

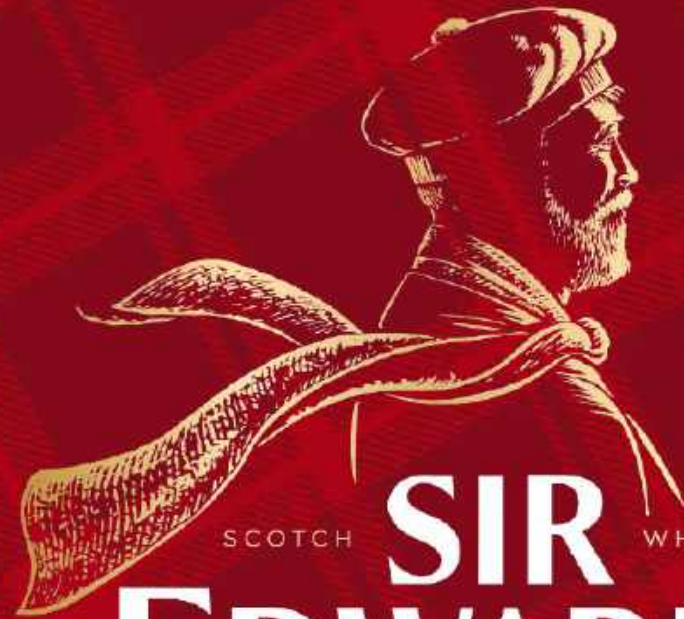
BARDINET

DRINKS EXPERTS *Since 1857*

EXPORT BRAND BOOK 2025

LMB
La Martiniquaise-Bardinet





SCOTCH **SIR** WHISKY
EDWARD'S

*Scotland
in a glass*

SIR EDWARD'S

Scotland in a glass

Crafted in the purest **Scottish tradition** since 1891, Sir Edward's is an **authentic whisky** encapsulating savoir-faire and pride in every drop, the very taste of Scotland. **Carefully distilled and matured**, Sir Edward's combine the finest malt and grain Scotch whiskies to create **perfectly balanced** and **incredibly smooth** whiskies.

Sir Edward's, genuinely Scottish for every occasion.

Brand values



Scottish authenticity

Distilled and aged in Scotland, in our own distilleries, traditional production process, Master Blender expertise, Scottish heritage: peat, beer casks, aged...



Generous

We are proud of our Scottish culture, approachable and generous, just as our whisky.



For all to enjoy

Through taste, price & image

Product range



FINEST

Sublimely smooth



SMOKY

Gently peated



BEER

Round and hoppy

12 YO

intensely flavoured

Communication

New communication territory, Key visuals, press, leaflet ..



Off-trade visibility

Promo packs, on-pack glass, awards, merchandising inspirations, limited edition..



Digital

New video campaign, media buy, website, SM, newsletter ..



Drink Strategy content



Simple signature cocktails per product.

SCAN ME



SIR EDWARD'S POS



Gifts



UMBRELLA
40E37



GLASS
40F95



FLASK
40A57



TOTE BAG
40C92



RUGBY BALL
40F94



FOOTBALL BALL
40G10

Serving



SET OF 2 WHISKY STONES
40D49

In store



CRADLE
40G49



ROLL UP
40B73



Clothing



BERET
M (40589)
W (40587)



KILT
M (40588) SIZE L
W (40586) SIZE M



T SHIRT
W (40570) SIZE S
W (40572) SIZE L



SLEEVELESS JACKET
M (40E56) XL
W (40E54) L



CAP
40B45



FAN FINGER
40G12



BOB

SIR EDWARD'S *Local best practices*

Africa



South America



Middle East





ESTD **GLEN** 1897
MORAY
— SPEYSIDE —

CASK EXPLORER SINCE 1897

CASK EXPLORER SINCE 1897

"Crafted in the heart of Speyside since 1897, our smooth, fruity single malt whisky embodies the classic Speyside style. Glen Moray is double distilled in our copper stills, on the banks of the River Lossie, as it has been for more than 125 years.

Then, with skills passed from generation to generation, our craftsmen carefully age Glen Moray in our traditional warehouses, filled with more than 170,000 casks. Experts in maturing and marrying many different types of casks, they create the array of flavours which inspire our extensive range. Inclusive and inviting, Glen Moray is enjoyed on its own and in cocktails, by aficionados and whisky early adopters alike."



AN AUTHENTIC DISTILLERY
WITH A PASSIONATE &
EXPERT TEAM



Iain Allan, Global
Brand Ambassador

Stephen Woodcock,
Head of Whisky
Creation



ESTD **GLEN MORAY** 1897
— SPEYSIDE —

A FULL SINGLE MALT EXPERIENCE
FROM INITIATION TO EXPERTISE



BRAND VALUES

EXPLORATION

Through cask expertise, wide variety of taste profile, from non-aged to very exclusive offer

COMMITMENT

Quality driven, small and passionate team, sense of community, transmission at heart

INCLUSIVITY

For everyone, from early beginners to long-time drinkers and experts, from neat to cocktail variations.

SPECIAL EDITIONS

Limited editions of distinctive whiskies that take you on a journey of discovery.



