



## Blavod Wines & Spirits plc

# Blavod Wines & Spirits plc : Miscellaneous - Di...

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5th December 2011

Distribution Agreement

Blavod Wines & Spirits Plc and Waldemar Behn GmbH announce a production, marketing and distribution agreement to cover Duty Free and nominated domestic markets in continental and eastern Europe for Blavod black vodka.

As part of a drive to grow export sales, Don Goulding Executive Chairman of Blavod Wines and Spirits Plc announces an agreement with Waldemar Behn GmbH for the production, marketing execution and distribution of Blavod black vodka. This move will see the immediate production of Blavod black vodka and bottling move to Germany for supply directly to nominated markets across continental and eastern Europe thereby reducing costs. This cost saving will provide funds to increase Blavod marketing investment. Blavod will also benefit from Waldemar Behn's extensive sales reach which will open up new markets to the brand. All other markets continue to be supplied ex UK.

Rüdiger Behn, Managing Director of Germany based Waldemar Behn GmbH, a family owned spirit producer and importer with a tradition of 119 years, stated:

"We, the Behn family, are proud to receive confidence from Blavod Wines & Spirits Plc to integrate Blavod vodka into our range of produced spirit brands. We will grow the brand steadily on the European continent as well as in domestic and Duty-Free/Travel Retail markets. Luckily we can build on our long standing personal partnerships in our European importer network. We look forward to the pleasure of a long and successful relationship with Blavod Drinks."

End

For further information, please contact:

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