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## Maison Ferrand to switch UK distribution of rums, gin and liqueur



Plantation rums, Citadelle gin and Pierre Ferrand Dry Curaçao liqueur are to switch to a new distributor in the UK, it has been announced.

Maison Ferrand, the spirits producer headed by Alexandre Gabriel, has agreed a new deal with Identity Drinks Brands which will take over the portfolio from August.

Identity Drinks Brands, representing Element 29 Vodka and Boxer Gin, was set up in May by Nick Rodgers, former head of Instil Drinks Co, which has looked after the Ferrand portfolio for some years.

It means that Nick will again be working with Paul McFadyen who was formerly at Instil Drinks Co before moving over to become brand ambassador for Maison Ferrand in April, responsible for all the French company’s brands including Cognac Ferrand.

Nick said: “I have Plantation in my blood, quite literally, so I couldn’t be happier to be to be working with Paul McFadyen and the Ferrand products again.

“We’ve got some sensational plans to put Citadelle gin back on the map as the original artisanal gin, and Pierre Ferrand Dry Curaçao, which was created with renowned cocktail historian David Wondrich, has to be the most exciting liqueur on the market.”

The new agreement comes after a repackaging and recipe change for Plantation Original Dark, which included an upgrade of the blend to include Jamaican rum.

Alexandre added: “At Maison Ferrand we are thrilled to be part of Identity Drinks Brands from the onset. I have known Nick for more than eight years as a one-of-a-kind, passionate and professional man obsessed with fine spirits. Along with his team he is a man on a mission, just like us at Ferrand.”

The Ferrand range will continue to be available from Bibendum Wine – part of The Bibendum PLB Group, which also incorporates Instil Drinks Co – as well as other leading wholesalers and retailers.

Instil Drinks Co looks after brands such as Crystal Head Vodka, Boca Loca cachaça, Fratello liqueur and Estrella Galicia beers.