DISTILLERY EXCLUSIVES

Limited editions sold only at The Distillery and local events



THE TRAVELER

Our signature single malts, high proof and non-chill-filtered - Travel retail exclusive



HERITAGE

Aged to perfection in the highest quality casks



12YO - 40 % 12YO SMOKY - 46,3 % 15YO - 40 % 18YO - 47,2 % 21YO - 46,3 %

PRESTIGE

An exclusive dram crafted to honour the Distillery's legacy



Mastery - 52,3%

THE EXPLORER

Non-age statement crafted with flavour exploration at heart



Our Classic - 40% Peated - 40% Sherry Cask - 40% Port cask - 40% Cabernet - 40% Chardonnay - 40%

XPERIENCE

Conceptual releases with explorative flavours



Twisted Vine 40% Cognac cask Phoenix Rising 40% Charred oak cask Forbidden Fruit 40% Calvados ask

THE NEW **EXPLORER** RANGE



OUR CLASSIC

Cask Type: Bourbon barrel
Formats : 5cl, 35cl, 70/75cl, 1L, 1,75L
40% ABV

Traditional Speyside character as its very best. A wonderfully balanced and smooth whisky. Creamy vanilla and light oak character.



SMOKY CLASSIC

Cask Type: Bourbon barrel
Formats : 5cl, 35cl, 70/75cl
40% ABV

An intense & smoothly smoked expression. Character reminiscent of charred wood on a bonfire. The traditional Speyside vanilla and oak flavours balance the smoke beautifully.



PORT CASK FINISH

Cask Type : Bourbon barrel & Port pipes
Formats : 5cl, 70/75cl
40% ABV

A light and fruity expression finished over 8 months in Port casks from Porto Cruz, #1 Port brand in the world. A sweet and balanced whisky. Summer fruits and rich wine notes.



CABERNET CASK FINISH

Cask Type: Bourbon barrel & Cabernet casks
Formats: 70/75cl
40% ABV

A sweet and full-bodied expression finished in Cabernet Sauvignon red wine casks. Sweet, rich dark fruits with warm spiced oak and vanilla.



CHARDONNAY CASK FINISH

Cask Type: Bourbon barrel & Chardonnay casks
Formats: 70/75cl
40% ABV

A sweet and spicy expression finished over several months in Chardonnay wine casks. An intense and unique whisky. Tropical fruit sweetness and warm spice.



SHERRY CASK FINISH

Cask Type: Bourbon barrel & Sherry casks
Formats: 5cl, 70/75cl
40% ABV

A complex and full-bodied expression finished over 8 months in Oloroso Sherry casks sourced from Jerez in Spain. A smooth and satisfying whisky. Vibrant dried fruits and earthy, nutty notes.

ESTD 1897
GLEN MORAY
— SPEYSIDE —

THE NEW HERITAGE RANGE



12 YO

Cask Type: Selected Bourbon Barrels
Formats : 70/75cL, 5cl
40% ABV

A wonderful balance of select bourbon barrels bringing infused vanilla and berry fruits. Speyside signature style at its finest.



12 YO SMOKY

Cask Type: selected American and European casks
Formats : 70cL
46,3% ABV
Non-chill-filtered

Distilled from peated barley malt, for subtle bonfire notes, then matured in select American and European casks.



15 YO

Cask Type : Bourbon & Sherry casks
Formats : 70/75cL
40% ABV

A rich and intense expression. Combining spirit aged in Oloroso Sherry casks and American oak to deliver whisky rich in dried fruits, dark chocolate and layered with delicate spice.



18 YO

Cask Type: 1st fill American cask
Formats : 70/75cL
47,2% ABV
Non-chill-filtered

Carefully matured in the finest 1st fill bourbon casks to deliver a whisky which is remarkably complex and elegant. Full bodied oak, spice and caramelized fruit flavours.



21 YO

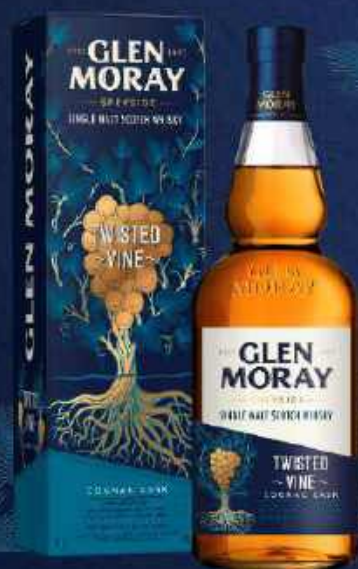
Cask Type: American & Port wood finish wine casks
Formats: 70/75cL
46,3% ABV
Non-chill-filtered
Small batch

A perfectly executed Port finished single malt. Combining the spicy sweetness from the ex-bourbon casks and the rich wine flavours. A wonderfully complex dram for whisky connoisseurs.

