

Eckernförde, 01. October 2018

## Family Brands Alliance adds G’Vine Gin to partnership



**The Family Brands Alliance is delighted to welcome its fourth partner: G’Vine, a luxury Gin distilled from grapes and infused vine flowers. Crafted in France, G’Vine Gin is the original French gin, and is the revolutionary vision of its Founder and Master Distiller, Jean-Sébastien Robicquet.**

The Family Brands Alliance was announced last year at the TFWA World Exhibition in Cannes, by founding members Behn DANZKA and Pallini Limoncello. Behn, which celebrated its 125th anniversary in 2017, is the producer of duty free favorite spirit DANZKA Vodka, and Pallini Limoncello is the producer of the N° 1 Limoncello brand in Duty Free & Travel Retail. Both are family-owned companies which joined together as a way to strengthen their business in the changing travel retail world, and optimize logistics, marketing and service.

Earlier this year, Bache-Gabrielsen became the third brand to join the Family Brands Alliance. The family-owned and operated artisanal Cognac was established in 1905 by Thomas Bache-Gabrielsen and is 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 its unique eaux de vies as well as their sleek packaging.

Today all three family companies are experiencing the benefits of the synergies they create by working together and expect G’Vine will benefit as well.

G’Vine revolutionized the gin category since it first appeared in 2006. Unconventional by nature, G’Vine successfully introduced the noble grape distillate as the base for a super-premium gin blended with 10 selected botanicals including the rare and precious vine flower, resulting in refined tasting profile with extraordinary smoothness and roundness.

G'Vine Founder and Master Distiller Jean-Sébastien Robicquet says the Family Brands Alliance is the perfect way for his gin to introduce itself to the Duty-Free world. "We at G'Vine Gin look forward to this partnership of singularly-owned producers of such fine crafted spirits. Working together will allow us to reinforce the presence of our unique products in this channel of the market and meet its needs", commented Robicquet.

"G'Vine will definitely strengthen the existing portfolio of the Alliance and greatly help us in our mission to even better serve the global Duty Free/TR market. Each member of the Alliance brings a distinctly different spirit to the group, which together is creating a unique offer to travel retail," says Philippe Biais, Waldemar Behn Export Director.

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**About G'Vine**

The #1 Gin de France and the original gin made from grapes, G'Vine was one of the precursors in the premiumization of gins having earned numerous prestigious awards since its launch in 2006. It is currently one of the world's top super-premium gins, ranking no. 3 in price per bottle among the top 10 brands of its segment (IWSR 2017), doubling its volumes in the past 5 years from its presence in over 40 countries worldwide.

**About Bache-Gabrielsen**

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

**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: <http://g-vine.com/>
- 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)