

Marie Brizard unveils modern makeover for liqueurs

By **Jas Ryat** on September, 20 2016 | Spirits & Tobacco





Marie Brizard Wines & Spirits enters this year's TFWA World Exhibition with a reinvented look for its liqueurs range.

The Marie Brizard brand, created in 1763, has returned with its iconic mix and new look, showing strength and personality by bringing some set traditions into play while breaking others, according to the company.

The slender, feminine lines of the bottle, which is a huge part of its success throughout the world, remain unchanged and are even enhanced with multiple facets, for a contemporary look.

Each liqueur is a blend of different spirits or infusions. Master liqueur maker Marie Gentil is an expert

in flavors and aromas, and is also responsible for carrying on Marie Brizard's legacy.

Kevin Baker, Marie Brizard's Global Travel Retail Director, commented: "Cocktails have been growing dramatically around the world and Marie Brizard is perfectly positioned to reflect that trend in travel retail. We have great tasting signature cocktails, whilst being the perfect partners as ingredients in any drink creation."

This year's relaunch sees the unveiling of an exciting new design and activation plans to engage with travelers.

Marie Brizard Wines & Spirits will also be displaying a new look for its multiple award-winning Gautier range. Recognized as the best Cognac in the world for the second year in a row, Gautier has undergone a major makeover, with a new brand personality and package design.

The brand is positioned as an accessible craft Cognac, reflecting an authentic relationship with the natural elements (wood, water, Cognac eaux-de-vie) in Cognac making. The new packaging boasts vivid imagery such as vineyards and rivers, giving a strong and contemporary visual identity.

The controversial and daring Shotka, a premium high-strength flavored vodka targeted at rebellious night-clubbing fans, will also be on display.

Without the narcotic effects of this drug, cannabis-flavored Shotka is designed to stand out with its unexpected taste. While the alcohol by volume has been lowered in domestic markets to qualify it as a hemp liqueur, the travel retail version retains its high strength of 50%abv, making it a duty free exclusive.

Sobieski, a 100% pure rye Polish vodka, will also be on display. The brand has seen continuous growth since its international launch in 2001 and has received many prestigious awards.