ESTD **GLEN MORAY** 1897
— SPEYSIDE —

Xperience

A new conceptual offer marrying intriguing stories, boldly illustrated
and its cask exploration expertise with delightful Single Malts



Twisted Vine – 40%



Phoenix Rising – 40%



Forbidden Fruit – 40%

GLEN MORAY COMMUNICATION

A wide variety of content promoting Glen Moray's expertise and values

Global campaign



Influencers program



Global campaign



Website

ESTD 1897
GLEN MORAY
— SPEYSIDE —



Glasses



Whisky stones



Tote bag



Pins



Gilet



Hip flask

Events & Shows



IN THE
MIX WITH
GLEN MORAY



Old fashioned variations



Highball variations

Scan the code to discover more



GLEN MORAY BEST PRACTICES

ESTD 1897
GLEN MORAY
— SPEYSIDE —





BARDINET

— MAISON FONDÉE EN 1857 —

BARDINET – CRAFTED WITH FRENCH PASSION

Following the finest French traditions, Bardinet is distilled from grapes to create its eaux-de-vie. These eaux-de-vie are expertly aged in fine oak barrels. Interacting with the oak over time, their taste evolve as they develop complexity and roundness. Finally, Bardinet's expert Master Blender blends the eaux-de-vie to create Bardinet's signature taste.

- Over 165 years of French Savoir-Faire
- No.2 Grape brandy from France
- No.8 international grape brandy brand
- Traditional brandy 100% aged in our cellars near Bordeaux, France



Authentic

Bardinet is crafted in the traditional French way, honouring our House's century long heritage.



Passionate

From crafting Bardinet to sharing our brandy's rounded, balanced taste, everything we do reflects our passion and expertise.



Welcoming

Bardinet is for all to enjoy.

PRODUCT RANGE



VSOP 36%



BARDINET BRAND ASSETS

COMMUNICATION

KV, Press, boards, digital display



IN STORE TOOLS



DRINK STRATEGY



COCKTAIL BOOK



MULE VIDEO



PHOTOS

DIGITAL



www.bardinet-brandy.fr
@bardinetbrandy



BARDINET

— MAISON FONDÉE EN 1857 —

BARDINET BRANDY POS



For Gifting



TOTE BAG

Clothing



Cap

For Events



Roll-up Bardinet Brandy VSOP



Roll-up Bardinet Brandy XO



Roll-up Bardinet Brandy Full Range



Unisex T.SHIRT

BARDINET BEST PRACTICES



Press

SINCE



1852

BEEHIVE

HOUSE OF FINE BRANDY

BEEYOND EXPECTATION

BEEHIVE – BEEYOND EXPECTATION

- A **unique identity** and **savoir faire** since 1852
- In **house French Master Blender**
- Skillfully **blended** for an exceptional smoothness
- Awarded with **Gold Medals**
- International brand available in over **70 countries**

RANGE



VSOP 40%

A beautiful blend marrying the finest brandies with a hint of Armagnac aged in oak

BRAND VALUES



Proud

Proud of its unique identity, Beehive adopted a beautifully sculpted bottle taking inspiration from the shape of a natural beehive.



Elegant

Beehive is a masterful blend of eaux-de-vie distilled in column stills to capture the purest essence of the grapes.



Inviting

The perfect drink to be savoured with loved ones or shared more widely with friends and family.



XO 40%

A blend of the finest old brandies with a touch of Armagnac, long aged in oak barrels



HONEY 35%

A combination of Beehive sweetened with the taste of honey. A candycoated nectar



GOLD 40%

This **festive edition** is the perfect balance of heritage and innovation

An XO with a twist, enriched with mysterious eaux-de-vie

BEEHIVE BRAND ASSETS

COMMUNICATION

KV, Press, boards, digital display



DRINK STRATEGY



FOOD PAIRING

TUTORIAL VIDEO

COCKTAILS

www.beehive-brandy.fr
@beehivebrandy



IN STORE TOOLS



DIGITAL



POS & BEST PRACTICES

For Gifting



Ballpoint pen

For Serving



Glasses

For Event



Roll-ups



unisex T.SHIRT



Mixed CAP

Best practices



Bahrain Duty Free



Dubai - DF



— *Maison Fondée en 1857* —

BARDINET



French Liquorist
Since 1857



BARDINET Liqueurs & Syrups

French Liquorist since 1857

Secret ancient recipes - the BARDINET family's inheritance - have been passed on and carefully preserved and great attention paid to every aspect of production from spirit and aroma selection to distillation and bottling methods.

- **Wide range** of classic and curiosity liqueurs
- **Long family know-how heritage:** Bardinet French liquorist since 1857
- Crafted in **Dijon** for Liqueurs and in **Bordeaux** for Syrups
- **Powerful aromatic palette**
- Traditional methods merged with modern techniques

LIQUEURS



— Maison Fondée en 1857 —
BARDINET

French Liquorist
Since 1857



BRAND VALUES

- **HERITAGE AND TRADITION:** A rich heritage and French know-how that have been developed over a century
- **VERSATILITY:** endless possibilities in cocktail making with a vast selection of high-quality and flavorful options
- **ENJOYMENT:** Crafted to elevate experiences, creating lasting memories

SYRUPS



French Liquorist
Since 1857

— Maison Fondée en 1857 —
BARDINET

BRAND ASSETS



Key visual
& Brand territory



Brand Book & Video
presentation



Neckhanger
& POS



Instagram
account



Drink strategy:
cocktail book ,
cocktail content



A top-down view of a purple surface covered with several blackberries and fresh green mint leaves. The blackberries are dark and clustered, while the mint leaves are bright green and serrated. A red banner with white text is centered over the image.

