



**MB
WS**
MARIE BRIZARD
WINE & SPIRITS

**CORPORATE
PRESENTATION**



MBWS GROUP

OUR VISION



A GREAT PLACE TO WORK, EASY TO DO BUSINESS WITH, PROVIDING SIMPLE JOYFUL MOMENTS, FROM GRAINS & GRAPES TO GLASS & LIPS, IN THE MOST SUSTAINABLE WAY

MBWS GROUP

- OUR MISSION -

TO OFFER **AFFORDABLE, QUALITY & INNOVATIVE BEVERAGES**
AND **SERVICES** THAT MEET CONSUMERS & CUSTOMERS EXPECTATIONS





OUR CSR COMMITMENT

NATURE & ENVIRONNENT



Energy

Reduce energy consumption across all our development sites, particularly through the use of renewable energy sources.



Carbon Footprint

Reduce our carbon footprint throughout our value chain by collaborating with our suppliers, particularly in product manufacturing and transportation.



Water

Control water consumption and reduce our wastewater generation rate.



Packaging

Develop eco-designed packaging and promote the recyclability of glass bottles.

RESPONSIBLE MARKETING & FORMATS



Bigger Formats

Promote larger, shareable formats to optimize product-to-packaging ratios for groups and families.



Returnable Bottles

Deploy and scale returnable bottle systems to promote reuse and a circular economy.

SOCIAL & SOCIETAL RESPONSIBILITY



Safety

Ensure the health and workplace safety of all employees.



Responsible Consumption

Play our role in raising awareness of responsible consumption internally and among consumers.



Diversity & Inclusion

Commit to diversity and inclusion for all our employees.



Quality of Work Life

Optimize employees' working conditions and continue to support their development and training.

MBWS BRAND PORTFOLIO

LIQUEURS



RUMS



TEQUILA



WHISKY



VODKA & FLAVORED VODKA



WINES



COGNAC & BRANDY



ANISED



SYRUPS



GIN



INTERNATIONAL STRATEGIC BRANDS

MARIE BRIZARD

MARIE BRIZARD
CHERRY

**THINK
OUTSIDE
THE
GLASS**

French Savoir-Faire since 1755

This advertisement features a bottle of Marie Brizard Cherry liqueur on a blue background. The bottle is positioned next to a glass filled with the liqueur, ice, and a cherry. The Marie Brizard logo is prominently displayed at the top left.

SOBIESKI
VODKA

SOBIESKI
100% RYE
VODKA

**RYE'S
ABOVE
THE REST**

SOBIESKI. UNLEASH YOUR LION

This advertisement shows a bottle of Sobieski 100% Rye Vodka against a red background. A large, glowing outline of a lion's head is positioned behind the bottle. The text 'RYE'S ABOVE THE REST' is written in bold white letters.

SOBIESKI. STRAWBERRY
SMOOTH VODKA DISTILLED IN POLAND

SOBIESKI
STRAWBERRY

FOR THE PERFECT
STRAWBERRY
TONIC

SOBIESKI. UNLEASH YOUR LION

This advertisement features a bottle of Sobieski Strawberry vodka and a glass of strawberry tonic. The background is a light pink color with a faint lion head outline. The text 'FOR THE PERFECT STRAWBERRY TONIC' is written in white.

**EMBRACE THE
MOMENT**

**WILLIAM
PEEL**
BLENDED
SCOTCH WHISKY

This advertisement shows a bottle of William Peel Blended Scotch Whisky on a yellow background. The bottle is surrounded by various fruits and a glass of whisky. The text 'EMBRACE THE MOMENT' is written in bold black letters.

