

Distell inks distribution deal with CAMUS for China DF market

Distell International, South African wines & spirits producer, has signed a strategic distribution agreement with CAMUS, French Cognac house, for China duty free, effective immediately.

As Distell's exclusive distributor in the Chinese duty free market, CAMUS will represent, market and distribute Distell's Scotch whisky brands Scottish Leader, Bunnahabhain and Deanston, and cream liqueur brand Amarula.

The distribution partnership will be managed by Distell's Derek Scott, who was appointed General Manager Asia Pacific Travel Retail at the end of 2020.

"CAMUS' impressive portfolio of owned and represented brands, coupled with its expertise in luxury spirits and the Chinese market gives us great confidence that our brands will thrive in the months and years to come. We look forward to working with the CAMUS team and growing our footprint in the buoyant China duty free market as the APAC region leads the recovery of travel retail," says Luke Maga, Managing Director, Distell Global Travel Retail.

"The extension of our partnership with Distell to encompass the China duty free market, in addition to the China domestic market where we already work together, brings fantastic opportunities to leverage our combined portfolio as a compelling omni-channel offer for the benefit of our trade partners and Chinese consumers," adds Cyril Camus, President, CAMUS.

CAMUS sells authentic, high quality products in nearly every country in the world. In recent years, the group has expanded its portfolio and become the distributor and local retailer of a wide variety of acclaimed fine wines, champagnes and spirits.

This latest evolution in the CAMUS/Distell partnership follows the recent appointment of CAMUS as the sole distributor of Distell's spirits in the French domestic market.