L'HÉRITIER-GUYOT

- 1845 -

L'HÉRITIER-GUYOT

- 1845 -



TASTE OF FRUIT since 1845

Founded in 1845 in Dijon, Maison L'HÉRITIER-GUYOT still produces its delicious fruit crèmes using the same expertise. Each ingredient has been carefully selected to offer unique flavours, for all occasions.

Created by Louis-Baptiste L'Héritier and his wife Claudine Guyot, L'HÉRITIER-GUYOT is one of the leading liquor producers in the region of Dijon. Together, the couple honoured the tradition, and the know-how embedded in the Dijon area, with quality products and controlled production from start to finish.



CRÈME DE CASSIS
DE DIJON
70CL 10%



CRÈME DE CASSIS NOIR
DE BOURGOGNE
70CL 10%



CRÈME DE MÛRE
70CL 10%



CRÈME DE PÊCHE
70CL 10%



CRÈME DE FRAMBOISE
70CL 10%



CRÈME DE VIOLETTE
70CL 10%

L'HÉRITIER-GUYOT

- 1845 -



DRINK STRATEGY

based on KIR ROYAL as drink signature

+ with WINE



BEER



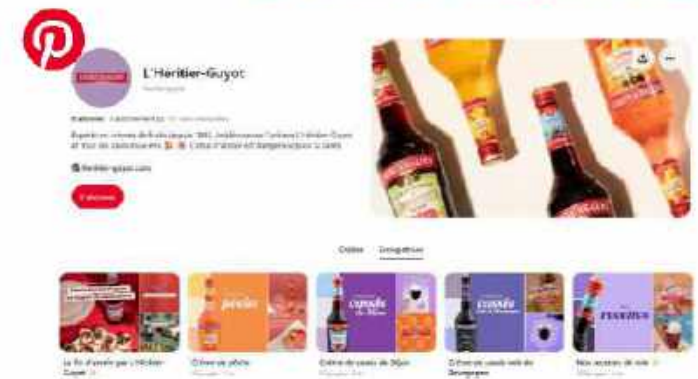
or in COCKTAILS



WEBSITE (English version available)



SOCIAL MEDIA (French accounts)





Old Nick

CARIBBEAN SPIRIT INTO OUR FAVOURITE COCKTAILS





Old Nick

CARIBBEAN SPIRIT INTO OUR FAVOURITE COCKTAILS

- Since 1893, OLD NICK has explored every inch of the **Caribbean** in search of the **finest rums**. The mission has remained the same throughout all that time discover the specificities of the Caribbean terroirs and select the best of each to elaborate the most beautiful blends of rums.
- From the roundness of **Dominican** rum, the aromas of **Guatemala**, to the intensity of **Jamaican** rums, OLD NICK offers easy-to-mix rums, full of flavours.
- **Light and rich in flavour**, OLD NICK rums make the perfect addition to any **cocktails**, permitting an exceptional journey, right to the heart of the Caribbean, the historical birthplace of rum!

OLD NICK INTERNATIONAL OFFER

Old Nick

Cocktail range



White rum 37,5°

Dark rum 37,5°

Spiced 37,5°

Ambré des Îles 32°

1L / 70cl

1L / 70cl

70 cl

Flavoured range



Tropical 32°

Ginger 32°

70 cl

Ready to Serve



Full cocktail range 32°

70 cl

COMMUNICATION TOOL

KEY VISUALS



INSTAGRAM ACCOUNT



POS



BARMAT



CUSHION



BOTTLE DISPENSER



ECO-CUP



CAP



GLASS



DECKCHAIR



POUR SPOUT



POUFFE

BEST PRACTICES

IN-STORE



Old Nick





Rhum
NEGRITA®

NEGRITA COCKTAIL RANGE



Rhum
NEGRITA

With its rich, **aromatic flavours**, Negrita has been sharing the **feel-good spirit of the Caribbean** for more than 160 years.

Bringing its own style of Caribbean flair to fans, Negrita is **enjoyed in many different ways**. Some mix our versatile rum in **cocktails** for countless taste possibilities. Others enjoy it **with cola** and dancing at vibrant music festivals.

DARK 37,5%



5cl 35cl - Glass 35cl - PET 70cl 100cl

ANEJO 37,5%



50cl PET 70cl 100cl

WHITE 37,5%



70cl 100cl

SPICED 35%



70cl 100cl

JAMAICA
Single
Origin
37,5%



70cl

RTD 5%
Rum & Cola



250 ml x 4

KEY BRAND ASSETS

SOCIAL MEDIA



POS TOOLS



VISIBILITY TOOLS



DRINK STRAT



BEST PRACTICES





NEGRITA ORIGINAL GASTRONOMIC

No. 1 of dark rums in the French market, NEGRITA is known and recognized for its **gastronomic use**. The careful selection of different types of rums guarantees a **blend of constant quality with unparalleled aromatic** and organoleptic specificities.

It is a historic brand inscribed in the French gastronomic heritage, and which has been supporting consumers **since 1857**.

Today, Rhum Negrita rum is still the perfect flavour for French Crêpes, pancakes, Babas and other pastries, making all **recipes** even more delicious.



100CL
37,5°



50CL



20CL



The background is a dark blue night sky. On the left, there are large, stylized waves in shades of green and yellow. In the bottom left corner, a skull and a treasure chest are visible. On the right, a pirate ship with red sails is sailing on the waves. A white bird is flying in the sky above the ship.

