

CALVADOS SALES RESILIENT IN 2023.

Following a significant growth year in 2022, Calvados shipments experienced a relative stabilization of marketed volumes in 2023.

In total, the equivalent of 4,958,000 bottles of Calvados were sold by all operators united within the three controlled appellations (AOC).*

This volume consolidation manifested uniformly both in the domestic and international spheres. In France, shipments remained fairly stable (-1.95%), as did international shipments, where a slight contraction was observed (-1.23%).

In 2023, 51.1% of Calvados shipments were destined for international markets.

"While this slight decline can alert our distilleries, it should not overshadow some reasons for satisfaction. We have regained a collective dynamic, with volumes equivalent to those of 2019 and demand that remains steadfast in an economic environment that is nonetheless tense and uncertain. Let's emphasize our commitment to 'value' by continuing our work in innovation and upgrading, and significantly increasing our impact on the French and international markets." notes Jean-Luc Pignol, President of the Interprofession des Appellations Cidricoles (IDAC).

AMERICAN TOUR

From March 25 to 28, the Calvados distilleries will embark on a tour to San Francisco, Los Angeles, and New Orleans, conducting several masterclasses within the on-trade circuit and engaging in various business meetings.

This initial stage will be followed by a second tour in June, covering three additional states (Florida, Texas, and D.C), with several companies participating in the Bar Convent Brooklyn (June 11-12, 2024).

More info -> drinkcalvados.us



*13 871 hectoliters of pure alcohol sold in France and worldwide (source : IDAC).

About Calvados (drinkcalvados.com) :

300 distilleries & micro-distilleries operate within the three Calvados AOCs (Calvados, Calvados Pays d'Auge et 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>

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