

CALVADOS GLOBAL SALES INCREASED BY 4,7% IN 2022. + 7,8% ON THE INTERNATIONAL SCENE.

Following on from the post-COVID recovery begun in 2021, Calvados recorded a significant growth in shipments in 2022.

Last year, 5.03 million bottles were sold by the operators united within the three controlled appellations (*Appellations d'Origine Contrôlée*).*

In 2022, the French spirit boasts particular success on the international scene as 51% of Calvados shipments went abroad. In some markets, the category is even making spectacular progress.

This is notably the case in the United States where Calvados has recorded a global sales increase of 70%.

In terms of volume, the American market is now the 2nd largest export market for Calvados, behind Germany.

For Jean-Luc Pignol, President of the Interprofession des Appellations Cidricoles (IDAC) which brings together all the Calvados distilleries: *"2022 marks a real satisfaction for us. Firstly on the national level, where we confirmed a deep trend and our good on and off-trade presence. On the international scale, the figures are particularly encouraging on certain markets but we remain rather cautious in this complex economic context."*

BUILDING ON THE US OPPORTUNITY

From March 27th to 31st, the Calvados distilleries will travel to three US States (Illinois, Texas and California) to give several masterclasses to the on-trade circuit in Chicago, Houston and San Francisco.

They will also be part of the Bar Convent Brooklyn to be held on June 13th and 14th in New York.

**14 094 hectolitres of pure alcohol sold in France and worldwide. (source IDAC)*

About Calvados (drinkcalvados.com) :

300 distilleries and micro-distilleries operate within the three Calvados AOCs (Calvados, Calvados Pays d'Auge and Calvados Domfrontais). These companies are grouped within the Interprofession des Appellations Cidricoles (IDAC). The IDAC's mission is to undertake actions aimed at developing the awareness of these 3 AOCs.

More about the IDAC's missions > <https://bit.ly/2x9ZZnt>

Press enquiries :

Damien Amadou - d.amadou@idac-aoc.fr - Tel. : +33 (0)6 89 90 40 09

Bertrand Bridon - bertrandbridon@gmail.com - Tel. : +33 (0)6 63 86 66 08