**TEQUILA
SAN JOSÉ**

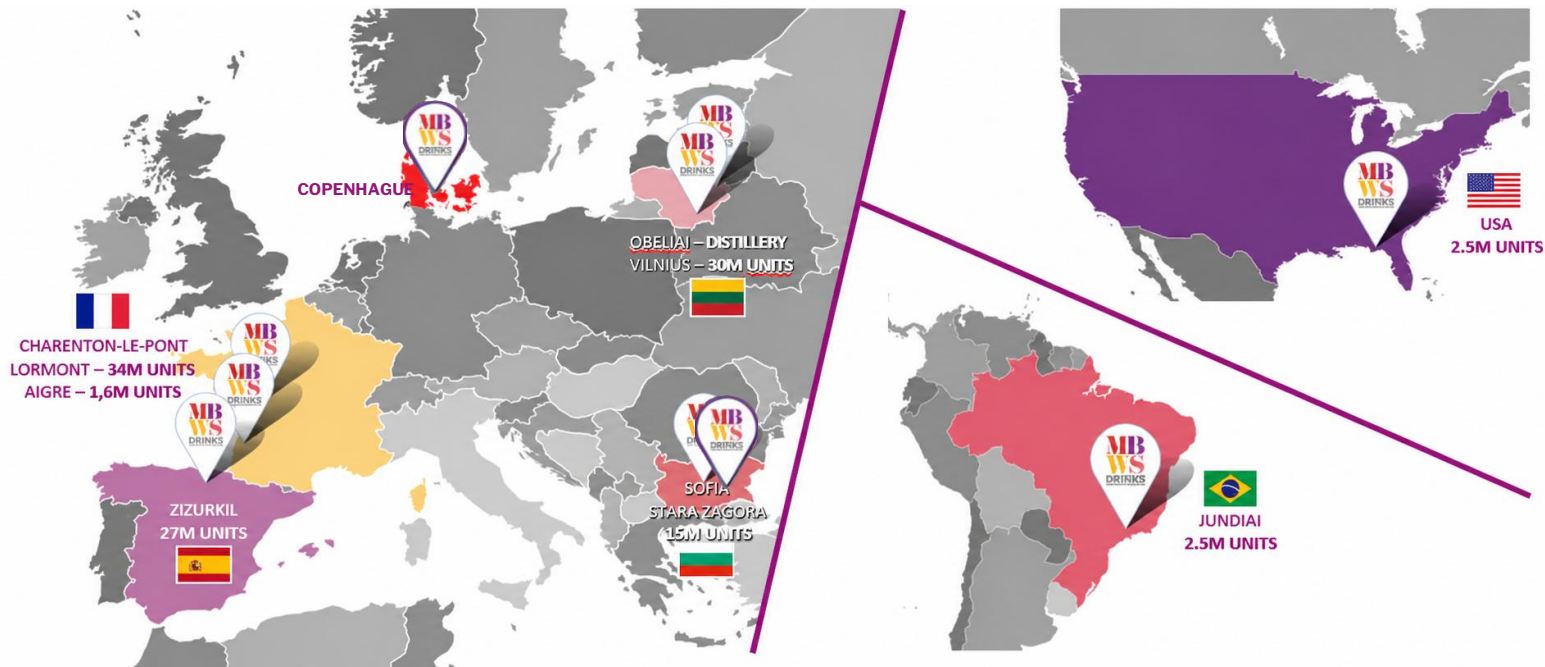
**TEQUILA
SAN JOSÉ**

**MÉXICO
EN CADA COCTEL.**

This advertisement features a bottle of Tequila San José and a glass of margarita. The background is a textured yellow color with a blue and white bird logo. The text 'MÉXICO EN CADA COCTEL.' is written in bold black letters.

MBWS WORLDWIDE FOOTPRINT

IS MADE OF 11 PRODUCTION & DISTRIBUTION SITES WITH SPECIFIC SPECIALISATION



→ TOTAL PRODUCED OF CASES 110M UNIT
OWN- AND THIRD-PARTY BRANDS

THE INTERBRANDS PORTFOLIO

STRONG WELL KNOWN AGENCY BRANDS – SUPPLEMENTARY TO MBWS





THANK YOU