

Vive Angostura 1919!

The Top Market for this Award-Winning Rum? It's France!

The Eiffel Tower... Soaring above the City of Lights, Paris, it is perhaps the best-known symbol of France. And hidden within this iconic building, floating 125 metres above the city, is one of the Tower's best-kept secrets: Le Jules Verne Restaurant, home to what France's greatest chef, Alain Ducasse, who holds a record 19 Michelin Stars, calls "the very essence of French cuisine."

For the rum connoisseur, another exquisite surprise awaits... this Michelin-starred restaurant has recently agreed to list and display the Award-winning Angostura 1919 rum, a tribute to one of the finest rums in the world by one of the world's finest restaurants!

Dix-neuf, dix-neuf, as Angostura 1919 is called in France, has made tremendous strides in this discerning market, considered by many to be the capital of European gastronomy. So much so that today France is the world's No 1 market for this world-renowned marvelous tasting rum.

Launched in France in 2005, Angostura 1919 has seen this become its largest market in the world, and one that continues to show a strong, positive future growth potential. The French market has traditionally been dominated by Scotch Whisky and by the

national spirit, Anis. Although rum is a smaller category (2.6 million cases are sold annually) it has seen steady growth year on year for the last decade.

The category is dominated by industrial rum, or Rhum Agricole, and 90% of the market is held by rums of French origin which enjoy preferential import tariff rates. As a result, many global rum brands have found it difficult to penetrate the French market. Angostura 1919 is bucking this trend.

Since its launch Angostura Rum has been distributed in France by Societe Dugas, a 100% wholly-owned distribution company of CLWorldBrands. Societe Dugas was purchased in 2003 by the CLF Group, and since 2005 the business has more than doubled its turnover to an estimated €16 million in 2010. The company employs more than 30 persons, with a highly trained and committed sales team of 14.

In France, modern retail groups account for more than 70% of all rum sales. Bars, restaurants and nightclubs account for a further 20%. The remaining 10% of rum sales are driven through the very specialised high-value channel of liquor stores, called Cavistes, a network of 5,000-plus independent and smaller buying groups that focus on niche, high quality brands. Logistically, Societe Dugas provides a unique, value-added service, supplying by the bottle to pallet, which has allowed the business to become a market leader in the Caviste channel.

The year 2010 saw healthy results and positive growth for Societe Dugas, with some months seeing revenue up by 30% over 2009. When combined Angostura 1919 and Angostura Aromatic Bitters are the largest brands in the company's portfolio and are considered critical given the company's group ownership and see-through profit.

France represents a strong opportunity for Angostura 1919 and this powerful distributor has embarked on a continued drive to ensure that Angostura 1919 is visible in the best bars, hotels and restaurants that France has to offer.



L-R: Andy Holmes - Group Sales Director, CL World Brands, Wayne Yip Choy - Managing Director & CEO, Angostura Ltd., Genevieve Jodhan - Executive Manager, Export & Business Development, Angostura Ltd., Francois-Xavier Dugas - Managing Director, Societe Dugas, Ludiwine Angelini - Head of Marketing, Societe Dugas

