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Marie Brizard will redesign its syrup bottles in 2026 to cut glass weight by 15%.

The French drinks maker says the deeper blue bottle draws on its liqueur line to sharpen visibility in stores and bars.

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MARIE BRIZARD
SIROP
POMME VERTE
MENTHE
SAVEUR MOJITO
PÊCHE
FRUIT DE LA PASSION
NOISETTE


MARIE BRIZARD
SIROP
VANILLE
CARAMEL
FRAISE
GRENADINE
FRAMBOISE
LITCHI

Marie Brizard is rolling out a full redesign of its syrup bottles in 2026, introducing a new package that the French drinks company says is intended to strengthen the brand’s identity, improve shelf visibility and reduce the environmental impact of the product.

The company said the new bottle draws on the shape and engraved details of its better-known liqueur bottle, with a deeper blue color meant to make the range easier to recognize in stores and behind bars. The redesign applies to the syrup line sold to both consumers and professional customers. The range will be offered in 700-milliliter bottles for retail and food-service use, with 250-milliliter bottles available in selected markets.

Marie Brizard said the new package also cuts the weight of the glass by 15%. The company presented that change as part of a broader corporate social responsibility effort, saying it wanted to reduce material use without changing the quality or positioning of the product.

The move expands a packaging update that began a decade earlier. Marie Brizard renewed its liqueur range in 2016, and the company now says the syrup redesign is the next step in aligning the look of its portfolio. The brand, founded in Bordeaux in 1755, is one of the oldest spirits houses in France and has continued to use its history as a central part of its marketing.

In its announcement, Marie Brizard said the syrup line is made according to the same standards it applies to its liqueurs. The company says the syrups use 100% cane sugar, 100% natural flavors and contain no preservatives or artificial colors, with exceptions for grenadine and strawberry syrups. It also says the fruit concentration in the range is 40% higher than the regulatory standards that apply in the market.

The redesign comes as syrup makers compete for space in two growing segments: cocktails and coffee-based drinks. Marie Brizard said its range is built to serve both uses, with products aimed at bartenders, cafes and home consumers who are preparing mixed drinks, coffee drinks and desserts. The company described demand from mixology professionals and the rise of barista culture as the main market trends behind the updated positioning of the line.

Marie Brizard currently offers 37 flavors grouped into six families: fruit, red berries, confectionery, herbs and flowers, nonalcoholic cocktail flavors and barista products. In its materials, the company highlighted how the syrups are being used not only in alcoholic cocktails but also in alcohol-free drinks, coffee beverages and cooking applications, reflecting the broader role syrups now play in bars, cafes and home kitchens.

The company used several recipe examples to show that broader usage, including cocktails with raspberry liqueur and gin, coffee drinks made with vanilla syrup, nonalcoholic grapefruit-based drinks and dessert preparations using caramel syrup. Those examples were presented as evidence that the line is no longer aimed only at traditional cocktail service, but also at coffee programs and casual everyday consumption.

Marie Brizard distributes liqueurs and syrups internationally and continues to position flavor development as one of its core strengths. The company says its syrup update is meant to preserve continuity with the brand’s long history while adapting to current retail and hospitality needs, particularly in presentation, functionality and sustainability.

The announcement was issued in September by Marie Brizard Wine & Spirits, which is based in Charenton-le-Pont, near Paris. The company framed the new syrup bottle as a response to what it called changing expectations among both consumers and trade buyers, especially around design, environmental responsibility and visibility at the point of sale.