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Gancia takes over distribution of Bushmills Irish Whiskey in Italy

Roust Group, world's leading premium spirits producer and distributor, is taking over distribution and marketing of the Bushmills brand in Italy.

Starting from November 07, Roust's company in Italy — F.lli Gancia & C. SpA — will begin distribution and marketing support of three Bushmills award-winning variants: Original, Black Bush and 10 Year Old.

Italy is a growing market for Irish whiskey and the legendary Bushmills brand has a good potential both in on- and off-trade.

This is a further step in consolidating strategic partnership with José Cuervo International (JCI), based on Gancia successful distribution of José Cuervo tequila brand in Italy since July 2013. With Gancia, the brand has reached the n.1 position both in the share of market and distribution in all channels, overtaking the historical category leader Sauza. Such success is owed to Gancia's powerful distribution network and consistent ATL and BTL investment behind the brand.

JCI and Roust's partnership spans outside of Italy — Roust is successfully developing JCI's brands in Russia and Hungary. Yiannis Stratos, Regional Director for Jose Cuervo International, commented, "This is a very exciting time for Bushmills. We're delighted to have Gancia on board to help us grow the Bushmills brand in our market. The arrangement will help us bring this famous whiskey, crafted for centuries on Ireland's north coast, to a wider range of consumers".

Alessandro Picchi, President of Gancia said: "Bushmills represents for us a major opportunity thanks to its very strong image and recognized quality. Bushmills Whiskey perfectly fits our strategic goal of having a strong but very focused portfolio of premium and unique brands. We look forward to a long path of growth and success together".