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Marie Brizard Wine & Spirits posted a slight second-quarter sales rise on stronger demand in France

Domestic sales climbed 6% as bars and restaurants rebounded, offsetting weaker results in several international markets

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Marie Brizard Wine & Spirits posted a modest sales increase in the second quarter as stronger demand in France offset weaker results in several international markets, a mixed picture that points to uneven conditions across the spirits business.

The French group said second-quarter sales reached €45.3 million, up 0.5% on an organic basis from the same period a year earlier. The gain came largely from France, where sales rose 6% to €18.6 million. International sales fell 3.1% to €26.7 million.

In France, the company said the recovery was driven by the on-trade, where sales increased 16%. It also pointed to innovation under the Marie Brizard brand and a distribution agreement for a rum agency brand as factors that supported performance in bars and restaurants.

Outside its home market, results were more uneven. The company reported declines for Sobieski in the United Kingdom and for William Peel in the Benelux region. At the same time, it said Poland, Germany, Italy and the French overseas departments delivered positive second-quarter performances.

Spain recorded 6.5% growth in the quarter, helped by momentum in the group’s industrial services business. The company said that activity was up 11.7% from the first quarter of 2026.

Other markets were weaker. Revenue in Denmark fell 16.4%, which the company linked to delistings, postponed promotional campaigns at major retailers and a broader market decline. Sales in Lithuania dropped 9.2%, while Bulgaria was down 11%. In Brazil, revenue fell 26.9%, which the group attributed to lower purchasing power among consumers.

The United States was one of the brighter spots in the quarter. Revenue there rose 12%, driven by Gautier and Marie Brizard.

Despite the slight improvement in the second quarter, first-half results remained below last year’s levels. Marie Brizard Wine & Spirits said sales for the first six months of 2026 fell 4.4% to €84 million. International export sales were down 8.3% to €48.4 million, while France rose 1.2% over the half to €35.6 million after recovering in the second

quarter.

The figures show how sharply demand can diverge by region for drinks groups with broad international exposure. For producers and distributors of spirits and other beverages, that split may shape decisions on pricing, promotions and portfolio allocation as companies try to balance stronger domestic channels against softer export markets and weaker consumer spending in some countries.

Marie Brizard Wine & Spirits also warned that geopolitical tensions could continue to weigh on its business through the rest of the year. The company said the war in the Middle East is still contributing to inflation and supply chain pressure. It added that the war in Ukraine could further affect its subsidiaries in that country and nearby markets.

In France, the group said it plans to continue gradually returning William Peel to shelves in some off-trade chains while expanding distribution of the brand. That effort will be closely watched as the company tries to build on its domestic rebound while managing slower conditions abroad.