CHING SHIH

DARK SPICED

Embrace the pirate soul...
IF YOU DARE.

The advertisement features a bottle of Ching Shih Dark Spiced Rum on the left. The bottle has a gold label with a portrait of a woman and the text 'CHING SHIH DARK SPICED'. A circular seal on the neck reads 'LONDON SPIRITS LSC GOLD 2024 COMPETITION'. The background is dark blue with a large, faint portrait of Ching Shih. In the top right, there is a red ship's wheel. At the bottom, there are stylized green waves and a red ship. The text 'CHING SHIH DARK SPICED' is written in a stylized red font at the top right. The main title 'CARIBBEAN DARK SPICED' is in a bold, yellow font. The text 'CHING SHIH's strength is at the heart of the Dark Spiced rum and creates perfect balance with the aromas of the spices.' is in white. Below this, a yellow line with a diamond at the end separates the text from the ingredients list. The ingredients list is in white and includes 'vanilla', 'cinnamon', and 'toffee'. To the right of the ingredients list is a small illustration of two orange cubes and cinnamon sticks. The text '32% ABV' and 'Available in 70cl' is in white. On the right side, there are four bullet points in white, each preceded by a small square icon. The first bullet point is 'Inspired by the true story of Ching Shih, greatest pirate in history.' The second is 'The female pirate who commanded 80 000 outlaws, in the 19th, during the boom of the rum trade'. The third is 'Ching Shih Dark Spiced: Strong and round aromas, high proof, just like Ching Shih's bravery and cleverness'. The fourth is 'Perfect match for Rum & Coke'. The last bullet point is 'An impactful and attractive packaging which generates strong purchase intentions'.

CHING SHIH
DARK SPICED

CARIBBEAN DARK SPICED

CHING SHIH's strength is at the heart of the Dark Spiced rum and creates perfect balance with the aromas of the spices.

With notes of **vanilla**, cinnamon and toffee, Ching Shih Dark Spiced is the perfect partner for a Ching Cola or a Ching Ginger.

32% ABV

Available in 70cl

■ *Inspired by the true story of Ching Shih, greatest pirate in history.*

■ *The female pirate who commanded 80 000 outlaws, in the 19th, during the boom of the rum trade*

■ *Ching Shih Dark Spiced: Strong and round aromas, high proof, just like Ching Shih's bravery and cleverness*

■ *Perfect match for Rum & Coke*

■ *An impactful and attractive packaging which generates strong purchase intentions*

CHING SHIH

DARK SPICED

Key visual



TOOLKIT

Stickers



Press release



T-shirts

Brochure



DRINK STRATEGY



30 ml CHING SHIH
Dark Spiced
120 ml Cola
Add lime and ice



30 ml CHING SHIH
Dark Spiced
120 ml ginger ale
Add lime and ice

Press Coverage



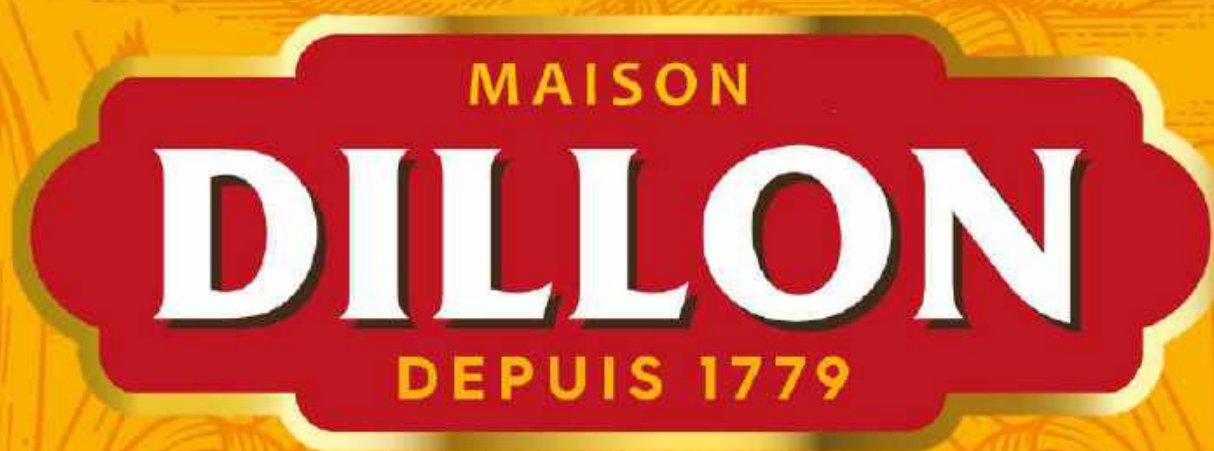
Launch Kits

(1 bottle / 1 tee-shirt / stickers)



Brand
video







- The authenticity of the rum A.O.C. MARTINIQUE since 1779
- A recognizable packaging with his yellow and orange colors
- The juice of the best sugar canes of Martinique
- N°1 agricultural white rum in France

White Rum



70ct-40% 70ct-50% 1L-55%

Four bottles of Dillon's Scotch Whisky are shown side-by-side. From left to right: No. 1, No. 2, No. 3, and No. 4. Each bottle has a dark label with 'DILLON'S' in a red oval and 'SCOTCH WHISKY' below it. The bottle on the far right (No. 4) has a lighter, more detailed label with 'DILLON'S' in a red oval and 'SCOTCH WHISKY' below it. The bottles are filled with a golden-brown liquid and have dark brown caps.

