



# MUSCADOR

90 years old

*French sparkling wine producer since 1909*



*Compagnie Française  
des Grands Vins*





*Compagnie Française  
des Grands Vins*



# MUSCADOR

*Taste above all!*

Sparkling Range  
\*  
Charmat Method

The exhaustive Muscador range invites you to discover ever more original ways to enjoy every moment of consumption.

The authenticity of Muscador Muscat grape variety, originality and classiness of Muscador Ice or ultra-trendy Fresh make Muscador the undisputed reference.

simple but true things.

As an aperitif, for dessert or at cocktail hour, to each his own Muscador!



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**MUSCADOR**

*The authentic*

Muscador is produced from 100% Muscat grapes ripened under the mediterranean sun, in regions recognized for their naturally sweet wines.

Muscador It's typical fruity notes of lemongrass, apricot or honey and greedy aromas of rose and lychee (typical of the Muscat grape variety) on the palate.



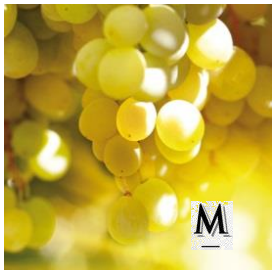


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MUSCADOR

*The authentic range*





# MUSCADOR

## Key points

✓ **N°1** in France  
among the  
Muscat sparkling wines  
with **96%** market share

✓ **N°3** in France  
among the whole  
sparkling wines market  
(the N°1 is our Charles Volner)

✓ **90 years old !**  
A historical brand with a  
strong personality

✓ Over **10 million** bottles  
produced and sold each  
year in France & worldwide



