

Marie Brizard

History

The brand, created by Marie Brizard in Bordeaux, a region renowned throughout the world for its tradition of quality wines, is one of the world's most venerable producers of liqueurs and drinks based on plants, fruits and spices.

Originally, the firm made its name with the aniseed liqueur that was later to become the Marie Brizard anisette, but its real growth period came when it branched out into a wide range of cocktail-based liqueurs, spirits, non-alcoholic drinks, and more recently wines.

The group sells some 200 million bottles, via two distribution subsidiaries (France and Spain) and exports to over 120 countries. The Marie Brizard brand of liqueurs has a reputation and a know-how that are unrivalled anywhere in the world.

The spirits division also includes other well known brands such as the cognac Gautier, Old Lady's gin or the Berger aniseed liqueurs. The non-alcoholic beverage division is based on two main pillars: Sirop Sport cordials and the Pulco citrus concentrates. The wines activity was recently reinforced by the acquisition of the Chais Beaucairois.



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