70 cl - 43% 70 cl - 43% 70 cl - 43% 70 cl - 41%
Japan only +GB

70 cl - 43% 70 cl - 43%

70 cl - 71,3% 70 cl - 50%

70 cl - 28° 70 cl - 28° 70 cl - 28°

3L



KEY VISUALS



DIGITAL



PLANTATIONS DE LA MONTAGNE PELÉE

RHUM
DEPAZ

— Depuis 1651 —





A **UNIQUE VOLCANIC TERROIR** allowing DEPAZ rums to benefit from the AOC MARTINIQUE since 1996.
Sugar cane of **exceptional quality**, from semi-organic farming practices, only produced on the farm distillery.
Specific production process of DEPAZ rums with the use of exclusive spring water of the Mount Pelee, a long fermentation and a single distillation column.
A **committed brand** with high degrees of environmental certifications.



RANGE

CLASSIC WHITE RHUMS



White
55% vol – 70cl



White
55% vol – 3l



L'Âme de la Montagne
50,5% vol – 70cl



Cuvée de la Montagne
45% vol – 70cl



Cuvée des Allizés
45% vol – 70cl



Cuvée Papao
48% vol – 70cl



Vieux Plantation
50% vol – 70cl

OLD RHUMS



VSOP
45% vol – 70cl



XO
45% vol – 70cl

OLD FINISH RHUM



Port Cask finish
45% vol – 70cl

PRESTIGE



Cuvée Prestige
45% vol – 70cl



LATEST LIMITED EDITIONS

VINTAGE 2015
70cl – 45%

CUVEE DES HOTES
DU CHATEAU
70cl – 45%

CUVEE VOLUTES
70cl – 45%



PROMO

GIFTSET
1 bottle + 2 Glasses



MULTIPACK
4X5CL



POS



TASTING GLASS



TASTING GLASS



GOURD



STOP SIGN



TI PUNCH GLASS



ORGANIC BAMBOU
STRAW



FAN



ORGANIC WOODEN
PESTLE



WOODEN DISPLAY
FOR 3 BOTTLES



BARMAT

PR & INFLUENCERS



DIGITAL



DEPAZ.FR



EVENTS

International bar, beverages trade shows, rum fests & brand ambassador



DEPAZ ESTATE



Exceptional place in Martinique



Chateau Depaz



The distillery



The warehouse



The restaurant – Le Moulin à Cannes

DRINK STRATEGY

Tasting



Or

Cocktails





PLANTATIONS DE LA MONTAGNE PELÉE
RHUM
DEPAZ
 — Depuis 1651 —

Mixing traditional methods with new and imaginative ideas in rum-making has been at the heart of the DEPAZ brand since it was born in 1917.

Today, more than a century on, as the world tackles climate change, DEPAZ is adopting the same innovative approach to its environmental responsibilities as it does to product production, boosting the firm's green credentials with a suite of measures to help protect the planet.

SETTING UP GREENER AGRICULTURAL PRACTICES



In order to **preserve our land**, classified in the «AOC Martinique» area, we constantly **adapt our agricultural practices**. In 2021, we participated in the HVE certification scheme, which guarantees **reasoned agricultural practices**.

REDUCING THE ENVIRONMENTAL IMPACT ON ITS PRODUCTION PROCESSES



We work daily to improve our industrial practices with a suite of measures in place to **limit our impact on the environment**. A number of actions makes us the **first distillery** in Martinique to be ISO 14001 certified.

CONTRIBUTION TO THE LOCAL ECONOMIC DYNAMISM IN MARTINIQUE



The Distillery is **proud of its terroir**, supports many local initiatives and contribute to the social and economic development of Martinique.



AGUACANA
CACHAÇA





Perfect in Caipirinha

- 6 cl AGUACANA Cachaça
- 1 cl Canne syrup
- 1 Lime



A quality cane sugar eau-de-vie **produced and distilled in Brazil**, using a specific distillation process at **37.5% alc./vol.** It offers **fresh and fruity cane sugar notes**, delivering an authentic and vibrant taste of its tropical origin.

THE ESSENTIAL BASE FOR THE PERFECT CAIPIRINHA

Brazil's most iconic cocktail, the Caipirinha, truly comes to life with AGUACANA.

Its naturally sweet and aromatic cane profile makes it the **ideal spirit** to elevate the blend of **lime and sugar**, bringing unmatched freshness and balance to every glass.



d'ARTIGNY Sparkling



FESTIVE ALCOHOL-FREE BUBBLES

d'Artigny combines the pleasure of bubbles with alcohol-free indulgence. For nearly 30 years, our expertise has brought you refined, gourmet sparkling alternatives — perfect for aperitifs, celebrations, and every convivial moment. Discover a wide range of alcohol-free sparkling wines, from our Cuvée Prestige to delicately flavored creations.



