



Press release

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InVivo Wine in the process of acquiring *Café de Paris*

InVivo Wine has entered into exclusive negotiations with Pernod Ricard with a view to acquiring *Café de Paris*. This operation would lead to the acquisition of the sparkling wine brand and its production facilities located in Cubzac-les-Ponts, in the Gironde region.

For Thierry Blandinières, CEO of InVivo: *"This operation fits perfectly with the acquisition strategy of InVivo Wine, which is aiming to become a major operator in the marketing of French wine internationally, founded notably on brands with high added value. We are delighted to be positioning ourselves in the sparkling wine market through *Café de Paris*,- one of the leading brands in a growing segment."*

*"*Café de Paris* is currently one of the 10 best-selling sparkling wine brands worldwide, mainly in Japan, Switzerland and France. This brand, which is not rooted in any specific region, offers virtually unlimited scope for innovation. We shall be taking advantage of its reputation and re-energising the brand before attempting to win over new markets such as China and the USA", adds Frédéric Noyère, CEO of InVivo Wine.*

An ambitious project for the brand and for its production site

This acquisition would provide InVivo Wine with production facilities in this expanding market segment. Flexible and highly efficient, the site would become the development platform for InVivo Wine with the objective of increasing volumes by relaunching the *Café de Paris* brand, both in France and internationally. This project would be done with a guarantee of maintenance of employment for the 29 employees of the site.

The completion of the acquisition is subject to final agreements, after consulting the representative personnel bodies of the entities concerned.

About InVivo Wine

Established in 2015, InVivo Wine is a subsidiary of InVivo, the largest French agricultural cooperative group. InVivo Wine is constructing a portfolio of strong international brands founded on a wine-growing base of 25,000 hectares divided between Bordeaux, Southwest France, Languedoc, Roussillon, the Rhône valley and Beaujolais. It is an international operator, vertically integrated from the vine to the glass, with nine member cooperative groups (3,600 winegrowers), 12 distribution companies based in high-consumption regions (France, UK, the Netherlands, Switzerland, Belgium, Asia, North America and South Africa) and in-house bottling plants. A producer, marketer and distributor, InVivo Wine cultivates a sustainable wine business to inspire current and future generations.

Total revenue of InVivo Wine for the financial year 2017-2018 stood at 237.3 million euros.

For further information: [@invivo_wine](#)

About InVivo

The leading French agricultural cooperative group, the InVivo group brings together 201 cooperatives and nearly 300,000 farmers. It has 5,500 employees in 21 countries.

InVivo is composed of three divisions - Bioline by InVivo (agriculture), InVivo Retail (garden centres and food distribution) and InVivo Wine – and two cross-functional entities dedicated to innovation - InVivo Food&Tech and InVivo Digital Factory.

It posted total revenue in 2017-2018 of 5.2 billion euros.

For further information: [invivo-group.com](#) - [@InVivoGroup](#)

Contact:

Charlotte de Lattre – InVivo Group

cdelattre@invivo-group.com - + 33 (0)6 01 06 12 74