

Press release
Paris, 1 March 2021

Cordier by InVivo: a new showcase for the cooperative group's wine brands.

InVivo Wine, a subsidiary of the InVivo Group, is streamlining its communication under the name Cordier by InVivo and revealing its new logo. A change that aims at improving readability and strengthening the commercial impact of our brand portfolio.

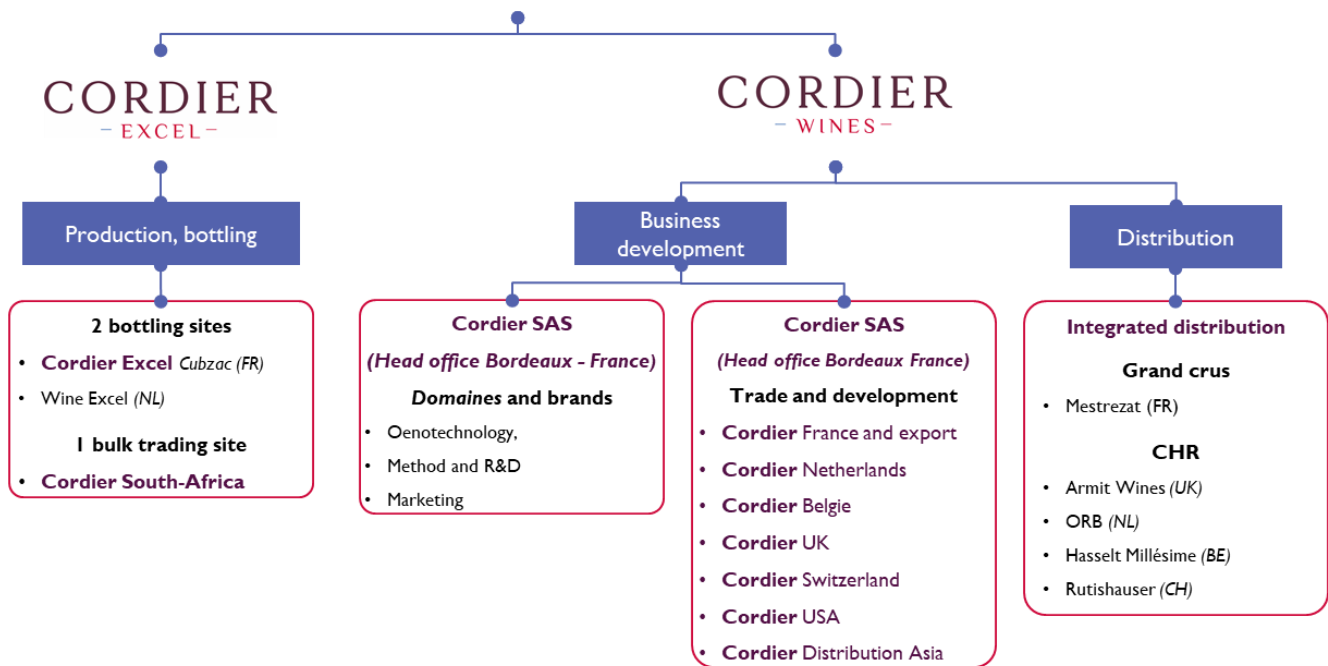
In 2015, the InVivo group created its subsidiary dedicated to wine. This business, which began with the acquisition of Cordier Mestrezat, has grown through acquisition of several companies, both in France and abroad. Today the group is solid, with activities across the entire wine value chain, from winemaking to distribution, managed from its operational headquarters in Bordeaux.

With the support of the communication agency InVivo Events, the management team has initiated an identity design process in order to structure the communication and thereby show the coherence and strength of its organisation. Starting 1 March, InVivo Wine will be known by its new trade name: Cordier by InVivo.

“We have chosen to capitalise on the reputation of the Cordier name in the wine world and to keep InVivo, because belonging to this major cooperative group is one of our assets,” says Philippe Leveau, Deputy CEO of Cordier by InVivo.

The activities are therefore structured as follows:

- Cordier Excel, a division dedicated to bottling and manufacturing,
- Cordier Wines, a division that brings together all services related to development and marketing of domaines, chateaux and wine brands: Oenology, R&D, marketing, sales and distribution.



Cordier by InVivo is positioned as a producer of great tasting wines, with the development of numerous projects and innovations led by its flagship brands including Café de Paris, Maris, Canei, Lyngrove and Cordier Collection Privée. An exciting event, which you can find out more about from our new website www.cordier.com

About Cordier by InVivo

Created in June 2015, Cordier by InVivo is a subsidiary of France's leading agricultural cooperative, InVivo. Cordier by InVivo works to build strong international brands based on a 25,000-hectare wine base divided between Bordeaux, the South-West, Languedoc, Roussillon, the Rhone Valley and Beaujolais. It is a vertically integrated global player with 9 partner cooperative wineries (3,600 winegrowers), distribution companies in high-consumption countries (France, United Kingdom, Netherlands, Switzerland, Belgium, Asia, North America, South Africa) and its own bottling sites. As a producer, marketer and distributor, Cordier by InVivo's raison d'être is to cultivate a sustainable wine sector that inspires today's generation and those of the future.

Cordier by InVivo's turnover for the 2020-2021 financial year totalled €245 million.

Contact:

Caroline Galmard – Cordier by InVivo

cgalmard@invivo-group.com

+33 (0)6 18 99 70 36

www.Cordier.com

 [@cordier_wines](https://twitter.com/cordier_wines)  Cordier by InVivo