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Roust Group, world's leading premium spirits producer and distributor, is taking over distribution and marketing of the J.P. Chenet brands in Russia starting January, 2016.

Russia is a strategic market for J.P. Chenet, world's #1 French wine brand. The brand has been present in Russia for almost 20 years and is among the TOP 10 imported wine brands and is the leading French IGP brand.

The J.P. Chenet portfolio boasts award-winning variants including the Classic range of bi-varietal blends such as Cabernet-Syrah and Colombard-Chardonnay, the very popular Medium Sweet line and last not least a range of Sparkling wines.

The brand's iconic design is easily recognized by its signature curved bottleneck. Today the brand is present in over 160 countries, from France to China via Canada. According to a study by Wine Intelligence from a representative sample of over 14,000,000 wine consumers of 8 different nationalities, J.P. Chenet is the 2nd most enjoyed wine in the world.

Peter Kinback, Area Director Export at Les Grands Chais de France, comments, "We are very excited about our cooperation with Roust. The Roust wine division has shown a very strong performance on building strong wine brands on the Russian market. Their sales and marketing teams are very enthusiastic about our J.P. Chenet brand and they are determined to rebuild the distribution and rejuvenate the brand and bring our wines at an attractive proposition back to the Russian wine consumers".

Oleg Kirillin, Vice President for Strategy and Marketing at Roust Group, states, "J.P. Chenet represents for us a major opportunity thanks to its recognized image and quality. This brand perfectly fits our strategic goal of having a strong portfolio of top selling wines and we look forward to a long path of growth and success together".