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## Behn DANZKA/Pallini Family Brands Alliance welcomes Bache-Gabrielsen Cognac to partnership

Bache-Gabrielsen, a family-owned and operated artisanal Cognac, has become the third brand to join the Family Brands Alliance.



The Family Brands Alliance was announced at the TFWA World Exhibition last year in Cannes by founding members Behn DANZKA and Pallini Limoncello as a way to strengthen both companies in the changing travel retail world, and help them optimize logistics, marketing and service.

Behn DANZKA, the family-run company and producer of DANZKA Vodka which celebrated its 125<sup>th</sup> anniversary in 2017, and Pallini Limoncello, the family-owned company and producer of the N° 1 Limoncello brand in Duty Free & Travel Retail, say Bache-Gabrielsen is a good fit as the third partner in the alliance.

“The alliance has already shown a very positive impact for both founder companies Behn/DANZKA and Pallini. The idea of joining forces and keeping the high service level middle-sized family-managed and owned companies are known for has worked out,” says Waldemar BEHN GmbH CEO Rüdiger Behn. “When meeting with Hervé Bache [the great-grandson of founder Thomas Bache-Gabrielsen] I knew from the very beginning we have found the perfect third partner to go further on the successful path for the future of travel retail.”

“In the last months, we already experienced the benefits of the Family Brands Alliance. The idea of sharing logistic, sales, and marketing costs on a global base pays out. We are prepared for the future of travel retail,” says Micaela Pallini, CEO of Pallini S.p.A.

Bache-Gabrielsen was established in 1905 by Thomas Bache-Gabrielsen and is known for its uncompromising quality and dedication to tradition. Bache-Gabrielsen Cognac represents an authentic expression of the region’s distinct terroir and ancestral history. Led today by the company’s president,

Hervé Bache-Gabrielsen, the great-grandson of Thomas, the brand is recognized for its innovation within the cognac category, including their unique eaux de vies as well as their sleek packaging.

“When Rüdiger Behn and I met I realized the potential for us as a family-owned and run company. We share the same values, dreams and passion and the synergies within this partnership which allows us to stay fully independent but better serve the travel retail world on a global level,” comments Hervé Bache.

The three alliance partners will make their debut in Singapore at TFWA Asia Pacific Basement 2, B34 as the Family Brands Alliance exhibits their portfolio of family-owned brands.

**For further information, please contact:**

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**About Bache-Gabrielsen**

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**About Pallini**

The Pallini family has been making super premium liqueurs since 1875 when Nicola Pallini founded their first shop and distillery in Antrodoco. In 1922, the business was moved to the heart of Rome, where it built a strong reputation for exquisitely made spirits. In present day, the company is managed by the fifth generation that is dedicated as ever to preserve the family tradition by bringing the freshest possible flavours to their products with a combination of high quality ingredients, state of the art processes and precise attention to detail. Today Pallini Limoncello is the N° 1 Limoncello brand in DF &TR and the 4<sup>th</sup> Limoncello brand in worldwide domestic markets

**About Waldemar Behn GmbH**

Behn is a leading family-owned company in the German spirit business founded in 1892 and managed by the fourth generation. The main brands are DANZKA Vodka, Dooley's Original Toffee Cream Liqueur and Kleiner Feigling. Behn is known for premium spirits based on a long heritage of distillation craftsmanship. The newest creation is DANZKA THE SPIRIT. This superior premium vodka is ultimate pure.

FIND OUT MORE ...

- Visit the company website: [www.pallini.com/en](http://www.pallini.com/en)
- Visit the company website: [www.bache-gabrielsen.com/uk/](http://www.bache-gabrielsen.com/uk/)
- Visit the company website: [www.behn.de/en](http://www.behn.de/en)