



PRESS RELEASE
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DRINKCALVADOS.COM

New year, new ambitions, new challenges : the 300 Calvados distilleries have a new image.

Striking, contemporary, sincere, this graphic and digital ecosystem is perfectly in line with the core values conveyed by the French spirit : often chic, always authentic, resolutely natural.

Thanks to the sagacity of the Murmure design agency, this new Calvados branding reconciles tradition with the French art de vivre, local roots with an international ambition.

Available in English & French, this new platform is devoted to Calvados in all its dimensions : first and foremost how to taste it, but also its know-how, its unique history, and of course, its most beautiful variations.

Many topics that are also declined on social media where women, men, orchards, distilleries, and Normandy lovers everywhere are honored.



@DrinkCalvados

This new framework - unprecedented for the Calvados category - is materialized by a new logo that will now support all the institutional initiatives around the product.

CALVADOS
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