Classics & Flavoured 75cl
0% alcohol

Cuvée Prestige
(Chardonnay)
0% alcohol



Venezzio
Sans alcool
SPRITZ

Sans alcool

Venezzio
Sans alcool
SPRITZ

Venezzio
Sans alcool
SPRITZ

Venezzio
Sans alcool
SPRITZ

VENEZZIO,
Vivez l'Apéritivo

VENEZZIO « APERITIVO ITALIANO » 0%

VENEZZIO offers a range of non-alcoholic typical Italian aperitivo drinks, from sparkling Bitter to Spritz.



BITTER
Off-Trade 6x10cl
On-Trade 24x20cl



SPRITZ ORANGE
4X20cl



SPRITZ LEMON
4X20cl



SPRITZ HUGO
4X20cl

- ✓ AROMATIC
- ✓ ALCOHOL FREE
- ✓ MADE IN ITALY

- ✓ READY TO DRINK
- ✓ EASY TO MIX
- ✓ REFRESHING

PALERMO



PALERMO

L'ART DE L'APERITIVO



For over 30 years, Palermo has been creating delicious, characterful aperitif recipes with the same savoir-faire, alcohol-free and irresistible Italian accent. The promise of deliciously convivial and refreshing moments. The emblematic brand of alcohol-free aperitifs gives you a taste of the true Italian sweetness of life.

PALERMO RANGE

Palermo, the non-alcoholic aperitif, comes in four delicious traditional recipes with character
0% alcohol



ROSSO



AMARINO



BLANCO



GENTIANE



CANADOU

ORIGINAL

CANADOU

Simply the must-have for any **cocktails**!
Produced from sugar cane entirely natural,
CANADOU is a genuine **sugar cane syrup**.
Its surprising sweetening power makes it
perfect for cocktails and is a great alternative
in recipes that call for refined sugar.

RANGE



Canadou
70cl

Canadou Squeeze
1l

Canadou Bio
70cl

Canadou Roux
70cl



CARAÏBOS

FRUIT EXPERT
SINCE 1976



RANGE

For over 40 years, CARAÏBOS has been sourcing the world for the rarest, tastiest fruits, to create smooth juices and nectars that give your cocktails, whether alcoholic or non-alcoholic, that incomparable twist.

Exoticism, conviviality, sharing... these are the values that broaden the horizons of CARAÏBOS.

Today CARAÏBOS' mission is to continue educating consumers about cocktail usages and culture, ultimately generating growth drivers for the spirits category.

Bottle 75 cl



35 flavours
to mix in cocktails

Bottle 100 cl



7 drinks perfect for wholesalers,
convenience stores, cash & carry
or proxi

Cans 33 cl



13 flavours B2C
cocktail education approach

RANGE

Cans 33 cl



Bottle 75 cl



Bottle 100 cl



Coco cream 425g





LONGCHAMPS

French savoir-faire since 1919

French savoir-faire since 1919



LONGCHAMPS is a quality French wine brand created by the Anglo-French family Adet Seward established in Bordeaux in 1852 and later acquired by Bardinet in 2000. They were inspired by their love of horseracing and wines.

Proudly showcasing savoir-faire and excellence through terroir and culture, the range of hand-selected wines respects the tradition of French winemaking heritage with consistent quality: grape variety, origin, authenticity and lifestyle.



Out of concern for conveying a passion for French heritage, LONGCHAMPS differentiates itself by focusing on its positioning: demystifying premium French wines by making them more accessible to consumers across the world.

For a better wine experience, LONGCHAMPS is proud to introduce to you the best of each region and renowned wine growing areas such as the Languedoc and Bordeaux. A taste for initiating French wines of excellence since 1919.



The more recent addition of Appellation wines lends an element of depth and complexity. This is associated with a unique expression of terroir to cover a distinctive array of flavours, revealing multiple aromas and balance. Carefully selected by our oenologist Christophe Bescond,

LONGCHAMPS wines have an immediate appeal to all palates. LONGCHAMPS is the perfect embodiment of French elegance steeped in tradition yet modern and approachable.



HOUSE WINES



**Vin de
France
white**

**Vin de
France
red**

Smooth wines in which the natural expression of the grape predominates. Each technical details and grape variety included in LONGCHAMPS has a unique character that contributes to the quality, complexity and balance of our individual wines.

VARIETALS



MERLOT

**CABERNET
SAUVIGNON**

SYRAH

CHARDONNAY SAUVIGNON

LONGCHAMPS' Varietals range is the result of an extensive selection work by our team. Each wine is made to be emblematic of the grape variety it represents and aims to bring the best and the most authentic expressions of French region's terroir.

APPELATIONS



BORDEAUX

MEDOC

**SAINT
EMILION**

**BORDEAUX
BLANC**

**ROSE
MEDITERRANEE**

Bordeaux range is the result of rigorous blending. Our close relationship with partner properties and local winemakers allows an exceptional selection that makes LONGCHAMPS wines particularly well-balanced and authentic. Our wines are accessible and resolutely consumer-oriented, providing the pure expression of our terroirs.

LONGCHAMPS Rosé is a unique beautifully balanced wine from the Mediteranean region, a classic French pink drink that pairs perfectly with summer.





Lamothe Parrot





Lamothé Parrot

Since 1981, LAMOTHE PARROT offers a great selection of classic smooth and fruity wines as well as more refreshing wine-based drinks.

