



## PRESS RELEASE

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### **Les Vignerons de BUZET & Maison RIGAL joins the CORDIER sales force to strengthen their sales presence in mass retail.**

Les Vignerons de BUZET & Maison RIGAL, a winegrowing group dedicated to the AOC of South-West of France, joins the CORDIER Mass Retail sales force in charge of the French network.

This innovative collaboration will take effect on July 1, 2023. It will enable Vignerons de BUZET & Maison RIGAL, as well as CORDIER, to pool their resources to strengthen our field coverage and ensure better activation of our respective brands within this network.

By pooling forces, sales outlets are better covered nationwide. On the other hand, each company retains responsibility for negotiating and managing its own national and regional agreements within the various banners.

By joining forces, the two partners are determined to achieve new goals and meet their customers' expectations to the full.

#### **About Vignerons de Buzet & Maison Rigal**

##### *Vignerons de Buzet – For you and for a sustainable future*

*The Les Vignerons de Buzet & Rigal wine group is a major player in wines from the South West of France. The Les Vignerons de Buzet wine cooperative has been taking a vigorous and innovative approach to Corporate Social Responsibility since 2005. Its 130 wine-producer families are committed to agroecological transition in their local area and are developing specific viticultural itineraries to ensure the production of ever-better wines. Rigal, which generates over 70% of its sales from exports, became part of the Group in 2021. Thanks to the quality of its wines and its commitment to environmental standards, its savoir-faire is recognised by wine buyers everywhere. The mission of Les Vignerons de Buzet and the Rigal wine company is to make good, clean wine in a way that generates environmental, social and economic benefits, to anticipate and respond to market changes and to give themselves the means to act in an ethical, sustainable and socially responsible manner.*

#### **Contact Presse**

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#### **About Cordier by InVivo**

##### *Committed today, creative for tomorrow*

*Founded in June 2015, Cordier by InVivo is a subsidiary of the national union of French cooperatives, InVivo. Cordier's mission is to build international brands that cover a vineyard area of 28 000 hectares spread across Bordeaux, the South West of France, the Languedoc, the Roussillon regions, as well as the Rhône Valley and the Beaujolais. Cordier is a global entity of which 9 cellars and cooperatives partners are part of (3 800 winegrowers). Cordier also owns distribution subsidiaries in high consumption countries (France, UK, the Netherlands, Switzerland, Belgium, Asia, North America, South Africa), and bottling sites. Cordier by InVivo is a producer, marketer and distributor, whose mission is to build sustainable values, while crafting drinks that inspire today's and tomorrow's generations.*

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