



Eckernförde, 21. October 2018

The Family Brands Alliance is exhibiting at Orlando 2019 and introduces Bache-Gabrielsen American Oak Cognac to the Americas



The Family Brands Alliance is inviting you to discover their unique family-owned premium brands at the Duty Free & Travel Retail Summit of the Americas 2019 in Orlando, booth 625.

Since its formation 2017 the Family Brand Alliance has been growing steadily and now comprises four partners: Behn producer of premium spirit DANZKA Vodka, Pallini Limoncello, producer of the N° 1 Limoncello brand in Duty Free & Travel Retail, Bache-Gabrielsen cognac producer recognized for its innovation within its category and G'Vine a luxury gin distilled from grapes and infused vine flowers. All four allies are 100% family-owned companies and share the same visions, passion and values. The alliance allows them to meet the challenges of globalization and consolidation in travel retail by offering a diverse, still individual portfolio, creating synergies and optimizing logistics, marketing and service.

Founding member Waldemar Behn has the pleasure to confirm the successful roll-out of its Premium Superior Vodka, DANZKA THE SPIRIT, in the Americas during 2018. THE SPIRIT is inspired by Scandinavian vodka tradition. Raw wheat and naturally filtered Nordic water create this rich and slightly grainy vodka. Since its introduction, DANZKA THE SPIRIT has conquered the markets in Europe, Russia, Middle East and Asia as well as Australia.

Bache-Gabrielsen, established in 1905 by Thomas Bache-Gabrielsen, is known for its uncompromising quality, innovations and dedication for tradition. With American Oak the company has once again proven their ingenuity. American Oak is the first cognac of its kind. The innovative eau-de-vie is aged in French oak barrels combined with a minimum of six months in authentic American Tennessee Oak barrels. These barrels bring freshness and great aromatic complexity while respecting the subtlety of the unique eau-de-vie. The final result is that of a rich and fruity cognac, enhanced by notes of chocolate and vanilla.

G'Vine, founded by Master Distiller Jean-Sébastien Robiquet, is the latest member in the Family Brands Alliance. Since its formation in 2006, G'Vine revolutionized the gin category by creating a smoother and more rounded spirit based on grapes. The super-premium gin is blended with 10

essential botanicals including precious vine flower, which adds a beautiful floral aroma. The Orlando Summit will be the introduction for G'Vine into the Americas Travel Retail world.

Looking forward to meeting you soon on our booth 625.

For further information, please contact:

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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.

About Pallini

The Pallini family has been making super premium liqueurs since 1875 when Nicola Pallini founded their first shop and distillery in Antrodoto. 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 4th Limoncello brand in worldwide domestic markets

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 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.

FIND OUT MORE ...

Visit the company website: www.behn.de/en & www.danzka.com

Visit the company website: www.pallini.com/en

Visit the company website: <http://g-vine.com/>

Visit the company website: www.bache-gabrielsen.com/uk/