LAMOTHE PARROT ORIGINAL

Light and refreshing wine-based drinks, perfect for gatherings with family and friends.

LAMOTHE PARROT SIGNATURE

Smooth and fruity wine blends for precious moments.



ORIGINAL



ORIGINAL
CLASSIC RED

ORIGINAL
CLASSIC WHITE

ORIGINAL
CLASSIC ROSE

SIGNATURE



SELECTION RED

SELECTION
WHITE

SELECTION ROSE

SPARKLING



MEDIUM SWEET

ICE

SCARLETT®



SCARLETT®

SCARLETT
Let the flavours bloom

For big moments with great people, SCARLETT shares its striking selection of rich and generous wines. Crafted from grapes selected for maximum flavour, these wines release a torrent of fruity tastes adored both by wine lovers and those enjoying a glass for the first time.

Our single rose motif is a symbol of passion and joy. And just like that flamboyant flower, Scarlett wines bloom in the glass with aromatic confidence.

SCARLETT RANGE

BLEND

SCARLETT DARK



Shiraz, Cabernet Sauvignon & Merlot

Full-bodied red blend
Blend of flavourful Shiraz, fruity Merlot and bold Cabernet Sauvignon. Notes of blackberries, vanilla and mocha.

SCARLETT GOLD



French Chardonnay & Viognier

Floral and generous
Notes of apples honey and pears.

MONO VARIETALS

SCARLETT ESSENTIAL



French Pinot Noir

Silky & Juicy
With aromas of cherry and crushed raspberries with just a hint of pepper, it is elegant and perfectly balanced.



French Shiraz

Rich, Spicy, Intense & Silky
Rich notes of red fruit delectably unite with hints of creamy coffee and dark chocolate.

COMMUNICATION

SCARLETT®
LET THE FLAVOUR
BLOOM!



LOCAL MARKET SOCIAL MEDIA SCARLETT®



PRESS



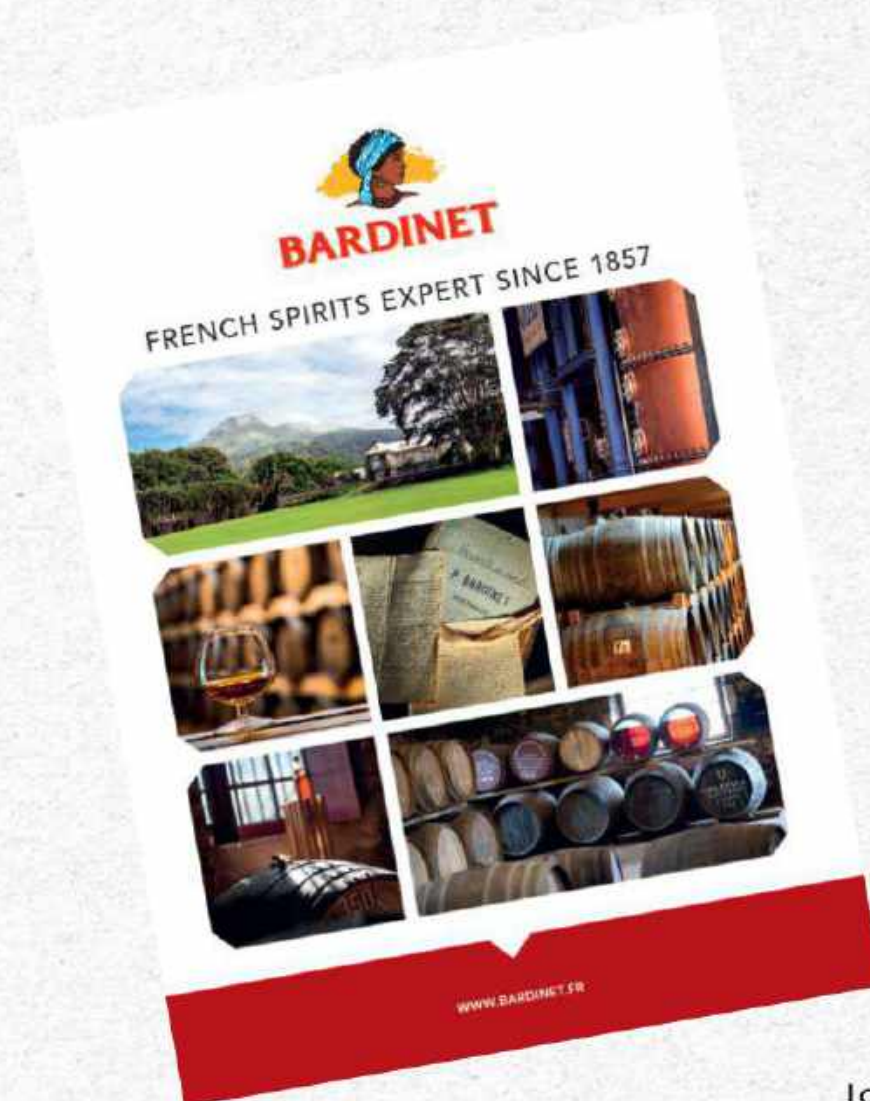
BRAND CONTENT



BARDINET

DRINKS EXPERTS *Since 1857*

www.bardinet.fr



LMB
La Martiniquaise · Bardinet