



Paris, 20 June, 2019

New commercial organisation proposed in France

Marie Brizard Wine & Spirits (Euronext Paris: MBWS) announces that its Marie Brizard Wine & Spirits France subsidiary has convened its Works Council to announce a proposed plan to redeploy its sales force in France, the aim of which is to pool a part of its commercial activity with third-party distribution entities.

The Group has established a proactive plan to restore its profitability, initiating projects for all of its activities with the aim of reducing costs.

In France, commercial activities in supermarkets, local stores and the on-premise channel have suffered from a lack of critical mass leading to high costs per visit compared to turnover.

According to the proposal, Marie Brizard Wine & Spirits France would entrust to two entities owned by its majority shareholder, COFEPP: sales coverage of supermarkets and local stores, and sales coverage, customer negotiation, delivery and logistics in the on-premise channel.

This partnership would make it possible to benefit from these two entities' existing resources to expand the distribution of the Group's products in France. Marie Brizard Wine & Spirits France would retain full control of its sales, marketing and brand development strategy while focusing its resources on the Hypermarket channel which is its most profitable channel and the one with the greatest potential for the Group's growth in France.

The proposed plan would lead to the loss of 51 jobs in the French sales force. The Group is committed to doing everything it can to minimise the consequences of the proposed plan on employment and to supporting its employees within the framework of any social measures that may be implemented.

Marie Brizard Wine & Spirits produces and sells a range of wine and spirits across four geographic clusters: Western Europe, Middle East & Africa, Central and Eastern Europe, the Americas, and Asia-Pacific. 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 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. The company has a broad portfolio of leading brands in their respective market segments, most notably William Peel scotch whisky, Sobieski vodka, Krupnik vodka, Fruits and Wine flavored wine, Marie Brizard liqueurs and Cognac Gautier. MBWS 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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