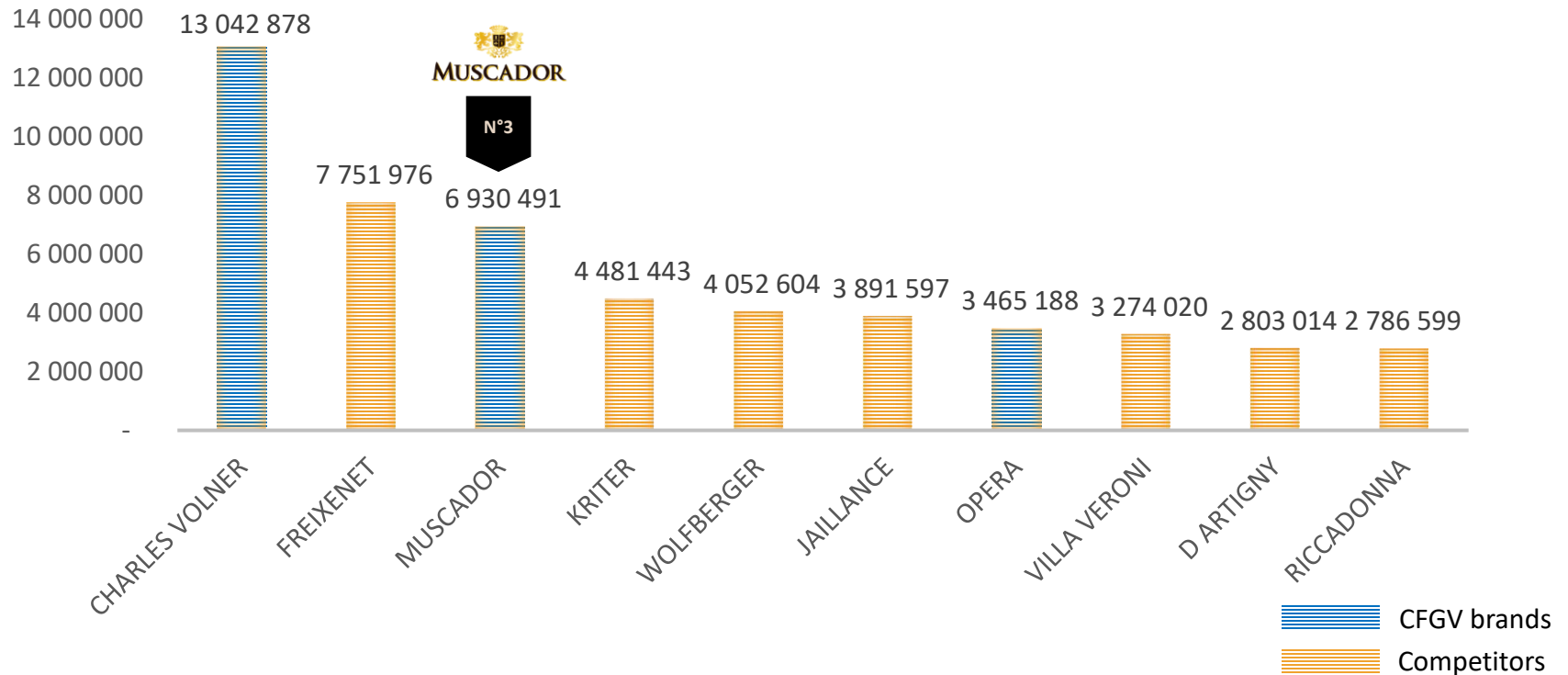
# Key figures

3 CFGV brands among the top 10 and MUSCADOR N°3 !

## TOP 10 - FRENCH SPARKLING WINE MARKET \*

Number of 750ml bottles sold in 2019

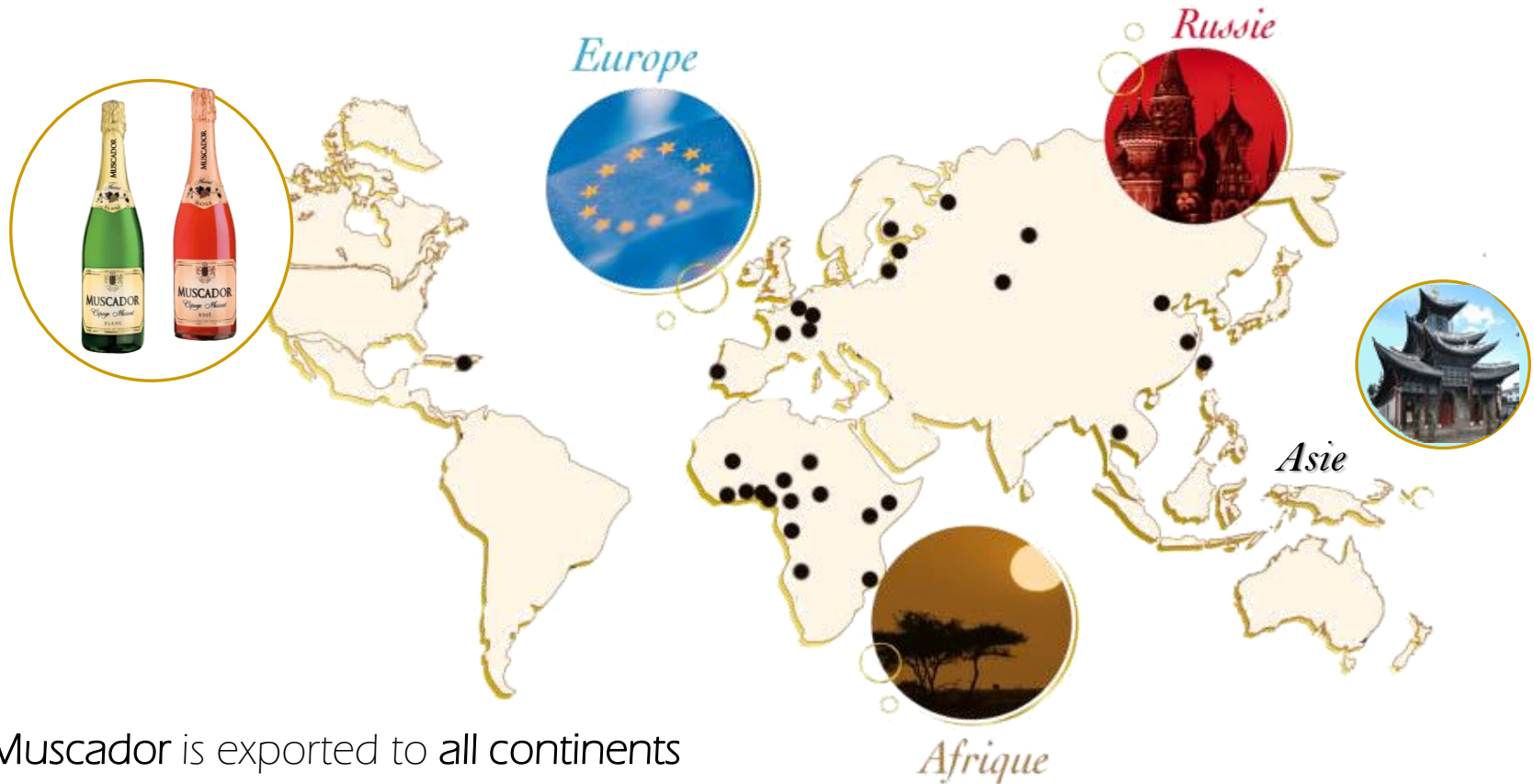
HMSM + PROXI + DRIVE CAM P13 2019  
\* Except Champagne





