

ALFA Brands takes on Marie Brizard brands in Canadian duty free

French wine and spirits producer and distributor Marie Brizard Wines and Spirits Americas has appointed ALFA Brands to be its sole and exclusive Canadian duty free sales agent.

The agreement covers the following brands: Marie Brizard liquors; Cognac Gautier; Vodka Sobieski; Sobieski Estate; Brandy Cortel; and Pastis Berger.

“Marie Brizard is a company with a long and rich history of tradition, quality and innovation, and as they expand their distribution in more territories, we at ALFA Brands are proud to be part of their growth, and eager to introduce their excellent lines in the Canadian duty free markets,” said Franco Gabriele, President, ALFA Brands.

ALFA Brands will be showcasing these brands at the upcoming Summit of the Americas (Booth number: 400).