

CAMPARI GROUP

Press Release

Dominique Demarville joins Maison Lallier as General Manager and Cellar Master

Milan, January 8th, 2021-Campari Group announces that highly respected industry veteran Dominique Demarville will join on January 18th as General Manager and Cellar Master of Champagne Lallier, acquired by the Group in early 2020.

The brand, founded in 1906 in Ay, one of the few villages classified as 'Grand Cru' in Champagne, will benefit from the passion and knowledge of Demarville, who served in leading cellar positions in some of the most internationally renowned Champagne Maisons.

The choice of Demarville signifies the ambition of Campari group to develop Maison Lallier not only as a global Champagne player but as a superior Champagne range.

With his entrance, Campari Group will bring more value and expertise to an already premium and historical champagne brand. In continuity with the strategy pursued until now of seeding the brand in the on trade as well as high end gastronomy and starred restaurants, the aim will be to further strengthen its presence in France as well as the leading Champagne markets in the most relevant premium on trade outlets.

Francis Tribaut will stay on as General Manager in charge of Properties.

"As the first Italian player in the Champagne category, we have great ambitions for Maison Lallier" said Bob Kunze-Concewitz, Campari Group CEO. "For this reason we are happy to welcome Dominique Demarville to Campari Group and we are sure that thanks to his great competence and passion for the Champagne world he will help us bringing Lallier to the next level, continuing the excellent job done by Francis Tribaut".

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