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# EXPORT MARKET



Muscador is exported to all continents  
and distributed in over 30 countries  
worldwide :

Russia, Ukrainia, Japan, Portugal, Belgium, Switzerland, Germany, Poland, Estonia,  
Finland, China, Taiwan, Angola, Nigeria, Ghana, Congo, Gabon, Togo, Ivory Coast...



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MUSCADOR

## Key points

- A brand awareness and loyal consumers
- A brand with an excellent value for money
- A brand which is rewarded each year for its quality :

- « Muscats of the World » competition

Since 2005 Muscador won 15 medals and again this year a silver medal for both Rosé and White !



- « Saveur de l'Année » *French market reward*

Muscador was selected as flavour of the year at each participation



- « Sparkling Wines of the World » competition
  - 3 Silver Medal for its 3 participations



- « Rosés of the World » competition

only one participation and a Gold Medal for the occasion.







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*Muscador, it's also The cocktail spirit with*



**MUSCADOR**  
— ICE —

*Nature, on ice or with your favourite  
cocktails*





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# MUSCADOR

## — ICE —

*Classy and Festive*





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# MUSCADOR FRESH

*Trendy cocktails with maximum refreshment!*



*Muscador Fresh it's a full range of Trendy cocktails  
with maximum refreshment !  
Flavoured cocktails, right on trend, in a frosted  
glass bottle, with 9.5% alcohol :*

- **Mojitiissimo:** The refreshment of Mint, paired with the potency of Lime and a touch of rum flavour
- **Tequiliissimo:** The refreshing flavour of Orange and the potency of Red Fruits, with a touch of Tequila.







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# MUSCADOR FRESH

*Trendy cocktails with maximum refreshment!*



- **Pinadiiissimo!**: at the origin of the encounter between bubbles and a real Pina Colada cocktail. Taste and flavour guaranteed thanks to the combination of the exoticism of pineapple, coconut and a hint of rum flavour.
- **Spritziimo!**: all the flavours of a real Spritz cocktail, bitterness, sweetness of orange and a hint of triple dry flavour. All in a cocktail ready to be savoured.







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# Marketing support

Advertising items

- o Table art



*Cork stopper*



*Buckets*



*Trays*



*Flutes*





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# Marketing support

## Advertising items

- o For your consumers



*Tshirts*



*Umbrella*



*Ball pen and sticky  
block note*

*Cotton bags*





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# Marketing support

## Billboards

○ 4 M \* 3M





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# Marketing support

## Social Media

### o Instagram



### o French website & Facebook

<https://www.muscador.fr/>



@muscador.official

