

P R E S S R E L E A S E – M A R C H 2 0 2 3

RECORD YEAR MARKED BY +30% INCREASE IN NET REVENUES

In 2022, Spirit France recorded spectacular net sales growth of +30%, driven by sustained development of exports for its strategic brands.

Calvados is up sharply by +18% in volume, in a global market that is up +4.7% for the total Calvados category*.

According to Serge Der Sahaguian, CEO of Spirit France: "This exceptional performance confirms the relevance of our strategy, based on the development of our premium brands in high added value markets, with our partners and importers around the world".

"In particular, Calvados Boulard had a record year in terms of shipments, especially in North America".

From March 27 to 31, 2023, Calvados Boulard will be present in three US states (Illinois, Texas and California) during masterclasses and trade events organized by the IDAC, Interprofessional Association of Cider-based Controlled Appellations, for the promotion of Calvados.

*Source IDAC: ➡ press.release.drinkcalvados.com

Spirit France Diffusion is a French group specialized in the production and marketing of exceptional spirits from French AOC (Protected Designation of Origin).

Spirit France promotes around the world prestigious brands from unique terroirs, combining tradition, excellence and innovation:

- Calvados Père Magloire
- Calvados Boulard
- Calvados Pays d'Auge Lecompte
- Grand Armagnac Janneau
- Armagnac Le Marque