France signs a major distribution agreement in whisky

***Flagship brands from American Spirits Company Sazerac
will be distributed in France by MBWS***

MBWS and Sazerac announce the signing of an agreement whereby MBWS will ensure the distribution of the Sazerac Company's main brands in France from 1 July 2016. This concerns the following brands:

- **Benchmark**, a multi-award-winning bourbon positioned on the fastest-growing whisky category in France;
- **Fireball**, an indisputable success over the last three years in the United States positioned in the flavored whiskies segment, the second-fastest-growing whisky category in France;
- **Southern Comfort**, iconic brand of the spirits industry, recently acquired by Sazerac.

MBWS France is thus strengthening its strong leadership position in the whisky segment in France thanks to these brands joining its current portfolio that comprises William Peel, William Peel Double Maturation, William Peel Honey, William Peel Delicious Coffee, Sir Pitterson, Glenroger's and Canadian Tippers.

In exchange, Sazerac will be able to benefit from MBWS' brand development expertise in key categories.

Following the signing of this agreement, Jean-Noël Reynaud, CEO of MBWS, said, *"This wonderful partnership further strengthens our role as a key player on the French market. It illustrates our ability to attract recognized and high-potential brands to our portfolio. I am proud that Sazerac has chosen us."*

Guy May, global sales director for Sazerac, added, *"Development of our Benchmark, Fireball and Southern Comfort brands in France are strategic priorities and we are pleased to entrust them to a dynamic team with a proven sales and marketing track record in France."*



About Marie Brizard Wine & Spirits

Marie Brizard Wine & Spirits is a wine and spirits group operating in Europe and the United States. Marie Brizard Wine & Spirits stands out through its know-how, its assortment of brands with a long tradition and a spirit firmly focused on innovation. From the founding of Maison Marie Brizard in 1755 to the launch of Fruits and Wine in 2010, the Marie Brizard Wine & Spirits group has shown an ability to develop its brands in a modern way whilst respecting their origins.

Marie Brizard Wine & Spirits is committed to providing value by offering its clients trustworthy and audacious brands packed with flavours and experiences. Today, the Group has a consistent portfolio of brands that are leaders on their respective segments, and notably William Peel, Sobieski, Fruits and Wine and Marie Brizard.

Marie Brizard Wine & Spirits is listed on Compartment B of Euronext Paris (FR0000060873 - MBWS) and is included in the EnterNext© PEA-PME 150 index.

About the Sazerac Company

Sazerac is one of New Orleans' oldest American family owned, privately held companies and has operations in New Orleans, Louisiana; Frankfort, Bardstown, Louisville and Owensboro, Kentucky; Fredericksburg, Virginia; Carson, California; Baltimore, Maryland; Lewiston, Maine; Manchester, New Hampshire; and Montreal Canada. For more information on Sazerac, please visit www.sazerac.com.



Press contacts:

Caroline Simon, caroline.simon@image7.fr, +33 (0)1 53 70 74 65

Simon Zaks, szaks@image7.fr, +33 (0)1 53 70 74 63