



**BELVÉDÈRE**

**Press release**

**Beaucaire, 19 May 2015**

## **DIVESTMENT OF THE GROUP'S RETAIL ACTIVITIES IN POLAND**

Belvédère SA (Euronext Paris: BVD) today announces that it has divested its retail activities in Poland, Galeria Alkoholi.

As foreseen by its BiG 2018 strategic plan, Belvédère intends to divest its assets that are no longer core business. The Group has thus divested Galerie Alkoholi, a company comprising 39 liquor stores in Poland, to Carrefour.

This divestment has been approved by the relevant authorities in France and Poland.

The sale price has not been made public, and the sales recorded by Galerie Alkoholi will cease to be consolidated in the Group's accounts from 13 May 2015.

Jean-Noël Reynaud, CEO of Belvédère, states: *"Our BiG 2018 strategy consists in focusing our development on our core businesses, of which this retail activity in Poland was no longer a part. This divestment has been rapid and shows our ability to deploy our strategy with agility. I am also pleased that this company has been divested to a player such as Carrefour that will be able to realise its potential."*

**Next press release: sales for the 1<sup>st</sup> half of 2015, on Friday 7 August 2015**

### **About Belvédère**

Belvédère is a wine and spirits Group operating in Europe and the United States. The Group stands out through its know-how, its assortment of brands with a long tradition and a spirit firmly focused on innovation. From the founding of Maison Marie Brizard in 1755 to the launch of Fruits and Wine in 2010, the Belvédère Group has shown an ability to develop its brands in a modern way whilst respecting their origins.

Belvédère's commitment is to offer its clients trustworthy, audacious and flavourful brands. Today, the Group has a consistent portfolio of brands that are leaders on their respective segments, and notably William Peel, Sobieski, Fruits and Wine and Marie Brizard.

Belvédère is listed on Compartment B of Euronext Paris (FR0000060873- BVD) and is included in the EnterNext® PEA-PME 150 index.



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