

## Family Brands Alliance to make new partner announcement at Cannes fair

By **Jas Ryat** on August, 7 2018 | Spirits & Tobacco



Micaela Pallini runs Pallini Limoncello, the number one limoncello brand in travel retail

The Family Brands Alliance, comprising three family-owned spirits businesses, is set to return to the TFWA World Exhibition in October, one year after it was formed at the Cannes event.

Last year, BehnDanzka and Pallini Limoncello became the founding members of the alliance. Earlier this year, Bache-Gabrielsen became the third brand to join.

Now, they are set to expand the membership. The owners will be attending the TFWA exhibition on Monday to announce the fourth alliance partner, which is joining on October 1, 2018.

The partnership is already seeing concrete results, with new listings from around the world.

Waldemar Behn, which celebrated its 125th anniversary in 2017, is the producer of Danzka Vodka, and Pallini Limoncello is the producer of the leading limoncello brand in travel retail. Both are family-owned companies and they joined together as a way to strengthen their business in the changing travel retail world, and optimize logistics, marketing and service.

Bache-Gabrielsen, the family-owned and operated artisanal Cognac house, was established in 1905 by Thomas Bache-Gabrielsen and is led today by the company's president, Hervé Bache-Gabrielsen, the great-grandson of Thomas.

Waldemar Behn Export Director Philippe Biaï said that the current partnership was very pleased with the progress and the development that the Alliance had made to date, and the concept was clearly demonstrating the benefits of pooling resources among medium-sized, family-owned companies which encompass similar values and heritage.

"With the benefits of the partnership now showing tangible results, the industry will see the Family Brands Alliance growing both its listings and membership. We have some potential new partners in the pipeline and expect to make an announcement before the TFWA World Exhibition in Cannes," he said.

In product news within the Alliance, Bache-Gabrielsen is launching a new VSOP Triple Cask Cognac in Cannes. The VSOP Triple Cask Cognac acquires its original taste through a three-stage ageing process that takes place over a minimum of four years.



Bache-Gabrielsen is launching a new VSOP Triple Cask Cognac in Cannes, crafted with a three-stage ageing process

First, the eaux-de-vie are aged in small oak casks. Then they are aged together in large casks. Finally, to reach prime oxygenation, the VSOP blend is transferred for refining in small oak casks.

Members of the Family Brands Alliance sales team from around the world will be available to meet buyers at the TFWA World Exhibition (Stand number: H52 Green Village) where they will talk about their alliance, the first success stories and potential partners and how they are preparing for the future of travel retail.